



**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
<b>BELIEF TRANSFORMATION</b>			
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"?	<i>High</i>	<input type="text"/>	<input type="text"/>
Can I connect insight + ideas + infrastructure + people?	<i>Med</i>	<input type="text"/>	<input type="text"/>
<b>AUTHENTICITY</b>			
Can I use measured wisdom (not forced to be loudest)?	<i>High</i>	<input type="text"/>	<input type="text"/>
Will "adult in the room" presence be valued?	<i>High</i>	<input type="text"/>	<input type="text"/>
Can I ask uncomfortable questions?	<i>Med</i>	<input type="text"/>	<input type="text"/>
Will I feel like myself here (not playing a role)?	<i>High</i>	<input type="text"/>	<input type="text"/>
<b>SUSTAINABILITY</b>			

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"/>
<b>GROWTH &amp; IMPACT</b>			
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"/>
<b>TOTAL SCORE</b>	<b>/180</b>	<b>0</b>	<b>0</b>

### 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**

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### **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.**

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**Harness the Spark | Career Booster Programme**

with Lisa Gills | Session 2 - Decision-Making Framework

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