

Public Sustainability Statement

AI runs on electricity and water. QConsul designs AI to use the least of both for the result — and to make people more capable, not replaceable.

Triple Bottom Line Commitment

As a certified Benefit Company, QConsul LLC is legally governed by a triple bottom line of people, planet, and profit — committed to material positive impact across operations and client engagements.

Operating at the intersection of ethical AI, Agile dual-track product and program methodologies, and human-centered digital transformation, QConsul recognizes that AI systems carry tangible environmental costs, particularly the energy and cooling water required to interact with large language models.

Token Minimalism Framework over Token Maxing

QConsul formally rejects the industry's prevailing 'token maxing' mindset that prioritizes ever-larger models and ever-longer prompts without regard for resource consumption.

Instead, QConsul champions the Token Minimalism Framework — the disciplined use of the absolute fewest computational tokens necessary to achieve high-value operational outcomes for clients. This treats token usage, infrastructure load, and associated carbon and water footprints as core sustainability considerations rather than incidental technical details.

ROI per Token™

QConsul promotes ROI per Token™: beneficial value per token divided by the compute consumed. The value side is deliberately broad and Benefit Company in spirit — revenue lifted, human capacity unlocked, hours returned to people, risk reduced, and harm avoided — tying environmental stewardship, profitable outcomes, and human empowerment together as a single, measurable lever.

Continuing Sustainability Education

As part of QConsul's 2026 sustainability learning commitment, the founder attended the PNW Climate Week session 'Confessions of a Pilot: How to Fly Better in a Climate Crisis,' hosted by Bumprints on 15 July 2026. For readers interested in the true climate impact of air travel and practical ways to fly more mindfully, see bumprints.org.