

From Fuzzy to Feasible™ – Turning Insight into Action

De-Risk Your Future

Strategy and support for leaders navigating uncertainty.

The pace of change today is slower than it will be for the rest of your life.

- Janice Fraser

The Challenge

You're not broken, but your odds of failure are rising.

Today's business environment is more complex, more connected, and less predictable than ever. And yet, teams remain misaligned, engagement is at historic lows, and innovation efforts stall out or chase noise over signal



Complex adaptive systems don't yield to previous best practices.

It's not just speed, it's about velocity — speed + accuracy. You need a better way to make sense of change — and move forward with confidence.

How Spark Helps

You don't need a silver bullet. You need a **catalyst** — a guide who helps uncover what's already in your system and creates the conditions for positive transformation.

Spark helps You:

- Identify the crux issues beneath surface-level distractions
- Surface insights that sharpen innovation and guide action
- Discover and act on golden nuggets rather than silver bullets
- Align people, decisions, and momentum around what matters most

Our Services

Strategic Advising

Clarify direction. Make better decisions. Reduce noise.

Workshops & Facilitation

Co-create alignment, insight, and forward motion.

Fractional Leadership

Embed interim innovation or CX leadership — without a full-time hire.

Speaking & Thought Leadership

Sessions that challenge assumptions and energize your team.

Quick Gut Check

Ask yourself:

- Are your teams aligned on the crux issues and top uncertainties?
- Can your organization adapt quickly when condition change?
- Do your current efforts create real value, not just activity?

If you're unsure, let's talk.

Let's Connect



[Schedule a discovery call](#)



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