

Consulting Profile

Strategic Communication, Behavioural Insight & Customer-Centred Strategy for Businesses That Are Ready to Evolve

At **Vagus Connect**, we help businesses find clarity about who they are, who they serve, and where they're going - then build the strategy and tools to get there.

Whether you're navigating a generational leadership transition, trying to articulate a new direction to your team and market, or building a brand that reflects where the business is genuinely heading - we bring customer-led thinking, behavioural insight, and structured strategy to every engagement.

Clarity First. Direction Follows.

Led by **Bel Boyce** - a strategic consultant with over 20 years of senior consumer marketing and brand strategy experience - **Vagus Connect** works with SMEs, scaling businesses, and purpose-led organisations at critical moments of change.

We don't start with tactics. We start with the customer, the business reality, and what actually needs to shift

Strategic Packages

Below are our core offerings - each designed with transparent scope, clear outcomes, and genuine strategic value. Most engagements begin with a discovery conversation to confirm the right fit.

Brand & Communication Health Check

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

A focused diagnostic review of your brand, messaging, and customer engagement ecosystem. We look at where you are today, identify what's working and what's creating friction, and give you a prioritised view of the biggest opportunities - before you invest in building anything new.

What's included:

- Audit of current brand presence, messaging, and key customer touchpoints
- Review of how the business is currently positioning itself vs. where it wants to go
- Gap analysis: what's missing, inconsistent, or no longer fit for purpose
- Priority recommendations for clarity, consistency, and market impact
- 60-minute debrief session with tailored written summary

Best suited for: Businesses that sense something isn't landing but can't pinpoint what. Ideal as a first step before committing to a larger engagement - or as a standalone reset when direction has shifted but the brand hasn't caught up.

Strategic Packages

Customer & Brand Strategy Sprint

A focused engagement for businesses that need direction without a long runway.

A structured, time-limited engagement that takes you from 'we know something needs to change' to a clear customer framework and brand direction your team can actually use. Built for businesses where the leadership team has ideas and energy but no shared language or strategic anchor.

This sits between a diagnostic and a full toolkit engagement - it's the right option when you need real output fast, but aren't yet ready to commit to a full transformation programme.

What's included:

- One structured discovery workshop with key stakeholders (up to 3 hours)
- Customer profile and insight summary - who you're actually serving and what they need
- Current-state brand and positioning review
- Draft purpose, positioning, and value statement for team alignment
- A practical 'next 90 days' priority roadmap
- One follow-up working session to review and refine outputs

Best suited for: Businesses at a transition point - generational shift, new market direction, or internal misalignment - that need a clear starting position before investing in a full brand or strategy build. Also suits teams who want to test the value of strategic engagement before a larger commitment.

Brand Story & Strategy Toolkit

Build strong foundations for connection and growth.

A comprehensive engagement that translates your purpose, customer insights, and business goals into a cohesive brand narrative and strategic framework your whole team can use. This is the full build - from customer understanding through to a working playbook.

What's included:

- Customer/audience research and persona development
- Full service and customer journey mapping
- Purpose, positioning, and values framework
- Messaging guide - tone of voice, key messages, and communication templates
- Brand story narrative and internal positioning document
- Two interactive strategy workshops with leadership or cross-functional team
- Final brand and strategy playbook - a usable reference document, not a shelf piece

Best suited for: Businesses ready to commit to getting the strategy right before building out marketing, sales, or product activity. Best suited to organisations with leadership alignment and a genuine appetite to embed new direction across the team.

Strategic Packages

Fractional CMO / Strategic Partner

Senior strategic leadership without the full-time overhead.

An ongoing strategic partnership for businesses that have capable internal teams but need senior direction, accountability, and an external perspective to hold the thread across marketing, brand, and customer strategy.

What's included:

- Monthly or quarterly strategic planning and priority-setting
- Ongoing advisory across brand, communications, and customer engagement
- Oversight and direction-setting for internal teams, agencies, or freelancers
- Insight-driven recommendations and regular reporting against agreed goals
- Access to an experienced strategic partner across the year - not just at review time

Best suited for: Businesses that have moved past the 'what are we doing' phase and need consistent senior strategic input to execute well, hold the direction, and keep momentum. Particularly valuable during growth phases or leadership transitions where internal bandwidth is stretched.

Behavioural Insight & ND Engagement Services

Human-centred communication for complex or underserved audiences.

For businesses whose customers, communities, or end-users require more than standard marketing thinking. We bring behavioural insight, lived experience, and co-design practice to help you communicate with - and genuinely serve - audiences whose needs are often misunderstood or overlooked.

Support areas include:

- Customer and community insight research - what your audience actually needs vs. what you assume
- Co-design facilitation with customers, end-users, or community members
- Behavioural-insight-informed communication strategy
- Translation of complex, technical, or clinical concepts into accessible language
- Engagement strategy for hard-to-reach or high-need audiences

Best suited for: Businesses expanding into new markets - including wellness, education, health, or community sectors - where understanding the audience at a deeper level is the difference between a product that sells and one that genuinely lands.

How We Work

Every engagement starts with a conversation - not a proposal. Before we scope anything, we want to understand what you're actually trying to solve, what you've already tried, and what success looks like for your business and your team.

We work best with businesses that are ready to look honestly at where they are, open to customer-led thinking, and willing to act on what they find. **If that's you, we'd love to talk**