



THE
**DEEP &
MEANINGFUL**
CONSULTANCY

CRITICAL FRIEND.

FOR LEADERS NAVIGATING COMPLEX CHALLENGES.



When you've built something great but find yourself questioning what really matters to you and what you want to do next.

When you're navigating complex decisions; scaling with purpose, managing different players, or creating something new that's never been done before and it's daunting.

When you're facing challenges that need both commercial thinking and deeper reflection on what's actually driving your passion.

When you're ready to move from building wealth to building legacy but traditional advice doesn't cut it for what you're wrestling with.

When you feel stuck and need to break out of your immediate circle where people tell you what you want to hear, not what you need to.

When you want to push yourself a little bit further.

Critical Friend

(noun)/strategic thinking partner,
breakthrough support/

A strategic thinking partner who helps you navigate complex challenges whilst tapping into your dreams. They bring fresh perspective, challenge your thinking and give it to you straight. But they're completely on your side. Focused on strategic and creative thinking, not therapeutic services.

OUR APPROACH



CONVERSATION ARCHITECTURE.

Most advisory 1:1 work follows predictable patterns but when you're navigating paradoxes standard approaches just reinforce existing thinking and don't give you fresh perspectives or new ideas.

Conversation Architecture is how we design our sessions for you. We create the conditions, structure, and sequence that helps you think beyond familiar and conventional frameworks and discover solutions you couldn't access alone.

For example: Most strategy sessions ask 'What should we do?' We design conversations that first explore 'What are we assuming that we haven't questioned?' or 'Who isn't in this room who should be?'

Instead of 'How do we solve this problem?' we might start with 'What if this isn't actually the problem we need to solve?'

This shifts you from recycling familiar answers to discovering possibilities you couldn't see before.

WE USE ITS PRINCIPLES TO...

1. Design questions that unlock rather than interrogate.
2. Create space for the contradictions you're wrestling with.
3. Guide you to examine what you really want, not just what you think you should.
4. Structure thinking processes that move beyond familiar patterns.
5. Hold you in productive discomfort whilst ensuring psychological safety.

WAYS OF WORKING TOGETHER



WORKING IN A WAY THAT'S RIGHT FOR YOU.

RESPONSIVE MODE:

Led by what's coming up for you; any challenges, growth decisions, stakeholder conflicts, leadership hiccups. **We provide perspective, challenge thinking, and guide you in working things through and building your response.**

STRUCTURED MODE:

Designed around specific outcomes; strategy development, scaling decisions, stakeholder alignment, or strategic pivots. We guide the content and flow based on your objectives.

WORKING TOGETHER I

STRATEGIC THINKING PARTNERSHIP

WHAT:

9 hours dedicated time through 1 x 90-minute session per month for 6 months.

PERFECT FOR:

Leaders who need; regular dedicated thinking/unblocking space, an external perspective for business development and creative growth, team management, and space to figure out ongoing strategic challenges.

INCLUDES:

- Dedicated work space.
- Access to relevant mixed media toolbox e.g. podcasts, articles, journalling & ideation.
- Between-session support for questions on expansion tasks.
- Strategic thinking partnership for ongoing challenges.

WORKING TOGETHER II

TRANSFORMATION PARTNERSHIP

WHAT:

18 hours of dedicated time through:
2 x 90-minute sessions per month for 6 months.

PERFECT FOR:

Leaders ready to unlock what's blocking them, discover their true offering, and breakthrough personal/professional barriers.

INCLUDES:

- Dedicated work space.
- Mixed media toolbox e.g. podcasts, articles, journalling & ideation.
- Strategic thinking partnership for ongoing challenges.
- Movement through rigorous critique, contrarian thinking and challenge to push clarity of thought and ignite a strong direction of travel.

ADDITIONAL SUPPORT.

SOMETIMES YOU NEED THAT
LITTLE BIT EXTRA.

EXTRA 90-MINUTE SESSIONS:

We can provide extra sessions costed separately when you need additional time and support.

MATERIAL REVIEWS:

We can provide document reviews & critiques; business plans, investment strategies, board papers, strategic frameworks etc. costed separately outside the scope of the programme.

RETAINERS:

We work with some clients on extended relationships tailored to complex, ongoing challenges.

ABOUT US



OUR FOUNDATIONS

HONESTY:

We're on your side, which means we tell you what you need to hear, not what you want to. We pride ourselves on contrarian thinking because breakthrough requires challenging assumptions everyone takes for granted. Truth-telling isn't comfortable, but it's the only foundation for genuine transformation.

CURIOSITY:

We're drawn to the edges, the spaces between what's comfortable and what's possible, where breakthrough thinking emerges. We interrogate assumptions and push beyond familiar territory because that's where the biodiversity of ideas thrives. Deep curiosity isn't just asking questions - it's the courage to explore the fertile ground at the margins.

KINDNESS:

We choose kindness because it's the right thing to do. When so much of the world feels harsh, we see the value in showing up with softness. It's not too much to ask and it's the essential infrastructure for meaningful change.



Deepa has 20+ years experience advising leaders on strategy and meaningful change, from FTSE companies to early-stage startups, across global markets and cultures. She understands the unique challenges that come with building something significant while balancing commercial pressures with genuine impact.

Her cross-cultural background and interdisciplinary approach, spanning corporate boardrooms to grassroots transformation initiatives gives her a unique perspective on the conversation patterns that keep leaders stuck versus those that create fresh thinking.

She works with leaders facing complex stakeholder dynamics, overwhelming growth decisions, and strategic pivots where you want to scale without losing what makes you distinctive. She brings both commercial rigour and deeper strategic thinking to challenges that don't have textbook answers.

Deepa approaches this work in an open, straightforward and supportive way - she'll tell you what you need to hear while being completely invested in your success.

Deepa is also a founding trustee of Earthed, an ecosystem restoration organisation mobilising a community of global ecological citizens and she is Co-Chair of the Ethics Committee and sits on the Board of Catalyst Now, a global network of social entrepreneurs.

MEET DEEPA
MIRCHANDANI

WHAT PEOPLE SAY...

Working with Deepa changed the way I lead and make decisions. We were in the middle of some challenges: conflicting priorities, tension between old systems and new directions, and for me some big questions about how to grow without losing what made us distinct. Deepa helped me work through them each with total clarity. By the end of our work I felt real alignment where before I had felt pretty stuck for some months. She helped me rethink how our programs fit together, and guided me in telling our story in a way that truly reflects the depth of what we do. Since working with her, I've seen sharper internal focus, and real progress on the goals I'd been circling around for too long. Deepa was able to hold the strategic and also the human side of the work we do.

**ANDREW MICHAEL NOLAN,
THE MANDALA INSTITUTE**



STRATEGIC SUPPORT FOR CLEARER THINKING & BETTER ACTIONS.

Our pricing is structured on the
permaculture principles of fair
share - get in touch to learn more
and have a chat.

INVESTMENT

EXCITED ABOUT WHAT THIS COULD MEAN FOR YOU?

Get in touch:
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