

DO.Impact

Operational Certainty

A guided tour of the suite

Strategy · Commercial · Operations · People · Problem Solving · Reporting — for industrial manufacturing

August 2026

ONE PLATFORM · STRONGER RELATIONSHIPS · GREATER IMPACT

The Operating System for Industrial Manufacturing

DO.Impact connects your shop floor, supply chain, commercial teams and leadership into a single, high-performance command center.

\$2.89T

US manufacturing sector

13M

US manufacturing jobs

+50%

YoY industrial bankruptcies (June 2026)

Connection creates impact.

DO.Impact is an integrated operating system for enterprises that need to execute strategy, grow the top line, run operations safely and compliantly, and build the people capability to sustain it all.

It combines four interlocking pillars - Strategy & Transformation, Commercial & Growth, Operating Management System, and Human Capital & Leadership - into a single source of truth for leadership teams, transformation offices and operational units.

It is designed for organizations facing complex turnarounds, capital-intensive programs, restructuring, supply-chain and labor constraints, and the need for transparent governance from the shop floor to the board room.

How the modules connect

The power of DO.Impact is the interlock - each pillar feeds the next.



Strategy & Transformation

Turn strategy into governed execution - value drivers, roadmaps, Hoshin, restructuring and turnaround finance.



Commercial & Growth

Protect and grow revenue with accounts, stakeholders, opportunities, contracts, and pipeline-to-plan tracking.



Operating Management System

Run daily operations safely and compliantly - SQDP, KPIs, SIOP, shop floor, NPI, compliance and standard work.



Human Capital & Leadership

Build the people capability to sustain it all - skills, roles, certifications, development and org design.

Exec Team Room - an AI senior leadership team (add-on)

Convene a CEO-chaired room of AI directors - Operations, Sales, HR, Finance, Safety, Quality, Lean and an Exec Assistant. Ask one question and the relevant directors answer in a single transcript, grounded in a read-only briefing pack of your live company data: strategy status, waterfall bridges, SQDP red days, KPIs, pipeline, cash runway, skills coverage, compliance gaps and open actions.

Grounded in your data

Every answer references your actual numbers, not generic advice.

Scoped to your setup

Only the pillars and modules you switched on are fetched or discussed.

Advisory, never destructive

The directors read and recommend - they never change your data.

Ready to turn pressure into progress?

doimpact.app · contact@doimpact.app · Align strategy, protect margins, and build a stronger operation from the shop floor to the board room.

SOUND FAMILIAR?

The same fires. Different days.

What if the problem isn't the tool — it's the system? Find the symptom you recognise, and see which method DO.Impact points you to first.

	TOC	Causal loops	IBP	X-Matrix	Journey	MRO	5 Whys	Fishbone	DMAIC
Margin erosion & long lead times Throughput is capped somewhere, but every department reports good efficiency.	●	.	○	○	.	.	.	.	○
Recurring quality spills & rework The same escape keeps coming back after every corrective action.	○	●	.	.	.	.	○	●	○
Unreliable forecast & lumpy pipeline Sales bids, material lead times and the financial plan tell three different stories.	○	.	●	○	.	.	.	.	○
Strategy not landing on the floor Executives are aligned on paper; shop-floor targets don't reflect the goals.	.	○	.	●	.	.	.	.	.
Attrition & skilled labour loss Machinists and engineers leave faster than they can be trained.	.	●	.	.	●	.	.	.	.
Firefighting culture, no capacity to improve Everyone is busy; improvement work never starts.	○	●	.	.	○	.	○	.	.
Cash tied up in WIP and inventory Cash-to-cash cycle is long and inventory keeps growing.	●	.	●	.	.	.	.	.	.
Technicians waiting on parts, tools and engineering answers Labour is booked but the aircraft sits; wrench time is well under half the shift.	○	○	.	.	.	●	.	○	.
Turnaround time slips after teardown Non-routine findings, estimates and customer approvals drag the check past its release gate.	.	.	○	.	.	●	.	.	.
We know the defect but keep guessing the real cause Every corrective action treats the symptom; the failure returns within days.	.	.	.	.	.	.	●	●	○
Process data shows variation with no clear driver Yield, cycle time or dimensional variation is visible but the team debates what to change.	.	.	.	.	.	.	○	○	●

● Primary method ○ Supporting method

One suite. One flow. From symptom to countermeasure to measurable result.

Start with the problem, not the tool

You never switch on the whole suite. You pick the slice of modules that answers your business challenge and run them as one connected flow — across Strategy, Commercial, Operations, People, and Reporting & Actions. The examples below show which sub-processes light up, and in what order.

PILLAR KEY **S** Strategy **C** Commercial **O** Operations **P** People **R** Reporting & Actions

1

Footprint & supply-chain shock

17 steps end to end

Navigating geopolitical realignments, supply chain vulnerabilities, or cost pressures that necessitate shuttering, transferring, or consolidating facilities without disrupting customer delivery or violating regulatory compliance.

S Strategy · 4

C Commercial · 3

O Operations · 5

P People · 3

R Reporting & Actions · 2

2

Capital deployment for disruptive technology

15 steps end to end

Managing capital deployment for disruptive technologies (automated cell manufacturing, AI inspection, modern digital platforms) to ensure rapid time-to-value, cash preservation, and seamless operational adoption.

S Strategy · 4

C Commercial · 2

O Operations · 4

P People · 3

R Reporting & Actions · 2

3

Sustainability & certification mandates

14 steps end to end

Adapting to stringent environmental regulations and customer decarbonization mandates by rapidly engineering, certifying, and commercializing sustainable product and service offerings.

S Strategy · 3

C Commercial · 2

O Operations · 4

P People · 3

R Reporting & Actions · 2

Which modules answer which problem

Rows are modules grouped by pillar. A number means the module is used for that problem — and shows its position in the flow.

MODULE	PROBLEM 1	PROBLEM 2	PROBLEM 3
S — STRATEGY			
Waterfall	1	3	.
Vision & Roadmap	.	1	2
Hoshin Kanri	.	.	1
Restructuring	3	.	.
Consolidation	2	.	.
Turnaround Finance	4	2	.
A3	.	.	3
Progress	.	4	.
C — COMMERCIAL			
Overview	.	.	.
Accounts	6	.	.
Stakeholders	5	.	.
Voice of Customer	.	.	4
Opportunities	.	6	5
Contracts	7	.	.
Plan vs pipeline	.	5	.
Weekly review	.	.	.
O — OPERATIONS			
Framework	.	.	.
Daily (SQDP)	.	.	8
KPIs	.	9	.
SIOP	8	.	.
Shop Floor Flow	10	8	.
Value Stream Map	9	.	.
Industrialization	.	7	6
Compliance	11	.	7
Calendar	12	.	9
Standard Work	.	10	.

P — PEOPLE			
Overview	.	.	.
Employees	13	.	.
Skills	.	11	.
Roles	.	.	10
Skill matrix	.	12	12
Gaps	14	.	.
Certifications	.	.	11
Development	15	13	.
Leadership	.	.	.
Org chart	.	.	.
R — REPORTING & ACTIONS			
Board-Ready Report	16	14	13
Zoomable Gantt	17	.	.
Weekly SLT Meeting	.	.	14
Action Tracker	.	15	.

Executive overview

One connected system — Strategy, Commercial, Operations, People, Problem Solving and Finance — designed for the five hurdles that make industrial manufacturing turnarounds different from a standard PE playbook.

THE FIVE A&D TURNAROUND HURDLES	HOW DO.IMPACT ANSWERS THEM
1. Regulatory & Quality (speed vs compliance)	Automate paperwork — free QA capacity, don't cut it.
2. Supply chain lead times & OEM lock-in	High-turn material availability — long-lead, USM, PMA, rotatables.
3. Capital intensity & trapped cash	WIP velocity releases trapped cash — not stretched AP.
4. Specialized labor shortages	Maximize certified wrench-time — schedule to certifications.
5. Fragmented legacy systems	One real-time picture — TAT becomes predictable, not volatile.

01 • THE STEERING WHEEL

Strategy

Set direction and translate it into a governed portfolio of change — vision, value drivers, roadmap, Hoshin, restructuring, consolidation, waterfall bridges and turnaround finance.

Waterfall

Waterfall bridge editor with true-delta bars, monthly granularity, NPV & IRR per bridge, compare-all rollup, and the ability to promote value levers into workstreams with owners and actions.

Strategy Foundation

Vision, mission, value-driver tree, strategic themes and the 3-year roadmap. Each yearly objective supports 36-month plan-vs-actual benefits plus leading and lagging KPIs.

Hoshin Kanri

Full Hoshin Kanri X-matrix — long-term breakthroughs, annual objectives, improvement priorities and metrics with correlation mapping and ownership.

Progress

L1–L4 workstreams shown as a Kanban board. Auto-synced from roadmap objectives and from promoted waterfall levers, with actions and owners per card.

Restructuring

Multi-project restructuring governance: Steering Committee, PMO and Workstream Execution Teams, phase-gated roadmap, risk framework, scope control and SteerCo Meeting mode.

Consolidation

Two-site -> one-site consolidation planner: baseline P&L (Before Site A+B vs After with transition costs), 5-phase roadmap, transition-cost tracker and monthly cashflow with NPV, IRR and payback.

Turnaround Finance

Turnaround Finance: 4-gate CAPEX tracker with Value Realization scorecard (Financial / Operational / Quality-Risk across Baseline, Closeout, Initial Audit and PIR), computed vs manual NPV/IRR, 13-week cash, working capital, part margins and COPQ.

02 • TOP-LINE ENGINE

Commercial

Manage accounts, stakeholders, opportunities and contracts, and reconcile pipeline against the annual booking plan.

Overview

Commercial hub landing page — quick view of accounts, pipeline health and the weekly review shortcuts.

Accounts

Customer accounts with criticality, notes and Excel import/export — add, edit, archive and delete throughout.

Stakeholders

Stakeholder register with influence matrix and criticality rollup, Excel import, and a Voice of the Customer tab alongside it. Full add / edit / archive / delete.

Opportunities

Pipeline of opportunities with stage, value, probability and close date, with the same add / edit / archive / delete behaviour as Accounts and Stakeholders.

Contracts

Contract register linked to accounts and opportunities.

Plan vs pipeline

Plan vs pipeline with multi-stream booked backlog per year and monthly breakdown charts.

Weekly review

Weekly commercial review — pipeline movement, red accounts and priority actions.

Voice of the Customer

Voice of the Customer — NPS and CSAT readings over time, works-well / to-improve notes and follow-up tasks. Every item is scoped either company-wide or to a specific account, with re-linking and scope badges, plus full add / edit / archive / delete.

03 • ENGINE ROOM

Operations

Run daily operations safely and compliantly — SQDP daily management with friction leading indicators and closed-loop escalation, Short Interval Control, KPIs, SIOP, shop-floor flow, value stream mapping, industrialization (NPI & new equipment), Part 145 & SMS compliance, calendar and standard work.

Framework

Operations framework overview and pillar status board with R/Y/G cycling.

Daily (SQDP)

Multi-board Daily Management (SQDP) with a consolidated rollup board. Full-month calendar, editable friction leading indicators (kit completeness, tool readiness, RFI aging) with targets and archiving, closed-loop 3C escalation into A3/DMAIC, and Gemba coaching walks.

Shop Floor

Shop-Floor Flow modelled as a 2–20 gate relay with WIP, takt and gate performance — and the entry point to Short Interval Control boards.

Scheduling (0–12wk)

Advanced scheduling across the 0–12 week horizon with frozen, firm and flexible zones, a capacity engine per work centre, material kitting readiness and rollup into SIOP.

Supply Chain

Supplier and material flow view — long-lead items, expedites, supplier performance and the risks feeding the schedule.

SIOP

24-month Sales, Inventory & Operations Planning — demand review, capacity & supply, long-lead materials and OSP tracking.

Industrialization

Two stage-gate frameworks: AS9145 five-gate New Product Introduction (checklists, Kanban, review meeting) and New Equipment — capital equipment validation from PO through Design Freeze, FAT, IQ, SAT/OQ, PQ, ramp-up with OEE tracking and handover to operations. Full CRUD on equipment and gate states.

Compliance

Audit-ready compliance: Part 145 checklist across 6 pillars with snapshots and reset for the next audit, plus a dedicated SMS module (ICAO Annex 19) with topic-by-topic requirements and saved internal audits.

KPIs (SQDCPME library)

A structured KPI system on the SQDCPME framework: a library of ~225 curated metrics with definition, purpose, formula, data source, scope and exclusions; hierarchy levels L1–L5, leading vs lagging typing and role-based starter packs (CEO, Plant Manager, Quality, Maintenance...). Filter by category, level, indicator type, pillar, owner, frequency or status, regroup the scorecard on the fly, and use the Framework tab for causal driver trees and the OEE loss tree.

Short Interval Control

Short Interval Control boards: SQDCP status, hour-by-hour target vs actual with running variance, coded loss capture with a live Pareto, and containment actions with auto-suggested L1/L2/L3 escalation. Shifts can be closed and reopened to lock the record.

Value Stream Map

Value Stream Map — drag-and-drop current vs future state with process boxes, inventory triangles and a VA/NVA timeline.

Calendar & Standard Work

Audit and events calendar with a Standard Work tab — the editable weekly leader cadence, drag-and-drop between days and saveable as reusable templates. Regulatory, customer and internal reviews plus key operational events.

04 • ENABLERS

People

Build and track the capability that sustains everything — employees, skills with the skill matrix and gap analysis, roles, certifications, development, leadership, change & engagement and the org chart.

Overview

People hub overview — headcount, coverage and open capability gaps, with quick links into the skill matrix, gaps and certifications.

Employees

Employee master data with roles and skill assignments.

Skills

Skills catalog imported from the SkySkills library; tabs lead to the skill matrix and gap analysis.

Roles

Job roles with the skills each role requires.

Development

Individual development plans and targeted upskilling, with certifications as a sibling tab.

Leadership

Leadership pipeline, succession and readiness.

Org chart

Hierarchical org chart with drag-and-drop restructuring.

Skill matrix

Skill matrix — proficiency per employee per skill.

Gaps

Coverage and gap analysis derived from role requirements versus current proficiency.

Certifications

Certifications register with expiry tracking (a tab under Development).

Change & Engagement

Change & Engagement — cascaded engagement architecture, the Change Curve, the 7x7 communication rule and J-Curve performance-dip visualisation.

Excel import

Bulk import of employees, skills and roles from Excel.

05 • ONE LIST, ONE TIMELINE

Execution

Where problems get solved and work gets tracked — the Problem Solver hub for A3, 8D, the structured toolkit, Aviation MRO and the Problem Flow workspace, plus a zoomable Gantt timeline aggregating every action created anywhere in the suite.

Timeline

Zoomable Gantt timeline of every action across the suite, with module and owner swimlanes.

Problem Solver

Problem Solver hub: choose the right method for the pain — A3, 8D, 5 Whys, Fishbone, DMAIC, the structured toolkit (TOC, Causal Loops, IBP, Hoshin Kanri, Employee Journey Mapping), Aviation MRO, or the Problem Flow workspace with owners, status and progress.

A3

A3 problem-solving templates — background, current condition, goal, root cause, countermeasures, action plan and follow-up, with owner and status.

8D

Eight Disciplines for high-severity escapes — emergency response, containment, root cause of occurrence and escape, permanent corrective action and prevention of recurrence.

5 Whys

Fast root-cause chain for single-issue failures — five linked why steps ending in a verified cause and a countermeasure with an owner.

Fishbone

Ishikawa cause-and-effect analysis across Man, Machine, Method, Material, Measurement and Environment, with candidate causes promoted into actions.

DMAIC

Six Sigma DMAIC for variation problems — Define, Measure, Analyse, Improve and Control with phase evidence and gate sign-off.

Aviation MRO

Aviation MRO: the five drivers of Muda in a maintenance hangar mapped to the five countermeasure modules, with saved maturity assessments and follow-up actions.

Reporting, Actions, Settings, Companies & Access

The cross-cutting layer that ties the four pillars together — and keeps every workspace scoped and governed.

Exec Team Room (Intelligence add-on)

An AI senior leadership team — CEO chair plus Operations, Sales, HR, Finance, Safety, Quality, Lean and an Exec Assistant. Ask a question and the relevant directors answer in one transcript, grounded in a read-only briefing pack of your live company data (strategy, waterfall, SQDP, KPIs, pipeline, cash, skills, compliance, actions). It only covers the modules you have switched on in Settings, and it advises rather than changes data. Separately licensed add-on, activated per company.

Actions timeline

Zoomable Gantt of every action across Strategy, Progress, Operations, Turnaround Finance, Daily Management and the Problem Solver, with module and owner swimlanes.

Board Report

Block-based, editable board report exported as PDF or PowerPoint. Toggleable sections (VDT, CapEx, SIOP, Waterfall, Hoshin, Compliance, NPI, People...), a Custom Waterfall editor, and only starred KPIs. The Waterfall section mirrors exactly what is active in the Waterfall view.

Weekly SLT Meeting

Full-screen, step-through agenda for the weekly site leadership review — safety, KPIs, escalations, pipeline, initiatives and actions.

Enterprise Network (add-on)

Model the enterprise as a network of nodes, layers and dependencies — dependency matrix, ripple analysis and insight views for multi-site or multi-entity operations. Full CRUD on models. Separately licensed add-on.

Floor View (kiosk)

A touch-friendly kiosk screen for the shop floor. Operators log barriers and downtime in seconds — what stopped them, for how long — feeding SQDP and Short Interval Control without feeling micromanaged.

Live Demo walkthroughs

Guided, scenario-based walkthroughs of the app (for example "Winning new business while holding margin" or "Technology & digital transformation") that step through the real screens in order, plus the animated Getting started tour and this PDF.

Sandbox / free trial

Explore the full suite against the TitanScale Template data in a session-only sandbox — nothing is written to the database and AI features are disabled — before creating a real workspace.

Settings

Hide or show pillars, sub-navigation entries and overview cards to tailor the app to your operating model — and save any selection as a reusable preset. Also sets the global money format: currency, decimal places and k / M abbreviation used across every chart and report.

Company selector

Run the same framework across multiple companies. All data is scoped by the active company; copy and rename companies as needed. The TitanScale Template company is a read-only aerospace showcase.

User & access administration

See every user and what company they can reach, set access level (no access / read / write / admin), grant or revoke access per module, invite users by email, and cap monthly AI credit usage per user.