

Yes — that changes the positioning quite significantly. You are not offering intuitive guidance *about leadership*; you are using **intuitive intelligence as the strategic method**, applied to the tangible architecture of a business or organisation.

I would make that distinction very explicit. The page needs to show that you can look at the **contracts, market, sales, products, services and infrastructure**, while the intelligence you bring to interpreting those things is intuitive and vision-led.

Here is a stronger version of the core page language:

 Edit



Intuitive Strategy & Leadership Consultation

Intelligence that sees the bigger picture.

Strategic consultation for leaders, businesses and organisations seeking greater clarity, direction and value.

I use intuitive intelligence to look beyond the immediate problem and understand the wider architecture of a business or organisation — from contracts, market position and sales to products, services, infrastructure, leadership and communication.

The purpose is to create **vision that can lead, communication that can motivate, and strategy that can elevate**.

Book an Intuitive Strategy Consultation

Strategy begins with seeing.

Business decisions are rarely isolated.

A contract affects infrastructure.

Infrastructure affects capacity.

Capacity affects service.

Service affects sales.

Sales affect financial value.

And leadership influences the way the whole system moves.

My role is to look across these relationships and identify what is happening within the wider structure.

I use intuitive guidance alongside strategic examination to identify patterns, opportunities, inconsistencies and possibilities — helping you see what may not yet have been fully articulated.

This creates a different starting point for strategy.

Not simply: **What should we do?**

But:

What is actually happening here?

What is this structure capable of?

What is limiting its expansion?

And what could it become?

Intuitive intelligence

Intelligence does not only exist in information that has already been formalised.

Intuitive intelligence allows us to perceive relationships, patterns and possibilities and then bring those perceptions into conscious strategic consideration.

I do not use intuition as a substitute for evidence.

I use it to **see into the information**.

Contracts, market conditions, sales, products, services, financial structures, infrastructure and leadership can all be examined through this wider field of perception.

The result is a more complete strategic picture.

Intuition creates the vision.

Strategy gives that vision structure.

Communication gives it movement.

Leadership gives it direction.

What we examine

Contracts & agreements

Are your contracts supporting the value, responsibility and direction of the organisation?

Where are obligations, expectations or structures creating limitations?

Market & opportunity

Where are you positioned within the market?

What is changing around you?

Where might there be an opportunity that has not yet been fully recognised?

Sales & financial value

What is the relationship between what you offer, how it is communicated and the value that the market is prepared to recognise?

The objective is not simply to increase activity.

It is to understand the conditions that enable **higher financial value**.

Products & services

Are your products and services expressing the value you actually create?

Do they communicate clearly what is distinctive about your work?

Infrastructure

Can the existing infrastructure support the direction you want to take?

Where are systems, resources or structures creating friction?

Leadership & communication

How does leadership translate vision into movement?

Does communication lead, motivate and elevate people — or simply transmit information?

Vision that leads

Leadership begins before instruction.

It begins with the ability to see something clearly enough that other people can see it too.

I work with leaders to develop communication that does more than explain a strategy.

It creates understanding.

It creates motivation.

It creates movement.

When vision is coherent, communication becomes more powerful because people understand not only **what they are being asked to do**, but why it matters and where it is leading.

From perception to strategy

The consultation moves through three interconnected levels:

See

Use intuitive intelligence and strategic examination to understand the current reality.

Understand

Identify the relationships between leadership, contracts, market, sales, products, services, infrastructure and value.

Elevate

Develop a clearer vision and translate it into communication, decisions and strategic action.

The intention is not to impose a predetermined model.

It is to reveal what the existing system is telling us — and determine what needs to change for the next level of development to become possible.

Who I work with

This consultation is for leaders, founders, organisations and creative or commercial projects where there is a need for greater strategic clarity.

It may be particularly valuable when:

- you are developing or repositioning a business
 - you are entering a new market
 - you are reviewing products or services
 - contracts or relationships have become strategically significant
 - sales are not reflecting the value of what you provide
 - infrastructure is limiting growth
 - leadership communication needs greater impact
 - you can see an opportunity but have not yet found the structure to realise it
 - you are preparing for expansion or significant change
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The architecture of value

Financial value does not exist independently of the system that produces it.

It is influenced by the relationship between **vision, leadership, communication, market, offer, contracts, infrastructure and execution**.

When these elements are coherent, an organisation has greater capacity to communicate its value and operate at a higher level.

My work is concerned with understanding that architecture.

Where is value being created?

Where is it being lost?

Where is the organisation constraining itself?

And what would need to change to enable expansion?

Amanda McGregor

Enlightened Leadership & Development Consultant

My work brings together strategic thinking, creative intelligence, leadership development and intuitive perception.

I work across the visible and less visible dimensions of an organisation: the formal structures, the commercial proposition, the human relationships and the underlying patterns that influence how a system operates.

My approach is designed to create **clarity without reducing complexity**.

Because sometimes the most important strategic information is not another piece of data.

It is seeing the relationship between the data differently.

Intuitive Strategy & Leadership Consultation

A focused consultation to examine the strategic architecture of your business, organisation or project and identify where clarity, communication and opportunity can be developed.

Vision.

Intelligence.

Communication.

Leadership.

Value.

Book a consultation

I particularly like “**I use intuition to see into the information**” for you. It makes the distinction you are trying to establish: you are not asking someone to *believe* your intuition; you are saying that your intuitive intelligence is the way you perceive and interpret a complex body of information, which is then brought into strategy.

And I think “**Vision creates direction; communication creates movement**” could become one of the stronger conceptual lines running through the brand.