

## Create strategic clarity and team alignment

This focused and energising training session is designed for founders, board members, and investors who need to move fast - but not blindly. We bring your leadership team together to co-create a clear, shared view of your business's winning strategy.

In just half a day, we'll cut through the noise to define your unique value proposition, decide *where to play*, determine *how to win*, and prioritise the capabilities you'll need to succeed. The workshop distils this thinking into a concise, actionable narrative that becomes the strategic backbone for decision-making, investor communication, and day-to-day execution.

### What you get:

- A high-impact strategy training session facilitated by an experienced product strategist
- A follow-up session to refine outputs into a one-page strategic summary
- Clear articulation of your strategic focus areas - the must-win battles, not just nice-to-haves
- Ability to customise workshop to suit your needs with more focus on innovation, value prop or business model
- I have 18+ years of experience, bringing products to market

### Workshop Outcomes:

- Shared alignment between founders, board and key stakeholders
- A crisp one-page strategic narrative to guide future decisions
- A stronger story to communicate with investors, customers, and staff

<b>Workshop:</b>	<b>4-6 hours depending on scope and training requirements</b>
<b>Pricing:</b>	<b>From \$2,750-\$4,750 NZD + GST</b> , depending on scope and expenses. Ask about discounted pricing when bundled with the Road Mapping Workshop <b>Ask about co-funding opportunities</b>
<b>Includes:</b>	Pre-workshop scoping/training session and a post workshop training/follow up session, workshop materials, expenses
<b>Excludes:</b>	Venue hire, A/V equipment hire, catering (if needed)

**Book your free discovery call today!**

"Jason's facilitation was the catalyst our team needed to step back from the day-to-day and tackle the bigger picture. He helped us craft a clear, cohesive strategy that every team member now owns - not just the business leaders. Jason's independent perspective encouraged us to challenge long-held assumptions and sharpen our priorities."

**CHRIS BISHOP**

Managing Director of [Bactosure](#)



"In this workshop, we were guided through key aspects of strategy, then together as a group we were able to distil down the key stakeholders and objectives. This led to the creation of our new winning strategy following a significant pivot we had decided to make. Not only did it provide us with a simple strategic vision but also gave us all the background thinking that underpins that vision. Jason was instrumental in guiding this process."

**ELDON TATE**

CEO & Founder of [Inhibit Coatings](#)



"Jason was extraordinary. He was able to ask questions and listen to my answers about our business and then map it out in a way that I had not seen before. It was very intuitive, and his experience showed. With this I am able to be more objective with my own business in the steps I need to go through in order to achieve the main goal. I had no idea it would be so useful. I wonder how many others are in my position and do not know, they do not know!"

**TOM GARDINER**

CEO & Founder of [Water Siphon](#)



"Jason facilitated two excellent strategy sessions that I participated in this year - one with Enterprise Angels and another with Inhibit Coatings. His flexible, thoughtful approach helped us uncover a clear direction for Inhibit that aligned perfectly with our strengths. For Enterprise Angels, he adapted to our board's availability with a half-day session that sparked great progress - we left with an exciting thesis and a clear action plan. Jason brings clarity, structure, and a calm presence that makes complex decisions feel manageable. Highly recommended. "

**NINA LE LIEVRE**

CEO of [Enterprise Angels](#)



"The business value was powerful and insightful. It led me to prioritise clearly documenting and mapping out the way forward in high detail. Initially, I doubted my ability to plan that far ahead, but Jason showed me that with a realistic approach, you can define an effective strategy and stay focused on your deliverables. I now have amazing clarity on the way forward for the business, not just on the mechanical aspects."

**KARL ROSS**

Founder of [Rip & River Aware](#)



"Articulating our capabilities, what we need to do to win, identifying what we won't do - these have all been instrumental in shaping our strategy going forward. This workshop helps to clearly articulate and define a strategy, can help identify weaknesses in your current strategy and iron out any assumptions that have been made - but not properly addressed."

**GEORGE K.**

CEO & Founder of [Narix FSD](#)



"Jason's Strategy workshop gave us the space and structure to step back and look at the bigger picture. It's already making our day-to-day decisions more focused and aligned. He really understands the realities of start up life, and I highly recommend working with him if you want clarity and direction."

**EMMA ARVIDSON**

CEO & Founder of [Teiny](#)



"Understanding our "winning insights" and "how we win" - this helped us to articulate parts of our innovations that actually help us keep a competitive advantage. The workshop helped us refine our mission and prioritise goals. This clarity is essential as we look out to our next horizon of commercialisation. The strategy that we defined has allowed us to communicate our direction effectively across all levels of our organisation and with key partners, ensuring that everyone from our engineers to our community liaisons will be aligned on Biokū's priorities and objectives. We can now make informed, faster decisions, particularly around resource allocation, market entry, and product development. This focus on strategic priorities has made it easier to pursue opportunities that align with our growth goals while avoiding distractions."

**KUSHLA OKANO**

CEO & Founder of [Bioku Technologies](#)

