

WHEN WHAT YOU  
NEED IS A CRITICAL  
FRIEND.

Three Stories,  
One Critical Friend.

# SOMETIMES YOU NEED MORE THAN A SOUNDING BOARD.

BEING AN ENTREPRENEUR IS HARD. THERE'S  
NO GETTING AWAY FROM IT.

WHEN THE DAILY SITUATIONS YOU FACE ARE  
COMPLEX; WHEN YOU'RE BALANCING  
GROWTH AND STAYING TRUE TO YOUR  
MISSION; AND WHEN YOU'RE PLANNING  
PIVOTS AND TRYING TO EXPERIMENT.

WHEN YOU'RE FINDING IT HARD TO STEP  
BACK AND SIT WITH THE WHOLE PICTURE SO  
YOU CAN LOOK FORWARD; THAT'S WHEN YOU  
NEED A CRITICAL FRIEND.

# WHAT MAKES A CRITICAL FRIEND?

SOMEONE WHO HELPS YOU NAVIGATE CHALLENGES AS WELL AS TAP INTO YOUR DREAMS.

SOMEONE WHO CAN BRING YOU A FRESH PERSPECTIVE AND ARE SEPARATE TO YOUR TEAM, BOARD & NETWORK.

SOMEONE WHO CAN CHALLENGE YOU TO THINK STRATEGICALLY MANAGING BOTH BUSINESS COMPLEXITY AND THE MESSINESS OF LIFE.

SOMEONE WHO WILL GIVE IT TO YOU STRAIGHT BUT THEY'RE COMPLETELY ON YOUR SIDE. THEY CHALLENGE YOUR THINKING WHILE BEING INVESTED IN YOUR SUCCESS.

# CONVERSATION ARCHITECTURE: DESIGNING FOR BREAKTHROUGHS!

WE CURATE THE CONDITIONS TO GET YOU TO  
THINK BEYOND THE FAMILIAR.

MOST STRATEGY SESSIONS ASK 'WHAT SHOULD  
WE DO?' WE'RE ABOUT PUSHING BUTTONS AND  
START WITH '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 GO WITH 'WHAT IF THIS  
ISN'T ACTUALLY THE PROBLEM WE NEED TO  
SOLVE?'

WE BALANCE THIS KIND OF THINKING WITH A  
TOOLBOX OF REFLECTIONS, EXERCISES &  
FRAMINGS THAT SHIFT YOU FROM RECYCLING  
FAMILIAR ANSWERS TO DISCOVERING  
POSSIBILITIES YOU COULDN'T IMAGINE BEFORE.

# MEET THREE VERY DIFFERENT LEADERS

THE CHALLENGES WERE DIFFERENT.  
THE BREAKTHROUGHS WEREN'T.

Here's how three leaders  
navigated their most complex  
moments.

# RACHEL NEEDED TO FIND HER AUTHENTIC DIRECTION

MEET RACHEL. SHE IS A SUSTAINABILITY SPECIALIST, A SYSTEMS THINKER, SOMEONE WHO SEES THE COMPLEXITY AND INTERDEPENDENCIES OF OUR BROKEN SYSTEMS. SHE WANTS TO HELP OTHERS THINK AND LIVE MORE REGENERATIVELY.

BUT RACHEL WAS IN BIT OF A PICKLE. SHE WAS STUCK BETWEEN WHAT FELT AUTHENTIC AND WHAT FELT COMMERCIALLY VIABLE. SHOULD SHE CONTINUE TO WORK ONLINE OR TRUST HER GUT FEELING ABOUT LOCAL, PLACE-BASED WORK? THE CONFLICT BETWEEN TACKLING GLOBAL SYSTEMS AND FEELING LIKE SMALL, IMMEDIATE ACTION WASN'T ENOUGH, WAS A REAL DILEMMA.

SO RACHEL DECIDED TO GET SOME HELP. SHE FOUND SOMEONE WHO COULD NAVIGATE THE TENSIONS BETWEEN AUTHENTIC WORK AND COMMERCIAL VIABILITY. WHO BALANCES REGENERATIVE WAYS OF BEING WITH PRACTICAL BUSINESS RIGOUR. WHO KNOWS YOU DON'T HAVE TO CHOOSE BETWEEN VALUES AND VALUE CREATION. WHO UNDERSTOOD THAT WHAT WE RESIST MOST IS EXACTLY WHERE WE NEED TO GO.



## AND 6 MONTHS LATER...



I APPROACHED DEEPA BECAUSE I WAS STUCK BETWEEN WHAT FELT AUTHENTIC AND WHAT FELT COMMERCIALLY VIABLE.

DEEPA ASKED THE DIFFICULT QUESTIONS THAT ALLOWED ME TO LINGER IN PLACES I FELT UNCOMFORTABLE AND EXPLORE WHERE MY PLACE OF SERVICE REALLY IS.

THROUGH SOMATIC PRACTICES, NATURE-BASED MEDITATION, AND DEEP QUESTIONING, I LEARNED TO LEAN INTO MY OWN BODY AND EXPERIENCES AS WELL AS LISTEN TO THOSE AROUND ME.

THE BREAKTHROUGH CAME WITH 'CATHEDRAL THINKING' - REALISING I DON'T HAVE TO DO EVERYTHING, BUT I CAN START TOWARDS A MORE RESILIENT FOOD SYSTEM LOCALLY.

I FEEL MORE POSITIVE AND CAPABLE TO PUT PLANS INTO ACTION. THE BUSINESS FRAMEWORK HELPED ME LAY OUT MY IDEAS CLEARLY AND WORK OUT WHERE I NEED TO START DIGGING MORE DEEPLY TO GROW MY IDEA INTO A REALITY.

THE SHIFTS HAVE BEEN PROFOUND: I TRUST MYSELF MORE, HAVE LESS FEAR OF FAILURE, AND I'VE LEARNED TO FEEL FEAR AND MOVE FORWARD ANYWAY. I FEEL GROUNDED IN MY OWN TRUTHS - AND MORE JOYFUL WITH THEM TOO.





# DREW NEEDED STRATEGIC ALIGNMENT.

THIS IS DREW. DREW LEADS A GLOBAL MENTAL HEALTH ORGANISATION. HE IS A PRACTITIONER, TRAINER & HEALER, HE KNOWS HIS FIELD INSIDE OUT & HIS CLIENTS LOVE HIM. BUT DREW WAS STUCK.

THEY HAD BIG QUESTIONS ABOUT HOW TO GROW WITHOUT LOSING WHAT MADE THEM SPECIAL. DESPITE ALL HIS EXPERTISE, HE WAS PRETTY FRUSTRATED.

SO DREW FOUND SOMEONE WHO COULD HELP HIM WORK THROUGH EACH CHALLENGE WITH TOTAL CLARITY. HE FOUND SOMEONE OUTSIDE OF HIS WORLD AND WHO COULD SEE WHAT HE COULDN'T. SOMEONE WHO WOULD TELL HIM THE TRUTH AND WOULDN'T MINCE THEIR WORDS.





## AND 6 MONTHS LATER...



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 THE HUMAN SIDE OF THE WORK WE DO.

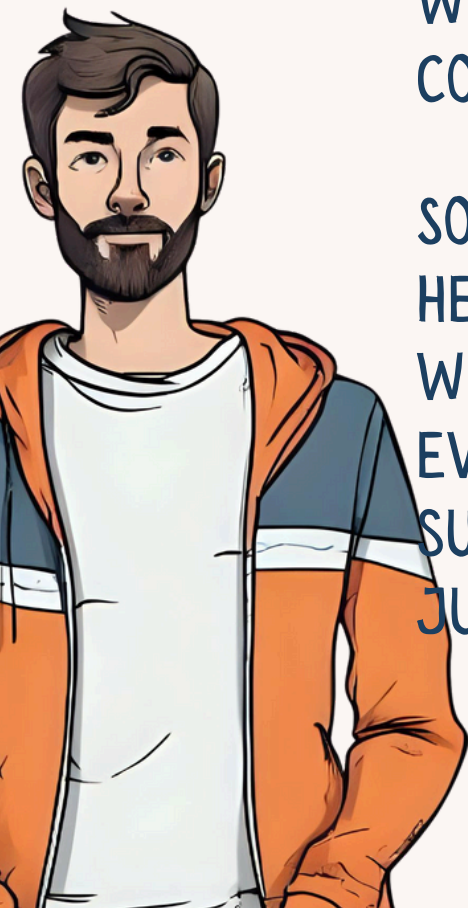


# ANDY WAS NAVIGATING A CRITICAL TRANSITION


ANDY RUNS A CREATIVE ARTS SOCIAL ENTERPRISE. HE'S PASSIONATE ABOUT WHAT HE DOES, KNOWS HIS COMMUNITY, HAS BUILT SOMETHING MEANINGFUL. BUT ANDY WAS FACING A MAKE-OR-BREAK MOMENT.

HE NEEDED TO FIND A NEW VENUE, SECURE INVESTMENT, NAVIGATE TEAM DYNAMICS, AND SCALE UP - ALL WHILE EXPECTING HIS FIRST CHILD. EVERYTHING WAS ON THE LINE AND THE STAKES COULDN'T HAVE BEEN HIGHER.

SO ANDY FOUND SOMEONE WHO COULD HELP HIM NAVIGATE IT ALL. SOMEONE WHO UNDERSTOOD THAT WHEN EVERYTHING'S ON THE LINE, YOU NEED SUPPORT WITH THE WHOLE PICTURE, NOT JUST THE STRATEGY.



## AND 6 MONTHS LATER...



WORKING WITH DEEPA HAS BEEN TRANSFORMATIONAL FOR BOTH ME AND MY BUSINESS. FROM THE VERY START, I FELT EXTREMELY COMFORTABLE WITH HER; AFTER OUR FIRST SESSION I ALREADY FELT LIKE I'D KNOWN HER FOR YEARS!

THIS COMFORT WAS CRUCIAL FOR ME TO BE ABLE TO SPEAK OPENLY AND SHARE THE CHALLENGES AND TRIBULATIONS OF RUNNING A BUSINESS WITH SOMEONE WHO NOT ONLY GETS IT, BUT IS ABLE TO PROD, COACH, AND GUIDE IN AN INVIGORATING, PROVOKING AND ENRICHING WAY.

THROUGHOUT OUR TIME, I'VE FELT COMPLETE PEACE OF MIND THAT I WAS WORKING WITH AN ABSOLUTE PROFESSIONAL WHO IS NOT ONLY AT THE TOP OF THEIR GAME, BUT IS LEADING THE FIELD. DEEPA'S ABILITY TO COMBINE EXPERTISE AND PROFESSIONALISM WITH COMPASSION AND CREATIVITY IS SECOND TO NONE AND I CAN'T THANK HER ENOUGH FOR HER WORK AND GUIDANCE DURING A PIVOTAL AND CRUCIAL PERIOD FOR US.



# WHAT'S COOKING FOR YOU?

DO YOU IDENTIFY WITH RACHEL'S NEED TO FIND WHERE VALUES AND VIABILITY MEET WHEN THERE'S SO MUCH AT STAKE? OR LIKE DREW ARE YOU KILLING IT BUT SOMETHING STILL FEELS A BIT OFF? OR, ARE YOU FINDING YOURSELF IN THE SECOND HALF OF THE YEAR AND EVERYTHING'S HITTING THE FAN LIKE IT WAS FOR ANDY? OR ARE YOU UNIQUELY YOU AND DEALING WITH YOUR OWN SET OF CHALLENGES?

YOU DON'T HAVE TO DO IT ALONE.

GET IN TOUCH TO  
FIND OUT MORE & TO  
HAVE A CHEMISTRY  
MEET.

The Critical Friend Programme:  
Six Months.

Real Breakthroughs.

[deepa@deepandmeaningful.co](mailto:deepa@deepandmeaningful.co)

