

# Edit Questionnaire Responses

Discovery Questionnaire - Ability Recognition

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## Career Outcomes

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### 1 OUTCOME #1

*What changed for them? What did you notice they couldn't see?*

AMV/BBDO &amp;amp; Brands Transformation

AMV/BBDO was the biggest agency in the UK - but they were getting systematically locked out of digital pitches. Clients saw them as TV craft specialists. Great at TV. Shit at digital. BT Digital was one of the rare

### 2 OUTCOME #2

Cadbury Gorilla Digital (and launch)

Fallon brought me in to do the digital strategy for Cadbury. The creative team had come up with this absolutely insane idea - a drumming gorilla. No chocolate. No bite. Just a gorilla, Phil Collins&#x27;

### 3 OUTCOME #3

Arley&#x27;s Brand Creation

2020-2022. First time going client-side. Joined Arley&#x27;s as Brand Director - plant-based food startup, crowded market, needed to build the entire brand from zero.

What changed was taking a generic &quot;plant-based startup&quot; idea and transforming it

### 4 OUTCOME #4

Malice Arts - Immersive Events

2014-2019. I'd always been fascinated by live events. Did club nights for years, kept evolving them to be more experiential - 3D glasses, making entire rooms fall in love, that kind of thing. Eventually realized I had to actually invest and make them full productions.

### 5 OUTCOME #5

Lemons.life → Quilter Partnership

Met Alex. Her husband had died young - suddenly faced with sorting out wills, financial planning, all of it while grieving. The system was broken, especially for women. We decided to co-found something to fix it.

## THE THREAD

*What ability keeps showing up across all outcomes?*

I spot the cultural-emotional truth hiding beneath the business problem - the thing people sense but can't articulate yet.

Everyone else sees the surface. I see what's actually underneath:

## Recognition Signals

Complete

### WHEN YOU KNEW BEFORE YOU KNEW

*A time your gut feeling about a client was right*

We were up against pure digital agencies. Two phases. 3-4 months. We won.

I knew before I could prove it that BT&#x27;s problem wasn&#x27;t needing digital tactics - it was being culturally stuck while their own customers had already moved on. I sensed it before I had the data. The pitch just made it visible.

#### QUESTIONS ONLY YOU ASK

*Questions you ask that others don't think to ask*

I&#x27;m always asking about culture, emotion, play, and fun - looking for opportunities to leverage these that others don&#x27;t see.

The questions that come up for me:

#### WHAT YOU NOTICE FIRST

*What do you notice that others seem to miss?*

opportunity to address women&#x27;s financial vulnerability across all life transitions.

I see these mismatches early. The thing people are saying out loud vs. the emotional truth underneath. The place where culture&#x27;s already gone that the brand hasn&#x27;t caught up to yet.

That&#x27;s what jumps out at me first.

#### WHAT FEELS EASY

*Work that feels so natural you don't count it as a skill*

I think what makes these feel effortless is that I&#x27;m not forcing anything. I&#x27;m spotting what&#x27;s already there - the cultural truth hiding in plain sight - and finding the simplest way to make it visible.

#### "OF COURSE" MOMENTS

*What makes clients say "of course" afterward - but they couldn't see it before?*

showing people something that was already there but they couldn&#x27;t articulate yet. Then once they see it, they can&#x27;t unsee it. It feels obvious in hindsight - but only because I made it visible first. That&#x27;s what I do consistently - turn the hidden cultural truth into something concrete enough that everyone goes &quot;oh, of course.&quot;

## Client Transformation

Complete

#### CLIENT BEFORE

*Who were they before? How did they think and act?*

Legacy telco stuck in the past. Still clinging to landline calls as their main revenue even though the world had moved to broadband. Very TV-focused, passive advertising. Had this soap opera campaign people loved watching - but they didn&#x27;t actually like the brand. Culturally disconnected from what their own customers were doing with their infrastructure. And they were skeptical AMV could deliver digital - we

#### CLIENT AFTER

*Who are they now? What's different about how they operate?*

new strategy. We had to build capabilities we&#x27;d promised but didn&#x27;t fully have yet. It wasn&#x27;t just me changing them - we changed each other. I was the bridge. Nearly 2M people engaged over the years. They caught up to where their customers already were. And we proved we could compete in digital.

#### THE UNLOCK MOMENT

*When do breakthroughs happen? What do you do right before?*

People bring me problems that aren&#x27;t really about what they say they&#x27;re about.

They say &quot;we need a digital strategy&quot; but what they actually mean is &quot;we feel culturally stuck and don&#x27;t know how to catch up.&quot;

 **How Others See You**

Complete

**PROBLEM MAGNET***What problems do people bring you, even when it's not what you advertise?*

When people refer me, they tend to describe what I do rather than who I am:  
"Call Raj when you're culturally stuck and don't know why."  
"He makes the complex stuff simple."  
"He gives you permission to try the scary thing."

**HOW OTHERS SEE YOU***When people refer others to you, what words do they use?*

Call Raj when you're culturally stuck and don't know why. He makes complex stuff simple. He gives you permission to try the scary thing. He spots the pattern we were all missing. Operates between big brand credibility and underground experiential instincts; strategic but not stuffy.

 **Transformation & Permission**

Complete

**PATTERN RECOGNISED***What capability have you been treating as smaller than it is?*

My ability to bridge external and internal culture - spotting where culture has already moved outside, then transforming how organisations operate inside to match it. I've been underselling cultural transformation as strategy delivery.

**TRANSFORMATION I ENABLE***What consistent change do you create in people?*

I help people and organizations see the cultural truth they couldn't articulate, then give them permission to act on it with confidence. It's not just delivering insights - it's creating belief and making the scary thing feel doable.

**PERMISSION I'M GIVING MYSELF***What are you now willing to claim about what you can do?*

I don't just do strategy - I create transformation. I'm a cultural translator who spots where culture has already gone and makes the path visible so brands can get there.