

The Alignment Audit.

A full diagnostic for growth-stage businesses where effort and commercial return have stopped matching.

Workshops, interviews, research and process assessment across strategy, customer experience, collaboration and AI readiness. You get a gap analysis, a strengths map, a roadmap and resource planning.



PREPARED BY

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Something's not connecting.

The business is busy, customers are buying, the team is working hard, but the return doesn't match the effort. That's usually the first thing a CEO tells me, and the cause is rarely where they expect it to be.

It sits in the gap between what the business promises and what customers actually experience. Customers feel that gap long before the business can name it, and it shows up in the numbers first: deals take longer, renewals go quiet, and effort starts costing more than it brings back.

Most CEOs can name some of their gaps and have known about them for months. They're so busy working in the business that working on it keeps getting deprioritised, and the gaps nobody has named yet are usually the ones doing the damage.



The gap between promise and experience is where **growth slows**. The audit finds it, prices it, and gives you the plan to close it.

CEOs arrive in one of two positions.

01

Some know growth has slowed but can't see why.

The business is busy, customers are buying, but the return doesn't match the effort. Sales, product and customer teams each have a theory, and what's missing is one clear, evidenced view before another round goes into fixing the wrong thing.

02

Others know exactly where the gaps are, and have known for months.

They're so busy working in the business that working on it keeps getting deprioritised. The audit takes those gaps off their plate, tests them against what customers actually experience, and comes back with a plan the team can run.

It goes deeper than The Brief.

Most clients start with the **Clarity Stack**, a free 12-question diagnostic at julietmey.com. From there we run a 60-minute working session, and The Brief follows within 48 hours with your priorities and cost ranges.

The audit is the next step when the priorities need evidence behind them. We run it when you're not sure where the gaps are, or when the known ones need a proper commercial case before you commit budget.

01

The Clarity Stack. Free, 12 questions, about 10 minutes.

02

The working session. 60 minutes on what it surfaces.

03

The Brief. Within 48 hours, with priorities and cost ranges. No pressure to go further.

04

The Alignment Audit. The full diagnostic.

Here's how it works.

The audit runs across four strands, and I work through them alongside your team rather than around them.

01

Workshops and interviews.

I start with leadership, then talk to the people next door in sales, product and customer. I'm looking at where the effort goes, which insights move between teams, and where they stall.

02

Document and data review.

I read the strategy documents, the customer feedback, and the funnel and revenue data, then test what the business says it does against what the numbers say is happening.

03

Customer experience review.

I walk the journey the way your customers experience it and set it against what the business promises. This is where the gap gets named and costed.

04

Process and AI assessment.

I look at how work moves across your teams, where AI is earning its keep, and where it's creating commercial risk.

What you leave with.

The audit shows gaps and strengths side by side, because most of what growth needs is already in the business.

01**A gap analysis.**

A named, evidenced view of what's misaligned: strategy, customer experience, collaboration or AI usage, and what each gap costs.

02**A strengths map.**

What's already working that hasn't been recognised or built on.

03**A prioritised roadmap.**

Quick wins ordered: this month, this quarter, and what to park.

04**Resource planning.**

What closing the gaps takes: people, budget and sequence.

05**A revised strategy outline.**

Commercial strategy connected back to revenue and the customer.

06**A leadership readout.**

The findings presented to you and your team, in language the whole business can act on.

The shape of the work.

Three businesses, three industries, three stages. The same gap in each: a disconnect between what the business was becoming and what its brand, positioning or customer experience could support. Names withheld for client confidentiality.

01

The Global Brand with Local Reach.

MARKETING TECHNOLOGY SERVICES · NINE OFFICES · INTERNATIONAL

Built a brand framework that could carry global authority alongside major marketing technology partners while adapting to nine offices, each at a different level of market maturity. The brand held together across all nine markets.

OUTCOME: Marketing productivity +30% · Output +50% · NPS improved consistently

02

From Resource Provider to Strategic Advisor.

BIG DATA AND ANALYTICS · SOUTH AFRICA · STRATEGIC PIVOT

Clients were already drawing on the team as strategic advisors. Formalising that required a new brand, a redesigned engagement model and a new approach to managing client relationships. The business shifted how it was perceived and what it was commercially worth.

OUTCOME: Engagement +200% · Organic growth 150% in 12 months · Valuation doubled on investment

03

From Mid-Market to Enterprise.

B2B SAAS · SOUTH AFRICA · UK MARKET ENTRY

The numbers showed that mid-market clients were commercially unsustainable. Enterprise was the only viable model, but nothing was set up to support it. Rebuilt sales, development and customer operations to match the new commercial direction.

OUTCOME: 150% revenue growth in 12 months · UK GTM launched

Indicative pricing.

The Alignment Audit.

From R35,000

- 60-minute working-session debrief
- Cross-team interviews: sales, product, customer
- Full diagnostic across strategy, customer experience, collaboration and AI readiness
- Gap analysis and strengths map
- Prioritised roadmap with quick wins
- Resource planning
- Leadership readout

Final scope and investment are confirmed after the working session. The engagement is sized to your needs.

Let's dig in.

I'm Juliet, a customer-driven growth consultant with 19 years across growth, customer experience and commercial strategy. I work with Founder-CEOs and COOs of growth-stage businesses in South Africa to find the gap between what the business promises and what customers experience, and to close it.

Book a working session.

60 minutes on your business. The Brief follows within 48 hours with priorities and cost ranges, and there's no pressure to take it further.

[Click to find a time for us to connect.](#)

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