



Consulting Profile

Strategic Communication, Behavioural Insight & Digital Engagement for Organisations That Support People

At **Vagus Connect**, we help organisations communicate with clarity, engage with purpose, and design experiences that genuinely support the people they serve.

Whether you're an SME refining your brand story or an organisation working to better understand customers, communities or ND families, we bring insight-driven strategy and human-centred communication to every project.

Clarity First. Impact Follows.

Led by Bel Boyce, a strategic communicator with over 20 years' experience in consumer insights, brand strategy and audience engagement, Vagus Connect blends traditional marketing expertise with behavioural insight, co-design and lived experience.

We bring that expertise to SMEs, NGOs, ND organisations and scaling ventures that need clarity, confidence, and direction.

Strategic Packages for Businesses and Organisations

Your audience – whether customers, parents, community members or staff – needs clarity. **We help you shape it.**

Below are our core offerings, designed to give you transparent scope, clear outcomes and strategic impact.

Brand & Communication Health Check

Quick clarity when you're too close to see the gaps.

A diagnostic review of your brand, messaging and engagement ecosystem. We identify what's working, what's confusing, and where the biggest opportunities lie.

Deliverables:

- Audit of brand presence, messaging, and audience touchpoints
- Priority recommendations for clarity, consistency and impact
- 60-minute debrief session with tailored advice

Brand Story & Strategy Toolkit

Build strong foundations for connection and growth.

Translate your purpose, customer insights and value into a cohesive brand narrative your team can use every day.

Deliverables:

- Purpose, positioning and values framework
- Customer/Community personas and journey map
- Messaging guide (tone of voice, key messages, templates)
- Two interactive strategy workshops



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Strategic Packages for Businesses and Organisations

Fractional CMO / Strategic Partner

Senior strategic leadership without the overhead.

Perfect for organisations needing long-term clarity, accountability and communication expertise.

Deliverables:

- Monthly/quarterly strategic planning
- Ongoing advisory and campaign direction
- Oversight of agencies, freelancers or internal teams
- Insight-driven recommendations and reporting

Behavioural Insight & ND Engagement Services

Human-centred communication and co-design for complex audiences.

Ideal for research teams, NGOs, education and community organisations seeking deeper engagement with parents, caregivers, ND families or overloaded audiences.

Support areas include:

- Lived-experience advisory & parent engagement strategy
- Co-design facilitation
- Behavioural-insight-informed communication
- Translation of research and clinical concepts into accessible language
- Community recruitment and participation pathways

Digital Engagement Solutions

COMING SOON: Light-touch wellbeing and engagement tools.

We're building flexible, white-label digital experiences that support staff, members or customer wellbeing through micro-dose prompts, joy moments and simple resets.

Designed to reduce overwhelm and strengthen culture – without complex setup or platform fatigue.

Book a free consultation today to discover how we can bring clarity and strategic direction to your business.