



CAPABILITY STATEMENT

Strategic Consulting | People First Solutions | Coaching

AREL | ADVISORS



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hello@areladvisors.com



areladvisors.com

Arel Advisors is dedicated to helping individuals and organizations thrive by providing tailored coaching and consulting solutions. With our expertise in personal and executive coaching, strategic human resources, administrative support, and meeting facilitation, we offer practical strategies that enhance productivity, streamline operations, and support professional growth. Our goal is to be a reliable partner in your success, delivering customized support that meets your unique needs.

Strategic Consulting

- **SOP Development**
Process mapping & workflow redesign
- **Business Process Improvement**
Current-state analysis & gap identification
- **Executive Admin Coordination**
Priority management & project accountability
- **Financial Controls**
Financial audit & admin support, bookkeeping,
- **KPI Dashboard Design**
Reporting frameworks & operational metrics
- **Organizational Restructuring**
Change management & structure redesign

People First Solutions

- **Recruitment Infrastructure**
Job descriptions, interview guides & offer support
- **Onboarding Program Design**
30/60/90-day integration plans & manager toolkits
- **Performance Management**
KPI frameworks, PIPs & succession planning
- **Employee Relations**
Conflict resolution & separation management
- **Compliance Audits & Policy**
Handbooks, I-9, EEO/ADA/FLSA reviews
- **HR Department Buildout**
Interim CHRO support & HR infrastructure

Coaching

- **1-on-1 Executive Coaching**
Clarity, confidence & decision-making development
- **Personal & Life Coaching**
Vision, values alignment & personal growth
- **Board & Executive Facilitation**
Neutral third-party facilitation for critical sessions
- **Strategic Planning Retreats**
Full-day facilitation & action planning
- **Manager Training Programs**
Effective 1:1s, onboarding, & conflict resolution
- **Team Effectiveness Workshops**
Culture, communication & performance alignment

20+ Years

Combined C-Suite &
People Ops Experience

True 360°

Leadership + HR + Ops
Integrated Model

Execution

We implement -
not just recommend

People First

Every solution built
around your people

Key Leadership

Courtney Lee, MBA | CEO & Co-Founder

A results-driven executive leader with a proven track record of optimizing multi-million-dollar workflows, building high-performing teams, and delivering organizational excellence across a diverse range of sectors including nonprofit, political, corporate, and public service.

Darnell Lee | CSO & Co-Founder

Bringing over 20 years of experience leading people operations, organizational strategy, and talent development across corporate, consulting, and government sectors. He specializes in aligning human capital strategy with business objectives to drive growth, improve retention, and build scalable, high-performing organizations. Known for delivering measurable impact, Darnell has led enterprise HR transformations, optimized operations, and secured significant revenue through strategic partnerships and program execution.

NAICS Codes | SIC Codes

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- 541611 – Administrative Management and General Management Consulting Services
- 541612 – Human Resources Consulting Services
- 541618 – Other Management Consulting Services
- 541990 – All Other Professional, Scientific, and Technical Services
- 561110 – Office Administrative Services
- 561311 – Employment Placement Agencies
- 561312 – Executive Search Services
- 561320 – Temporary Help Services
- 611430 – Professional and Management Development Training
- 624190 – Other Individual and Family Services

SIC Codes

- 8741 – Management Services
- 8742 – Management Consulting Services
- 8748 – Business Consulting Services, Not Elsewhere Classified
- 9199 – General Government, Not Elsewhere Classified