



## Harness the Spark

### CAREER BOOSTER PROGRAMME

# Donald Pirie

Career Insights Report | Session 2 Preparation

## Your Patterns from Session 1

From our conversation, a clear profile has emerged:

### 🎯 Your Zone of Genius: Belief Transformation

You're not just a strategist—you **restore belief** in broken brands and disillusioned teams.

You excel at:

- **Creating brand platforms** (not just ad campaigns)
- **Connecting the dots** between insight, ideas, infrastructure, and people
- **Turning confusion into conviction** (e.g., UBS transformation)
- **Building systems and embedding change** (not deck-and-disappear)

### You're seeking:

- **Emotional + rational clarity** about your career path
- **Authenticity** (not playing a role)
- **Joy in your work** again
- **Environments that charge your battery** (not drain it)

## The Core Tension in Your Decision

### ⚠ What Drains You

- Ad factories (transactional, deck-delivery)
- No time to embed transformation
- Playing a role / inauthenticity
- Loud, performative cultures
- Marketing as cost centre
- Measured wisdom undervalued

### ⚡ What Charges You

- Brand platform creation (holistic)
- Staying until embedded
- Connecting insight, ideas, infrastructure, people
- Depth work over speed
- Solving "clarity problems"
- Being the "adult in the room"

### The Real Question You're Asking:

"Do I stay in agency-land (B2B agency) where I know the terrain but risk feeling limited again? Or do I try something different (Smart Energy) that might align better with my values but feels like a bigger leap?"

**And underneath that: "What if neither is actually right?"**

## Evaluating Your Two Opportunities

Use these questions to assess each opportunity against your patterns:

### B2B Agency Opportunity

- Is this a "brand platform" environment or another "ad factory"?
- Will you be valued for belief transformation—or just creative output?
- Can you stay until transformation is embedded, or is it deck-and-done?
- What's the culture—measured wisdom or loud performance?
- Will you feel authentic here, or will you be playing a role again?
- **Authenticity score: \_\_\_/10**

### Smart Energy Opportunity

- Is this a "clarity problem" you can solve (brand paralysis, team misalignment)?
- Do they need someone to connect insight + ideas + infrastructure + people?

- Is marketing seen as a growth engine—or will you be squeezed?
- Will your measured wisdom be valued in this culture?
- Does the purpose-driven aspect align with what charges you?
- **Authenticity score:** \_\_\_/10

### The Bigger Question

Are you limiting yourself by only considering these two? Given your belief transformation capability, what about:

- Independent consulting (belief transformation architect for hire)
- Brand platform consultancies (holistic transformation firms)
- Fractional Chief Strategy Officer roles
- Purpose-driven scale-ups (building brand platforms from scratch)

## Your Non-Negotiables

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Based on what you've learned from UBS and VML:

### Deal-Breakers to Avoid:

- Another "ad factory" that won't let you embed transformation
- Environments where you have to be loud to be valued
- Unsustainable pace (another UBS-level drain)
- Roles where you'll feel inauthentic again

- Marketing seen as cost centre, not growth engine

## Green Flags to Pursue:

- "Brand platform" environments (holistic transformation)
- Ability to stay until transformation is embedded
- Cultures that value measured wisdom over performance
- Time and space for depth work
- Roles where you can be authentic and thrive

## Homework Before Session 2

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### 1. Complete the Decision-Making Framework

I'll send you a separate scorecard document tomorrow. Use it to rate both opportunities against your patterns. Be brutally honest—this is for you, not them.

### 2. Reflect on Belief Transformation Moments

Identify 3 specific moments in your career when you restored belief (not just delivered strategy):

- What made those moments possible?
- What did the environment provide?
- How did it feel when you succeeded?

### 3. Authenticity Check

Rate VML for authenticity: \_\_\_/10

Then describe: What would a 10/10 authentic role look like? Be specific about:

- The work itself (what you'd do)
- The environment (culture, pace, values)
- How you'd show up (can you be yourself?)
- The impact you'd create

### 4. Consider the "What If"

What if neither of these opportunities is actually right?

If you had complete freedom (no constraints), what would you explore? Don't censor yourself—we'll work out the practical path together.

## What We'll Do in Session 2

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1. **Review this report together** - What resonates?  
What surprises you? What feels absolutely true?
2. **Walk through your scorecard** - Evaluate the two opportunities against your patterns and non-negotiables
3. **Build clarity** - Which opportunity (if either) is emerging as the right fit? What does your gut say?
4. **Identify deal-breakers** - What's absolutely non-negotiable for you to feel authentic and charged?

**5. Create your decision framework** - Clear criteria for evaluating ANY opportunity going forward

**By the end of Session 2, you'll have emotional + rational clarity about your path forward.**

**Remember, Donald:**

You have extraordinary capabilities. You've transformed global brands. You turn confusion into conviction.

The right opportunity should make you feel **excited and authentic**—not just "acceptable" or "good enough."

**Don't settle for another role that drains your battery. You deserve one that charges it.**

**Harness the Spark | Career Booster Programme**

with Lisa Gills | Session 2 Preparation

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