

DOSSIER

This document provides a comprehensive overview of Pure Momentum Consulting, LLC, highlighting its mission, services, expertise, and vision for empowering nonprofit organizations to achieve operational excellence and sustainable impact.



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EXECUTIVE SUMMARY

Pure Momentum Consulting, LLC (PMC) is a San Francisco Bay Area, CA-based management and operations consulting firm dedicated to empowering nonprofit organizations. Founded by Dr. Lydia Hughes-Evans, PMC specializes in organizational leadership, operational efficiency, and nonprofit capacity building. With a mission to foster sustainable growth and impactful change, PMC serves clients nationwide, focusing on customized solutions that address leadership challenges, operational needs, and governance improvements.

Mission Statement

PMC empowers nonprofit organizations with strategic guidance, tools, and support to achieve operational excellence, sustainability, and mission-driven success. Through hands-on consulting, PMC bridges gaps in leadership, efficiency, and strategic planning, enabling organizations to reach their full potential.

Core Values

- Empowerment
- Inclusivity
- Excellence
- Sustainability
- Integrity

FOUNDER

Dr. Lydia Hughes-Evans, Founder & CEO



Dr. Lydia's extensive experience in nonprofit leadership and governance, combined with her personality as an INTJ, also known as "The Architect," positions her as a trusted advisor for organizations navigating complex challenges. Her INTJ traits—introverted, intuitive, thinking, and judging—make her highly analytical, strategic, independent, and focused on big-picture ideas. Known for her deep thinking, planning abilities, and logical decision-making, Dr. Lydia approaches complex systems with precision, empathy, and strategic foresight. Her ability to connect, analyze, and execute ensures that every client engagement is impactful and transformative, driving nonprofits toward their highest potential. Dr. Lydia Hughes-Evans is a leader in nonprofit consulting with:

- **Academic Background:** Doctorate in Organizational Leadership, MA in Education (Instructional Leadership), and BA in English and Psychology.

WHY

- **Experience:** 15+ years guiding organizations through transformative growth in governance, board and leadership development, and operational efficiency.
- **Philosophy:** Driven by a passion for lifelong learning, emotional intelligence, and community impact, Dr. Lydia blends strategic vision with empathetic leadership to empower nonprofits.
- **Unique Personality Traits:**
 - Myers-Briggs (INTJ): Strategic and independent thinker.
 - Enneagram (Type 5): Perceptive and driven by curiosity.
 - DISC (High C): Meticulous, detail-oriented, and structured.

Why Was PMC Started

Dr. Lydia founded Pure Momentum Consulting (PMC) due to her strong dedication to nonprofit organizations that create sustainable impacts within their communities. Drawing from her extensive background as both a staff member and a consultant, she recognized the unique challenges nonprofits face, such as limited resources, leadership burnout, and the struggle to align mission-driven goals with effective operations.

Her passion for problem-solving, strategic thinking, and helping others grow inspired Dr. Lydia to create a consulting firm that provides transformational solutions. She envisioned PMC as a platform to bridge the gap between vision and execution, offering nonprofits the tools, support, and expertise they need to thrive. With her methodical and compassionate approach, PMC embodies the belief in the power of strong leadership, resilient organizations, and ethical governance to transform communities and create lasting change.

CORE SERVICES

01

ORGANIZATIONAL DEVELOPMENT

Pure Momentum Consulting specializes in strengthening nonprofit organizations by building robust governance structures and clarifying leadership roles. The team ensures Boards operate efficiently and in alignment with their missions by:

- **Governance and Board Development:** Facilitating workshops and one-on-one coaching to define roles, responsibilities, and fiduciary duties. This includes training Board members to enhance strategic oversight and accountability.
- **Strategic Alignment and Role Clarification:** Conducting assessments to identify organizational misalignments and recommending actionable solutions. PMC helps organizations establish clear frameworks that delineate Board-staff responsibilities, ensuring smoother collaboration and operational success.



02

LEADERSHIP TRAINING & DEVELOPMENT



PMC equips nonprofit leaders with essential skills to manage teams effectively and lead their organizations toward success. These tailored training services include:

- **Executive Coaching:** Empowering nonprofit leaders and executives to navigate challenges, enhance their leadership skills, and achieve sustainable success. Through strategic and actionable insights, leaders build resilience, foster organizational growth, and lead with confidence and clarity.
- **Communication Enhancement:** Developing strategies for clear and impactful messaging within teams and between organizations and stakeholders.

Team Building: Facilitating activities and sessions to strengthen collaboration, trust, and productivity among team members.



03

OPERATIONAL EFFICIENCY



PMC helps nonprofits optimize resources and streamline operations to achieve greater impact with available assets. Services include:

- **Resource Management Assessments:** Comprehensive reviews of current workflows, technology, and resource allocation to identify inefficiencies.
- **Process Improvements:** Implementing new systems and tools designed to increase productivity, reduce costs, and align daily operations with strategic goals.



04

PROGRAM DESIGN AND IMPLEMENTATION



PMC works closely with clients to develop and execute programs that address pressing community needs. Their approach is centered on innovation, sustainability, and measurable outcomes:

- **Customized Program Design:** Collaborating with nonprofit leaders to conceptualize programs that align with organizational goals and stakeholder expectations.
- **Implementation Strategies:** Offering step-by-step guidance and support to bring programs from planning to execution, including monitoring progress and evaluating success.





ON DEMAND TRAININGS

Our three online courses are designed to address critical challenges within the nonprofit industry, encouraging leaders and organizations to thrive. The first course helps nonprofit board members identify and respond to early signs of trouble within their agency, fostering proactive governance and operational resilience. The second course equips board members with strategies to effectively support BIPOC and female-identifying executive directors and CEOs, promoting equity, inclusion, and leadership diversity. The third course is designed for executive directors and HR leaders in direct service roles, offering practical tools to manage stress, prevent burnout, and create a healthier work-life balance. Together, these courses aim to strengthen leadership, build inclusive and effective organizations, and support the well-being of those at the forefront of nonprofit work.

- 1 [Safeguarding Your Nonprofit](#)

- 2 [Supporting Women and BIPOC Leadership](#)

- 3 [From Burnout to Balance](#)

NOTABLE PROJECTS AND SUCCESSES

Beyond Emancipation (B:E)

- **Engagement Overview:** Supported Beyond Emancipation in creating sustainable leadership structures and processes for their programs aimed at emancipated youth.
- **Key Activities:** Conducted governance training, facilitated programmatic planning sessions, and implemented leadership coaching for management staff.
- **Outcomes:** Improved program oversight and enhanced leadership capacity to better serve their mission of empowering emancipated foster youth.



PEERS (Peers Envisioning and Engaging in Recovery Services)

- **Engagement Overview:** Collaborated with PEERS to strengthen operational efficiencies and program effectiveness within their mental health advocacy initiatives.
- **Key Activities:** Facilitated board training sessions, enhanced team collaboration through communication workshops, and conducted an operational assessment to align resources with goals.
- **Outcomes:** Enhanced organizational performance and board engagement, enabling PEERS to better advocate for mental health and wellness.



NOTABLE PROJECTS AND SUCSESSES



FIERCE Advocates

- **Engagement Overview:** Guided FIERCE Advocates to strengthen the organization's infrastructure for a successful transition, drive organizational growth, and achieve long-term vision.
 - **Key Activities:** Assessed infrastructure, identified improvement areas, developed a strategic plan, and implemented team building and leadership development initiatives.
 - **Outcomes:** Successfully transitioned from being fiscally sponsored to an independent nonprofit, improving operational efficiency and securing long-term financial sustainability.
-

KEY DIFFERENTIATORS AND EXECUTION



Nonprofit Expertise: Deep Understanding of Nonprofit Dynamics and Challenges

Dr. Lydia's extensive experience in nonprofit leadership and governance positions her as a trusted advisor for organizations navigating complex challenges. As someone who has experienced both sides of nonprofit leadership— as a staff member and as a consultant— she brings a unique, well-rounded perspective to help organizations navigate challenges and achieve their goals. Her INTJ personality type, with a focus on strategic thinking and long-term planning, enables her to:

- **Analyze and Strategize:** Use her investigative tendencies (Enneagram Type 5) to deeply understand the specific challenges each nonprofit faces, ensuring customized solutions that align with organizational goals.
- **Structure and Solve:** Employ her methodical and conscientious (High C) approach to design frameworks that improve governance, operational efficiency, and mission alignment.
- **Communicate with Clarity:** Her detail-oriented nature ensures nonprofits receive clear and actionable plans for sustainable growth.

Hands-on Approach: Customized, Client-Focused Solutions

Dr. Lydia's empathetic and supportive coaching style enhances PMC's commitment to client-centered services. She creates meaningful connections with clients by:

- **Building Trust:** Her ability to create safe, supportive spaces encourages open dialogue, allowing organizations to explore their vulnerabilities and strengths without fear.
- **Iterative Solutions:** With her reflective nature, Dr. Lydia reviews and refines strategies based on ongoing feedback, ensuring client solutions remain adaptive and effective.
- **Engaging Leadership:** Her engaging and personable approach, combined with a touch of humor and wit, helps clients feel at ease, promoting collaboration and ownership of outcomes.

Leadership Excellence: Blend of Academic Insights and Practical Experience

Dr. Lydia combines a strong academic foundation (Doctorate in Organizational Leadership) with over 15 years of practical nonprofit experience to provide exceptional leadership guidance:

- **Academic Rigor Meets Practical Insight:** As an INTJ, she excels at merging theoretical knowledge with real-world applications, enabling nonprofits to implement evidence-based strategies.
- **Resilience and Reflection:** Her balanced perspective ensures challenges are met with thoughtful solutions, inspiring clients to view obstacles as opportunities for growth.
- **Personalized Development:** She leverages her expertise in emotional intelligence to guide leaders through transformative growth, helping them align their leadership styles with organizational values.

Diversity and Inclusion: Commitment to Inclusive Environments

Dr. Lydia's work champions equity, diversity, and inclusion, both as core values and actionable practices:

- **Strategic Advocacy:** Her analytical mind enables her to identify systemic gaps and implement solutions that elevate diverse voices within organizations.
- **Inclusive Leadership Training:** Dr. Lydia designs and facilitates workshops that promote collaboration and respect, ensuring all team members feel valued and empowered.
- **Cultural Competency:** Her self-sufficient and introspective nature ensures she approaches DEI initiatives with sensitivity and a deep commitment to meaningful change.

CLIENT TESTIMONIALS

She (Dr. Lydia) helped with creating operating systems for two key programs, provided support with org structure, supported program design efforts, provided leadership coaching to management staff, and supported with role clarity for key staff.

Her ability to discern gaps/needs and quickly implement solutions has been a gift to me and the organization. We see her as an extended part of the team and looking forward to tapping into her wisdom/expertise in future projects."

Vanetta Johnson, Beyond Emancipation



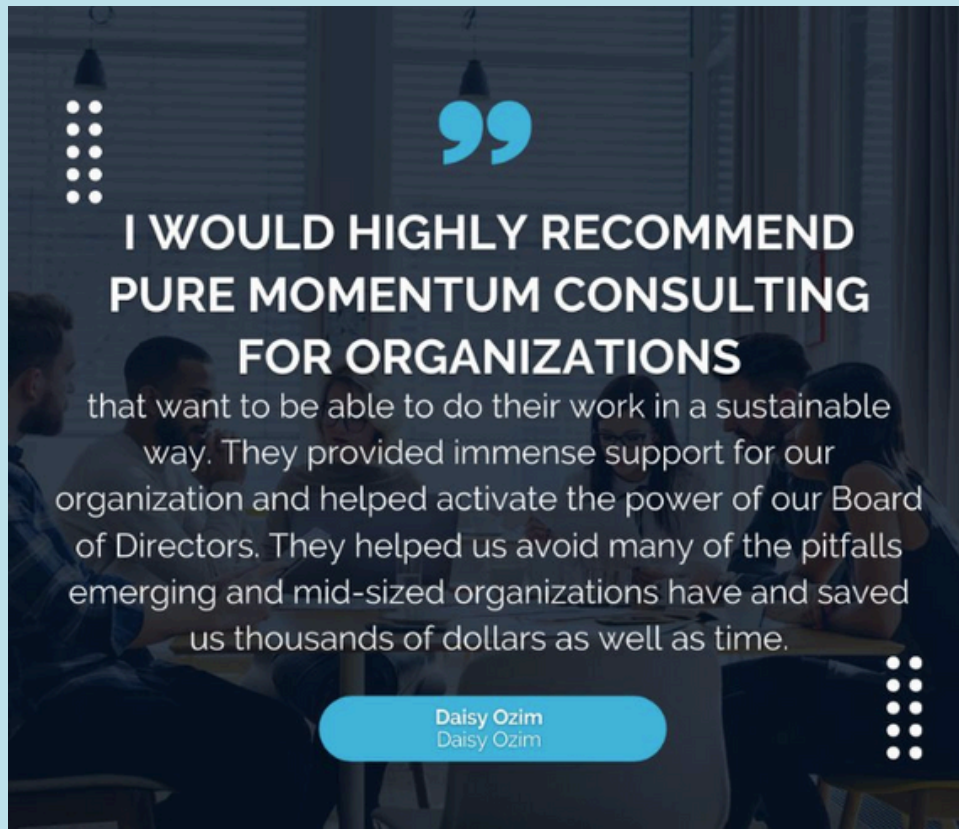
Engaging the high-quality services at Pure Momentum Consulting has been one of the best decisions PEERS has made as an organization; the dramatic results we've seen and the light-bulb moments we've experienced working with Dr. Hughes-Evans earn her my highest recommendation."

Julian Plumadore, Peers Envisioning & Engaging in Recovery Services (PEERS)



Community
Mental Health
Empowerment
#WeArePeers

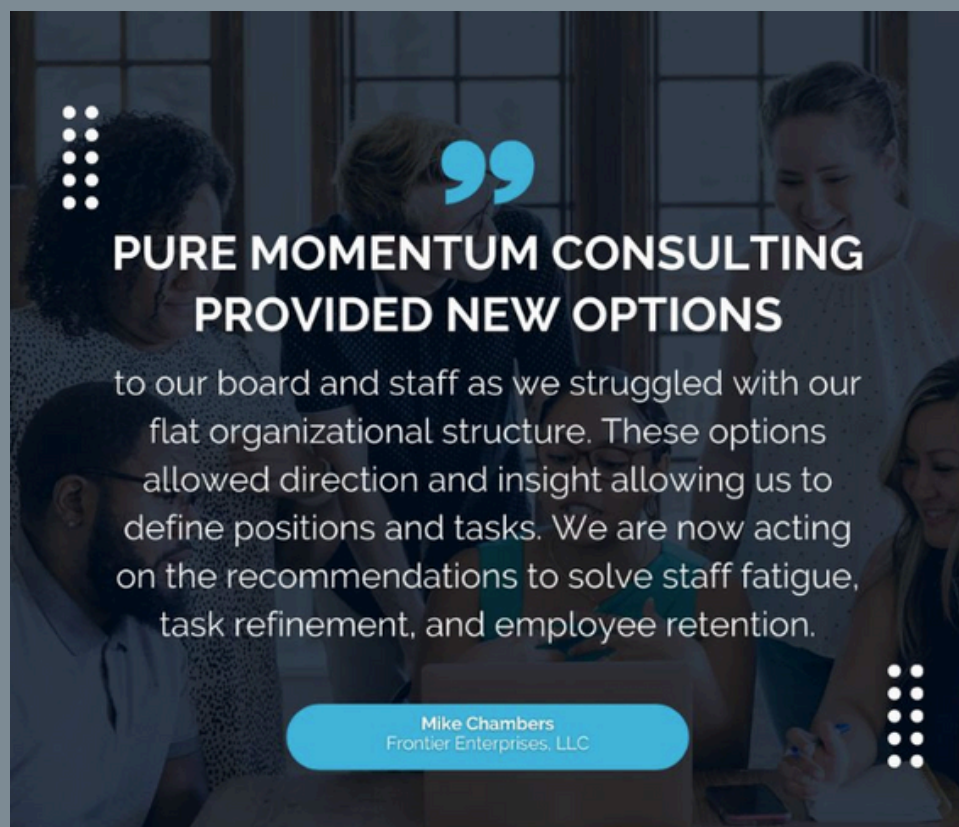
CLIENT TESTIMONIALS

A testimonial card with a dark background featuring a blurred image of people in a meeting. On the left, there is a vertical column of seven white dots. At the top center is a large white quotation mark. The text is in white, with the first part in bold and the second part in regular weight. At the bottom center, there is a light blue rounded rectangle containing the name and company. On the right, there is a vertical column of seven white dots.

**I WOULD HIGHLY RECOMMEND
PURE MOMENTUM CONSULTING
FOR ORGANIZATIONS**

that want to be able to do their work in a sustainable way. They provided immense support for our organization and helped activate the power of our Board of Directors. They helped us avoid many of the pitfalls emerging and mid-sized organizations have and saved us thousands of dollars as well as time.

Daisy Ozim
Daisy Ozim

A testimonial card with a dark background featuring a blurred image of people in a meeting. On the left, there is a vertical column of seven white dots. At the top center is a large white quotation mark. The text is in white, with the first part in bold and the second part in regular weight. At the bottom center, there is a light blue rounded rectangle containing the name and company. On the right, there is a vertical column of seven white dots.

**PURE MOMENTUM CONSULTING
PROVIDED NEW OPTIONS**

to our board and staff as we struggled with our flat organizational structure. These options allowed direction and insight allowing us to define positions and tasks. We are now acting on the recommendations to solve staff fatigue, task refinement, and employee retention.

Mike Chambers
Frontier Enterprises, LLC

PUBLICATIONS AND MEDIA



Publications

- Dr. Lydia Hughes-Evans, Building Sustainable Nonprofits for the Community
- Marquis Who's Who Honors Dr. Lydia Hughes-Evans for Her Work in Nonprofit Consulting | Markets Insider
- Marquis Who's Who Honors Dr. Lydia Hughes-Evans for Her Work in Nonprofit Consulting

Books

Organizational Poverty Series: <https://www.organizationalpoverty.com/>

Web Presence

LinkedIn: [PMC LinkedIn Posts](#)

LinkedIn: [Dr. Lydia Hughes- Evans](#)

Website: [Pure Momentum Consulting](#)

TARGET AUDIENCE

Dr. Lydia serves diverse audiences with her expertise in leadership, relationships, and organizational development. Her work inspires individuals and organizations to thrive by addressing their unique challenges with empathy, strategy, and practical solutions.

Nonprofit Leaders

- **Demographics/Psychographics:** Nonprofit executives, Board members, and middle managers, who are driven by their passion for making a meaningful impact. They are mission-focused and goal-oriented and value continuous learning to improve their organizations.
- **Common Challenges:** Struggling with burnout, navigating organizational change, fostering diverse and inclusive leadership, managing Board and staff dynamics, and improving overall operational efficiency.
- **Services Offered:** Executive coaching, Board development training, organizational assessments, and strategies for ethical governance and growth.

Community-Focused Individuals

- **Demographics/Psychographics:** Socially conscious individuals of various ages who are advocates for their communities, engaged in volunteering, and passionate about driving change. They often balance their community work with personal and professional responsibilities.
- **Common Challenges:** Balancing work-life pressures, managing emotional fatigue, finding supportive networks, and aligning their personal values with their community goals.
- **Services Offered:** Stress and burnout recovery courses, coaching, and customized workshops on creating sustainable personal and community impact.

FUTURE GOALS

Pure Momentum Consulting (PMC) is dedicated to expanding its impact and advancing its mission of empowering nonprofit organizations through innovative services and strategic initiatives. The firm's future goals focus on broadening its reach, enhancing client offerings, and driving sustainable growth in the nonprofit sector.

Building Brand Awareness through Speaking Engagements

To increase visibility and share its expertise, PMC aims to expand its participation in local and national speaking engagements. By collaborating with nonprofit alliances and associations across the country, PMC seeks to inspire and educate audiences while positioning itself as a leader in nonprofit consulting and capacity building.

Advancing Nonprofit Ethics and Governance

PMC is committed to strengthening its role as a thought leader in nonprofit ethics and governance. By driving discussions, developing resources, and advocating for best practices, PMC aims to empower nonprofits to uphold the highest standards of accountability and transparency.

CONTACT DETAILS

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EXPERTS IN NON-PROFIT EXCELLENCE | CONSULTING