

as intended

# What a Clarity Session looks like

A redacted example from a real engagement

## What you are looking at

This is a lightly redacted output from a real Clarity Session. The client was a founder launching an independent creative brand. The same process applies at any stage. Whether you're pre-launch, trading for a year, or running an established business that has outgrown its brand.

A Clarity Session is 60 minutes with Tom. Before we meet, the founder completes a pre-session briefing form. Tom uses those answers to build a working deck: an initial read on what is and what is not landing, the questions the session needs to answer, and a first view of the market context.

The session runs from that deck. Afterwards, Tom shares the deck and a written plan: the confirmed diagnosis, the prioritised recommendations and three honest paths forward.

*"The goal is that you leave knowing exactly what the problem is, what to do about it, and what it will take."*

## What the founder told us before we met

Every Clarity Session starts with a pre-session briefing form. The questions are direct. They are designed to get to what matters quickly, before we are in the room together.

Below is a selection of the founder's answers, lightly edited for anonymity.

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What made you decide to start this now?	After several years building a career in a related field, I wanted to channel that experience into something that felt genuinely mine. The timing felt right. I did not want to wait any longer.
How would you describe what you do in one sentence?	Freelance creative services and bespoke commissions for private clients.
Who are your ideal clients?	Other practitioners in my field who need reliable support at busy times, and private clients looking for something considered and personal for significant occasions.
What do you want people to say about working with you?	That I listen, that the work is beautiful, and that they felt taken care of throughout.
What do you not want the brand to feel like?	Fussy. Overly commercial. Or like it is trying too hard to impress.
Where do you want the business to be in three years?	Steady work. A clear reputation locally. Some private clients who return year after year. The foundations for something bigger when the time is right.

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## What we saw before we met

Tom builds a working deck before every session. What follows is the opening read he brought to the room: the initial observations, the questions the answers raised, and the first view of the competitive landscape.

### What is working

The founder has a clear point of view on the work she wants to do and the clients she wants to serve. The two-strand offer (trade support and private commissions) is coherent and reflects how this kind of business actually develops. The instinct toward restraint in the brand is correct for the market she is entering.

### What is not clear yet

The brand idea is not defined. "Considered and personal" describes the intention, but it does not differentiate the offer. Every independent in this market says something similar. The session needs to find what is specifically and genuinely different about this founder and her approach.

The two client types have meaningfully different needs. The brand needs to serve both without becoming generic. That tension is worth resolving early.

### The market context

The independent creative services market in this category is crowded at the lower end and sparse at the considered, premium end. The gap is real. The brands that occupy it successfully are consistent, unhurried, and let the work lead. The founder's instincts point in that direction. The question is whether the brand can hold that position clearly enough to be chosen over better-known names.

*"The competitive gap is real. Getting there requires more than good work. It requires a brand that communicates the same quality the work delivers."*

# What came out of the session

The Clarity Session ran for 60 minutes. This page captures the core outputs from the What, Why and How exercise: the three questions that produce the clearest path forward.

**01**

What does the business actually do?

We create considered, beautifully designed work for clients who care about the details. For trade clients, that means reliable support and a professional presence in someone else's creative environment. For private clients, it means a personal, thoughtful process that produces something they will keep.

**02**

Why does it matter?

The occasions this work serves matter to people. Getting them right, visually and emotionally, is something the founder takes seriously in a way that is genuinely unusual. The care is real, and clients feel it.

**03**

How is it done differently?

The founder brings a background in communications to a field where most practitioners do not have it. She listens before she proposes. She understands what a brief is actually asking for, beyond the literal request. The work is consistently considered, never reactive.

# The plan

After the session, Tom shared a written plan. What follows is the confirmed diagnosis and the three honest paths forward, with indicative investment bands drawn from the session.

## The diagnosis

The business has a clear offer and a founder with genuine differentiators. The brand strategy and direction needs defining. The founder needs an identity, clear positioning, and an online presence that reflects the quality of the work.

*“Clients who have gone on to work with us have scaled teams, hit capacity during launch, and repositioned businesses with 20 years of trading history. The session is where that starts.”*

## Three paths forward

### 1. Do it yourself

With a clear plan provided, a motivated founder with a communications background can develop messaging and a light visual identity using the session output as the brief. The risk is time and quality of the end product, which often leads to rework and more cost.

### 2. Run it with your team

If you have a designer or a trusted collaborator, the Clarity Session output is good starting point to define a brand strategy. We can advise on what to ask for and how to assess what comes back. The investment is your collaborator's time plus periodic input from us.

### 3. Work with us (the chosen path)

We move forward to the next step, including a full brand phase. This includes several workshops, three Brand Directions, a final Brand Foundation based on the chosen direction, including verbal identity, visual identity, online presence and the foundations for everything that follows. Reasonable timelines and investment bands are confirmed in the written plan.

## Three Brand Directions

The founder chose to work with us. The Clarity Session was done. What follows is what happened next. Using all the output gathered to date, we developed three Brand Directions for the founder to consider. Each is built around a different Brand Idea: the single concept from which everything else would be built.

### Direction 1: The Timeless Creator

Brand Idea: Every arrangement tells a story.

The brand leads with artistry and emotional resonance. It is expressive, graceful and confident. Visually and verbally, it speaks to people who value work that carries meaning. The risk is that it tips into preciousness. The opportunity is genuine distinction in a market that skews either functional or overly romantic.

### Direction 2: The Natural Nurturer

Brand Idea: Carefully created, naturally beautiful.

The brand leads with care, warmth and craft. It is grounded, sincere and approachable without being informal. Visually, it is soft and organic. The risk is that it becomes too quiet to be noticed. The opportunity is a brand that feels genuinely human in a category full of lifestyle aesthetics.

### Direction 3: The Modern Botanist

Brand Idea: Where nature meets design.

The brand leads with structure and contemporary design thinking. It is graphic and design-led. The risk is that it moves away from the warmth that is genuinely distinctive about this founder. Included for completeness, but our recommendation is clear.

### Confirmed: Direction 2.

The founder felt it was the most honest expression of what she envisioned. The warmth is real. The craft is real. A brand built from that is more durable than one built from aspiration.

We developed this direction into a full Brand Foundation, including clear verbal and visual identities that work in tandem. The final deliverable was a Brand Book: a summary of the whole journey, start to finish, including detailed guidelines for the founder to implement their visual and verbal identity.

# As Intended

Tom and Ross work every project. Strategy, identity and online presence, built in sequence by one team. No account managers. No handoffs.

Every project starts with a written decision log. You see what was chosen at each stage and why, as it happens.

Tom's background covers marketing, brand, commercial strategy, business development and operations. Ross is the Creative Design Lead, with experience across business and consumer brands spanning technology, consulting, sport, publishing and more.

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[tom@as-intended.co.uk](mailto:tom@as-intended.co.uk)

# Ready to start? Here is how it works

01

## Complete the pre-session form

Before we meet, you complete a pre-session briefing form. Tom uses those answers to build the working deck for the session. It takes about 20 minutes and makes the 60 minutes significantly more useful.

02

## 60 minutes with Tom

The session runs from the deck. We work through what is and is not landing, where the gap is, and what needs to happen. You are not sitting through a presentation. It is a working conversation.

03

## Receive the written plan

Afterwards, Tom shares the deck and the plan: the confirmed diagnosis, the prioritised recommendations and three honest paths forward. You can act on it immediately, with us or without.

[Book now →](#)

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