

How I Work

Engagement formats and what you get

Espresso

Ninety minutes on your business, plus a written teardown afterwards. Most people leave with two things to change that week. Best when you want a second opinion fast and do not need anyone embedded.

Sprint

Two weeks embedded with your team. We pick one lever ? usually positioning, pricing or activation ? and actually move it, rather than writing a document about moving it. Your team owns the result.

Operator

Ongoing fractional product and marketing. In your standups, your pricing debates and your board deck. Three-month minimum, because anything shorter is theatre.

What I will not do

- ? Legal, tax or immigration advice
- ? Vendor recommendations where I would earn a commission ? I do not take any
- ? Pretend a problem is solvable with my services when it is not