

Brief Building Studio

WHAT THIS TOOL IS TRYING TO ACHIEVE

To turn an early request for learning or leadership support into a clear, shared and decision-ready brief before solutions are designed.

WHAT IT EXPLORES

Context

What is changing, why the work matters now, and who needs to be involved.

Culture

What the organisation rewards, avoids or finds difficult beneath the stated request.

Impact

What people should do differently and how meaningful progress will be recognised.

THE EXPERIENCE

A guided sequence helps consultants and clients move from an initial conversation through a culture read, one-page brief and coherent proposal direction.

WHAT YOU RECEIVE

- A concise, structured brief that can be shared and refined
- Sharper alignment on audience, scope, outcomes and constraints
- A downloadable document that supports approval and proposal development

THE INTENDED OUTCOME

Less ambiguity, fewer assumptions and a stronger foundation for work that addresses the real need rather than the first request.