

The Anatomy of a Strategic Narrative Sprint: Transforming Complexity into Clarity

Content Sprints

LEVEL 3 - THE APEX (THE SHARPER OUTPUT)

PUBLIC-FACING PACKAGING
Refined content for LinkedIn, YouTube narrative framing, and cross-platform distribution

STRUCTURAL DELIVERABLES
Clearer articles, newsletters, explainers, and mini-docs or slide structures.

CONCEPT FRAMING
Creation of visual metaphors and legible metaphors to make abstract concepts "land" with the viewer

LEVEL 2 - THE CORE (THE SPRINT MECHANISM)

MULTI-AUDIENCE LOGIC
Refining material so it speaks to multiple audiences simultaneously without becoming "mush".

FIXED-SCOPE, FAST-TURNAROUND
Focused, short-term engagement designed to bypass the "glut consulting circus" and deliver immediate results.

STRATEGIC NARRATIVE TRANSLATION
Turning tangled, cross-domain material into something clearer and sharper without flattening complexity.

THE ENGINE (SPECIALIZED DOMAINS)

AI GOVERNANCE & ACCOUNTABILITY
Navigating the social risks and institutional memory of emerging technologies.

SYSTEMS & PROCESS DESIGN
Translating process pathologies and failure modes into understandable frameworks.

ESG & RESEARCH
Packaging high-level institutional material and research for better usability.

LEVEL 1 - THE FOUNDATION (THE INPUT STATE)

MATERIAL IN "DRAFT PURGATORY"
Smart, timely material too dense, tangled, or messy to be effective.

THE JARGON BARRIER
Substance that is "jargon-sealed" or too cross-domain to explain neatly often fails to land.

DISCONNECTED EXPERTISE
Expert "knows what they mean," but the framing or structure is not yet doing the material justice.





The smartest ideas
go unheard.

The format
gets in the way.



Problem

The real cost of complexity

Dense expert content loses its reach before anyone acts on it.

The knowledge exists. The audience exists.

The gap is translation.

Skipped

Decisionmakers skip dense content entirely – the insight never reaches those who could act on it.

Ignored

Audiences disengage before the insight lands – attention drops before the point is made.

Buried

The work gets cited less, shared less, and built on less – its influence quietly disappears.



Reframe

Complexity isn't the problem

Not about dumbing down

The fields that need clarity most - **AI governance, systems thinking, ESG** - are genuinely complex. Stripping that away isn't clarity. It's loss.

Hold it and move it

What's missing is someone who can **hold the complexity** and still make the ideas move - without flattening what makes them matter.

New offering

Content Sprints

Fixed-scope engagements that turn dense expert material into clear narratives - without losing what matters.



Sprint Brief

Work Required Key Audiences Narrative Arc

Overview

Core Argument

Overview

The best creative work emerges from a clear north star, along with, and through, execution.

Insight

What does best creative really require?

Key Points

What does best creative require?

Connections

What does best creative require?

Overview

Key Audiences

Label

Description

Label

Description

Label

Description

Label

Description

Overview

Narrative Arc

Header

Header

Focus areas

What we work on together

Four domains where complexity runs deepest and clear thinking is most urgently needed.

AI governance

Policy framing, risk communication, and translating technical language for public audiences.

Systems thinking

Making feedback loops and interdependencies legible to people who need to act on them.

ESG

Cutting through noise to surface what's material, why it matters, and who it affects.

Institutional design

Turning procedural complexity into structure people can actually navigate.

What you get

Long-form article

In-depth explainers that build authority and give your ideas the space they deserve.

LinkedIn or YouTube package

Platform-native content - posts, scripts, or hooks - structured for reach and engagement.

Visual framing

Diagrams and mental models that make complex ideas click at a glance.

Mini-deck

A tight, persuasive deck for pitching or presenting one focused idea.

Every sprint ends with a finished asset - ready to publish, pitch, or share.

1 Share the raw material

Hand over your paper, deck, transcript, or long draft - whatever you have.

2 Align on scope

We agree on audience, format, and the exact output you need.

3 Fast turnaround

Fixed price, no retainer. I turn it around quickly - no drawn-out back-and-forth.

4 Ready to publish

You walk away with something polished, ready to present or publish.

Call to action

Limited slots available now

1

Limited by design

Each sprint gets focused,
high-attention work - not volume.

2

Dense ideas welcome

If it deserves a wider audience,
this is where it gets one.

3

DM to start

One message. No form,
no funnel - just a conversation.

This isn't a content mill. Slots are kept tight so the work stays sharp.