



Harness the Spark
CAREER BOOSTER PROGRAMME

Decision-Making Framework

Evaluating Career Opportunities Against Your Patterns

This framework helps you evaluate ANY opportunity—not just the two you're currently considering.

It's built directly from your patterns, superpowers, and what you told us about UBS (burnout), VML (inauthenticity), and what you're seeking (emotional + rational clarity, authenticity, joy).

The Four Core Tests

Any opportunity should pass these tests to be worth your energy:

1. The Belief Transformation Test

Core Question: Will this let me transform belief systems—not just deliver strategy decks?

- Can I solve "clarity problems" (brand paralysis, team misalignment, purpose drift)?

- Will I be valued for helping organisations believe differently about themselves?
- Is this a "brand platform" environment (holistic transformation) or an "ad factory" (just make ads)?
- Can I connect insight + ideas + infrastructure + people?
- Will I be allowed to stay until transformation is embedded?

If you're just making ads or delivering decks without staying for implementation, this fails the test.

2. The Authenticity Test

Core Question: Will I feel authentic here—or will I be playing a role?

- Can I use my measured wisdom (not forced to be the loudest voice)?
- Will my "adult in the room" presence be valued—or will loud performance be expected?
- Can I ask uncomfortable questions that expose gaps between internal reality and external perception?
- Will I have permission to "speak when it matters" rather than constantly perform?
- Does the culture align with how I naturally operate?

If you feel like you have to change who you are to succeed here, this fails the test.

3. The Sustainability Test

Core Question: Will this charge my battery—or drain it?

- Is the pace sustainable (not UBS-level intensity)?

- Will I have autonomy to manage my energy and approach?
- Is marketing seen as a growth engine (valued) or cost centre (squeezed)?
- Will I have time and space to do depth work—or is everything rushed?
- Does the work bring me joy—or just stress?

You said your battery is flat and you want "a clean, well-charged, sustainable electric ignition." This test is crucial.

4. The Growth & Impact Test

Core Question: Will this let me create the impact I'm capable of?

- Can I lead belief transformation projects that drive measurable outcomes?
- Will I work with senior leaders who value strategic depth?
- Is there opportunity to build capabilities in others (not just deliver)?
- Will my work create lasting change (not just campaigns that fade)?
- Can I see myself being proud of this work in 2-3 years?

Your thread is "connecting insight, ideas, infrastructure, people and staying until embedded." This test ensures the environment supports that.

Opportunity Evaluation Scorecard

Score each opportunity out of 10 for each criterion. Be honest—this is for you, not them.

How to complete this scorecard:

Simply **click in each box and type a number from 0-10**. The totals will calculate automatically as you type. Your scores will stay in the document when you save it (File → Save or Cmd/Ctrl+S).

Scoring Guide:

- **8-10:** This is a clear strength / excellent fit
- **5-7:** This is acceptable / neutral
- **3-4:** This is a concern / potential problem
- **0-2:** This is a deal-breaker / major red flag

Any score below 4 on a High Weight criterion should be taken seriously.

Evaluation Template

Criterion	Weight	B2B Agency /10	Smart Energy /10
BELIEF TRANSFORMATION			
Can I solve "clarity problems" here (not just make ads)?	High	<input type="text"/>	<input type="text"/>
	High	<input type="text"/>	<input type="text"/>

Criterion	Weight	B2B Agency /10	Smart Energy /10
Can I stay until transformation is embedded?			
Is this "brand platform" environment or "ad factory"?	High	<input type="text"/>	<input type="text"/>
Can I connect insight + ideas + infrastructure + people?	Med	<input type="text"/>	<input type="text"/>
AUTHENTICITY			
Can I use measured wisdom (not forced to be loudest)?	High	<input type="text"/>	<input type="text"/>
Will "adult in the room" presence be valued?	High	<input type="text"/>	<input type="text"/>
Can I ask uncomfortable questions?	Med	<input type="text"/>	<input type="text"/>
Will I feel like myself here (not playing a role)?	High	<input type="text"/>	<input type="text"/>
SUSTAINABILITY			

Criterion	Weight	B2B Agency /10	Smart Energy /10
Is the pace sustainable (not UBS-level intensity)?	High	<input type="text"/>	<input type="text"/>
Will I have autonomy to manage my energy?	Med	<input type="text"/>	<input type="text"/>
Is marketing seen as growth engine (not cost centre)?	Med	<input type="text"/>	<input type="text"/>
Will I have time for depth work (not everything rushed)?	High	<input type="text"/>	<input type="text"/>
Does this work bring me joy?	High	<input type="text"/>	<input type="text"/>
GROWTH & IMPACT			
Can I lead belief transformation projects?	High	<input type="text"/>	<input type="text"/>
Will I work with senior leaders who value depth?	Med	<input type="text"/>	<input type="text"/>
	Med	<input type="text"/>	<input type="text"/>

Criterion	Weight	B2B Agency /10	Smart Energy /10
Can I build capabilities in others (not just deliver)?			
Will my work create lasting change?	<i>High</i>	<input type="text"/>	<input type="text"/>
Will I be proud of this work in 2-3 years?	<i>Med</i>	<input type="text"/>	<input type="text"/>
TOTAL SCORE	/180	0	0

Interpreting Your Scores:

- **140-180:** This is a strong fit. Pursue confidently.
- **100-139:** This has potential but needs investigation. What are the low scores and can they be addressed?
- **70-99:** This is marginal. Consider carefully whether the strengths outweigh the weaknesses.
- **Below 70:** This is likely not right for you. Don't settle just because it's available.

Remember: You're not just looking for A job. You're looking for THE RIGHT job that lets you thrive.

Your Deal-Breakers

Based on your patterns and what you've learned from UBS and VML, these should be non-negotiable:

Red Flags to Avoid:

- **"Ad factory" culture:** Focus on creative output volume over transformation depth
- **No time to embed:** Deliver deck and move on, no implementation support
- **Loud = valued:** Performative culture where measured wisdom is undervalued
- **Unsustainable pace:** Another UBS-level intensity situation
- **Marketing as cost centre:** Squeezed budgets, tactical not strategic
- **Inauthentic environment:** You'd have to "play a role" to succeed

Green Flags to Pursue:

- **"Brand platform" environment:** Holistic transformation (strategy + experience + culture)
- **Stay until embedded:** Implementation valued, not just consulting
- **Depth over speed:** Time and space for thoughtful work
- **Measured wisdom valued:** "Adult in the room" is an asset
- **Sustainable pace:** Autonomy to manage energy, healthy culture
- **Marketing as growth engine:** Strategic partner, not execution team

- **Authentic fit:** You can be yourself and thrive

Questions to Ask in Interviews

These questions help you gather information to complete your evaluation:

About the Work (Belief Transformation Test):

- "Can you describe a recent project where strategy led to measurable transformation? What was your role from insight through implementation?"
- "How long do strategic engagements typically last? Do strategists stay involved through implementation?"
- "What does 'brand platform' work look like here? Is it holistic (strategy + experience + culture) or more focused on communications?"
- "When you have a project with organisational misalignment or belief paralysis, how do you approach it?"

About the Culture (Authenticity & Sustainability Tests):

- "How would you describe the leadership style here? What does 'good' look like?"
- "Can you give me an example of how senior strategists influence decision-making? What makes someone influential here?"

- "How does the team manage workload and pace? What does sustainable look like?"
- "How is marketing viewed—as a growth engine or cost centre?"
- "What's the typical dynamic in client meetings? Who tends to lead, and how are different voices valued?"

About Growth & Impact:

- "What does success look like for this role in 12 months? In 3 years?"
- "Can you share an example of lasting impact someone in this role has created?"
- "How do you measure effectiveness beyond campaign delivery?"
- "What opportunities are there to build capabilities in the team or clients?"

Reflection Prompts for Homework

After You Complete the Scorecard:

1. **Look at your low scores (below 5):** Are these deal-breakers? Can they be addressed? Or are they fundamental mismatches?
2. **Look at your high scores (8+):** Do these strengths matter enough to offset the weaknesses?

3. **Trust your gut:** If one opportunity scores higher but doesn't feel right emotionally, why? What does your instinct know?
4. **Consider the third option:** If neither scores above 120, should you keep looking?
5. **Rate your authenticity feeling:** On a scale of 1-10, how authentic would you feel in each role? This is your emotional clarity check.

Donald, remember:

You have extraordinary capabilities that organizations pay premium rates for. 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."

You said you want your battery "clean, well-charged, sustainable." Don't settle for another role that drains it.

This framework helps you find the role that actually charges your battery and lets you thrive.

Harness the Spark | Career Booster Programme

with Lisa Gills | Session 2 - Decision-Making Framework

harnessthespark.ai | lisa@harnessthespark.com