



REFERRAL CHEATSHEET

Fixing misalignment early prevents bigger, costly issues downstream.

I help established service businesses experiencing gaps between strategy, teams, and customer experience to get aligned. This supports them to make decisions confidently, grow retention and achieve steady, sustainable growth. *This simplified overview helps identify people who need that help.*

1. CULTURE & WAYS OF WORKING

(How the business operates day-to-day and how teams work together)

Referral Cues:

- "The direction seems clear at the top. Is the filtering through to your HR, sales and marketing people?"
- "You've made some big decisions recently. Do you feel like everyone's interpreting them the same way?"
- "You've got good people. Is everyone rowing in the same direction?"

Pain Point: Teams are capable but misaligned; old habits persist under pressure.

Why It Matters: Misalignment slows decisions, causes frustration, and erodes culture, creating drag during growth or change.

3. CUSTOMER JOURNEY

(What customers actually experience vs what the business promises)

Referral Cues:

- "What you offer is quite complex. Do your ideal customers know what you offer is a solution to their problem before they start working with you?"
- "You've got such a great brand story. Does the customer get a consistent version of that from everyone they deal with across the business?"
- "You've been around a while now. How much focus do you give to growing business with existing customers?"

Pain Point: Gaps and friction in customer experience reduce repeat business, loyalty, and advocacy.

Why It Matters: Inconsistent or under-optimised customer journeys leak revenue, hurt reputation, and limit growth potential.

2. MESSAGING & LEADERSHIP COMMS

(What leaders say vs what teams hear; clarity of priorities and expectations)

Referral Cues:

- "Your values are inspiring. How does that come through in your marketing and internal comms?"
- "Sounds like the business is moving in a new direction but the view from the outside seems to still refer to the past. Have you got a plan to tackle that?"
- "You've set the direction. Is everyone clear on what it looks like in their day-to-day?"

Pain Point: Leadership intent isn't translating into consistent understanding and behaviour across the business.

Why It Matters: Confusion and mixed messages increase rework, slow decision-making, and erode trust.

4. GROWING PAINS

(When everything feels harder than it should, even though the business looks successful)

Referral Cues:

- "You've expanded what you do. Is your story in the market attracting the customers you'd hope it would?"
- "Your business looks strong from the outside. What's the vibe like internally?"
- "As a high-trust professional services business, customers build trust with individual team members. How do you build those connections with the business brand?"

Pain Point: Complexity has outpaced clarity; brand experience, teams, and communication haven't scaled with the business.

Why It Matters: Misalignment compounds quietly. Left unplugged it impacts profit, reputation and retention.



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Helping Service Businesses Align their Brand

Strategy + People + Customer Experience

so they gain stability & sustainable growth.