

BLINDSPOT WORKS

# The Clarity Programme

**Find the gaps. Fix the business. Get your time back.**

---

A structured six-month engagement for UK owner-managed businesses who are ready to stop firefighting and start building a business that works without them.

For founders of established businesses turning over £500k–£2m with 5–20 people who know something needs to change.

Pieter K de Villiers · Blindspot Works · [blindspotworks.com](http://blindspotworks.com)

## THE SITUATION

# On paper, everything looks fine.

---

The business is generating £500k–£2m. There is a team. Clients are broadly happy. The founder has built something real from nothing, over years of hard work, and there is genuine pride in that.

**But behind the numbers, the experience of running the business feels nothing like success.**

## You are the load-bearing wall

---

Every important decision flows through you. Every client issue that escalates lands on your desk. Every new team member needs you to explain how things work. The business is not a machine. It is a person — and that person is you.

The team is capable individually but collectively dependent. The systems exist but only just. And growth — which you want — feels threatening rather than exciting, because you know the business can barely handle what it has now.

**The working week never really ends**

Evenings are for catching up. Weekends involve checking in. The last proper break was years ago.

**Delegation doesn't hold**

You try to hand things over. They come back. Not because the team failed — because the system for doing it doesn't exist independently of you.

**Every busy period reveals another crack**

What worked at ten clients breaks at fifteen. The system was never built to handle what the business has become.

**Growth feels threatening, not exciting**

More clients means more pressure. More revenue means more complexity. The idea of scaling up is exhausting rather than motivating.

**You can't see it clearly from the inside**

You've been inside the business too long. You can feel the friction. You just can't name it precisely enough to fix it.

### THE CLARITY PROGRAMME IS DESIGNED FOR YOU IF:

You are a UK founder with 5–20 people and a turnover of £500k–£2m. You have built something genuinely good. You know things could run more smoothly but have never had an honest outside view of the whole picture. You are not looking for a quick fix — you are ready to invest properly in getting this right.



# What the Clarity Programme is built on

---

Every decision in the programme — what we do, in what order, and how — is grounded in these seven principles. They are not values on a wall. They are the operating logic of how this works.

1

PRINCIPLE

## Diagnosis before prescription

We never recommend a solution until we understand the problem. Every engagement begins with an honest outside view of your specific business — not a framework overlaid on top of it. What we find in the first thirty days shapes everything that follows.

2

PRINCIPLE

## The outside view changes everything

You have been inside your business too long to see it clearly. An honest outside perspective, applied to your specific situation, reveals things that years of internal effort never could. The moment of clarity — when you see your business as your clients see it — is where real change begins.

3

PRINCIPLE

## One thing at a time

The businesses that change the most are not the ones that attempt the most. They are the ones that fix one thing properly before moving to the next. The programme is built around a single prioritised action at any given time — chosen because it will make the most difference, not because it is easiest.

4

PRINCIPLE

## Systems over heroics

Every problem that depends on the right person being available, in the right mood, with enough time, is a problem waiting to happen again. The programme replaces heroics with systems — documented, repeatable, deliverable by anyone on your team without asking you how.

5

PRINCIPLE

## Progress must be visible

Vague improvement is not enough. At every stage you will be able to point to something specific that changed — a system that now runs without you, a metric that improved, a process that no longer depends on your memory. Visible progress builds momentum. Momentum builds confidence.

6

PRINCIPLE

## Implementation is the work

Knowing what needs to change is not the same as changing it. The programme does not end with a report or a plan. It continues through the implementation — the moments when the business resists, when the team pushes back, when the right next step is unclear. That is when most programmes disappear. We do not.

7

PRINCIPLE

## The business should serve your life — not consume it

A business that works properly gives you options. Time. Freedom. The ability to grow on your terms. Every decision in the programme is measured against one question: does this move you closer to a business that serves your life — or further away?

## THE PROCESS

# Twelve steps. Six months. One clear outcome.

The Clarity Programme follows a structured twelve-step process across four distinct phases. Each step builds on the previous one. Nothing is skipped. Nothing is rushed.

PHASE 1

## See It Clearly

Weeks 1–4

### 1 The Business Blindspot Report

Before anything else, we generate a comprehensive outside view of your business. The report analyses your website health, operational gaps, online reputation, and competitive position — scored across four dimensions and benchmarked against three of your closest competitors. Specific to your business. Not templated.

*Delivered: Within 48 hours of onboarding*

### 2 The Value Leak Assessment

You complete the structured self-assessment that scores your business across your four core dimensions. This gives us the inside view alongside the outside view — revealing the gap between how your business appears and how it actually operates.

*Delivered: Completed by you in week one*

### 3 The Audit Call

A 90-minute diagnostic conversation structured around your Blindspot Report and Assessment results. We map your specific situation — what is working, what is costing you, and what needs to change first. Followed by a written Audit Report with a clear, prioritised action plan.

*Delivered: Written Audit Report within five working days*

### 4 The Audit Report Review Call

We review the written report together. You challenge it, question it, push back on it. We refine the priority order. You leave this call knowing exactly what you are working on first — and why.

*Delivered: 30-minute call within ten days of the Audit Report*

PHASE 2

## Map It Properly

Weeks 5–6

## 5 The White Room Process Workshop

A full day, in person, at your premises or a location of your choice. You, your key team members, and Pieter — working through your complete customer journey from first contact to loyal advocate. Morning: we design the ideal journey. How it should work. Every touchpoint, every handoff — as it ought to be, with no constraints from how things currently operate. Afternoon: we map the internal reality. What needs to exist inside the business to deliver the morning's design consistently. This is where the gaps become visible — not as vague concepts but as specific, named, addressable problems. You leave with a complete customer journey map, a prioritised implementation list, role clarity for your team, and a 90-day action plan.

*Delivered: Full-day session. Includes pre-day brief and post-day notes document.*

PHASE 3

## Fix It Systematically

Months 2–6

### 6 Monthly Strategy Calls

One 90-minute strategy call per month for five months. Each call reviews progress against the implementation plan, addresses what has emerged, and sets the priority focus for the coming month. These are working sessions — not check-ins.

*Delivered: Monthly, scheduled at the start of the programme*

### 7 Progress Calls — Week 3 Each Month

One 30-minute progress call per month — week 3 — sitting between the strategy call and the async rhythm. Focused entirely on the current implementation priority. What happened. What got stuck. What to do next. The support that keeps momentum alive between the deeper monthly strategy sessions.

*Delivered: 1 per month, week 3 — 30 minutes, scheduled in advance*

### 8 Weekly Async Check-In

Every week, you send a short voice note or text — what happened, what you are working on, what you are worried about. You receive a response within 24 hours. You are never more than a few days away from a useful perspective on whatever you are dealing with.

*Delivered: Ongoing throughout the programme*

### 9 The Living Business Journey Map

The journey map from the White Room day is not a document that goes in a drawer. It is updated monthly as systems are built, priorities shift, and the business evolves. By the end of six months it is a complete record of the transformation.

*Delivered: Updated monthly, shared document*

## 10 The 90-Day Progress Assessment

At the 90-day mark, you retake the Value Leak Assessment. The before-and-after comparison shows precisely what has improved, what is still in progress, and what to prioritise in the second half of the programme. This is the visible progress the programme is designed to produce.

*Delivered: At the 90-day milestone*

PHASE 4

**Make It Stick**

Month 6

## 11 The Six-Month Review

A full review of the programme at month six. What changed. What is now running without the founder. What is still in progress. What the next 90 days should look like. This session is the handover — the point at which you have enough clarity and confidence to continue independently.

*Delivered: 90-minute session at the end of month six*

## 12 The Documented Operations Pack

By the end of the programme, the key processes identified and built during the engagement are documented in a focused, usable format — the ten to fifteen processes that matter most, written so that anyone on the team can follow them without asking the founder how.

*Delivered: Delivered by the end of month six*

## WHAT IS INCLUDED

# Everything in the Clarity Programme

---

### DIAGNOSTIC TOOLS

- ✓ Business Blindspot Report — website, operations, reputation, competitive position
- ✓ Value Leak Assessment — initial run and 90-day comparison rerun
- ✓ 90-minute Audit Call with Pieter
- ✓ Written Audit Report with prioritised action plan
- ✓ Audit Report Review Call — 30 minutes

### INTENSIVE MAPPING

- ✓ Full-day White Room Process Workshop (in person at your location)
- ✓ Pre-day preparation brief
- ✓ Post-day session notes and customer journey map document
- ✓ 90-day implementation plan from the workshop day
- ✓ Role clarity document — who is responsible for what in the new design

### ONGOING SUPPORT — FIVE MONTHS

- ✓ 5 x monthly 90-minute strategy calls
- ✓ 5 x 30-minute progress calls (week 3 each month)
- ✓ Weekly async check-in — voice note or text, response within 24 hours
- ✓ Living Business Journey Map — updated monthly throughout the programme
- ✓ 90-day Value Leak Assessment rerun and comparison
- ✓ Six-month review session — 90 minutes

### DOCUMENTATION

- ✓ Written Audit Report
- ✓ Customer Journey Map — White Room Workshop output
- ✓ Documented Operations Pack — 10–15 key processes
- ✓ Role clarity document from the White Room day
- ✓ Monthly updated Business Journey Map — retained after the programme ends

## THE TOOLS AND SOFTWARE LAYER

---

**Value Leak Assessment**

Not just a one-time diagnostic. Used quarterly, it becomes a tracking tool — a before-and-after comparison that shows precisely what has improved. You retain access to your results and the ability to retake quarterly after the programme ends.

---

**Shared Business Journey Map (Notion)**

The customer journey map from the White Room day lives in a shared document you and Pieter both access throughout the programme. Every process built, every system that starts running is recorded here. By the end it is a complete record of the transformation — and a reference your team can use.

---

**Async Communication**

The weekly check-in works via voice note or text — fast, human, and low-friction. The constraint is the feature. It is the kind of communication that actually gets used when things are busy rather than falling to the bottom of an inbox.

---

**Business Blindspot Report (Proprietary)**

Generated using Blindspot Works' proprietary analysis infrastructure. Specific to your business. Not templated. The same tools used to analyse hundreds of businesses across website health, operations, reputation, and competitive position.

---

## THE INVESTMENT

# What it costs — and why it is right

### THE CLARITY PROGRAMME

Six months. Twelve steps. One clear outcome.

One-time payment

**£6,995 + VAT**

Payment plan

£1,199 + VAT / month x 6

## What this breaks down to

COMPONENT	VALUE
Audit Call + Written Report	£249
White Room Process Workshop	£2,495
5 x Monthly Strategy Calls	£2,125
5 x Progress Calls	£1,875
Weekly Async Support (20 weeks)	£600
Documented Operations Pack	£800
Journey Map + Assessment access	Included
<b>TOTAL COMPONENT VALUE</b>	<b>£8,144</b>

### WHY THIS PRICE IS RIGHT FOR THIS CLIENT

A business turning over £500k–£2m is already generating meaningful profit. The problems this programme solves — inconsistent lead flow, leaking conversion, founder dependency, inconsistent delivery — are costing significantly more than the programme price in lost revenue, wasted time, and missed opportunities. The investment is not a cost. It is the removal of a larger, less visible cost that has been running for years. This is the introductory year one price — future cohorts will be priced higher as the programme matures and case studies accumulate.

## What this is not

---

<b>Not a consulting project</b>	We are not coming in to run your business or make decisions for you. You remain the founder. The programme supports your decision-making.
<b>Not a technology implementation</b>	We identify where technology can help and design what it should do. The programme does not include building software or managing technical delivery.
<b>Not a quick fix</b>	Six months is the minimum timeframe to see meaningful, durable change in an established business. Anyone who promises transformation faster is selling you something else.
<b>Not right for every business</b>	If your business is in survival mode, this is not the right starting point. If you are not willing to involve your team in the White Room day, it will not deliver its full value.

---

## The guarantee

---

### THE CLARITY PROGRAMME GUARANTEE

If you complete the six-month programme, attend the scheduled calls, implement the actions agreed at each stage, and at the end of the programme you don't feel the business has meaningfully improved — we will work with you for an additional month at no charge until it does. This is not a money-back guarantee. It is a results guarantee. We are committed to delivering what this programme promises. In return, we ask that you show up, do the work, and implement what we agree together. We have never had to honour this guarantee. We expect to keep it that way.

## WHO DELIVERS THIS

# Pieter K de Villiers

---

Pieter has been working with owner-managed businesses on process improvement and operational systems since 2014. He built and sold MacantaCRM — a no-code CRM and process automation platform. He is the author of Barefoot Business, an Amazon Number 1 international bestseller on business systems.

He works with a small number of Clarity Programme clients at any one time. Not because of capacity constraints — because quality of attention is the product. You will not be handed to a junior associate or managed through a portal. You will work directly with Pieter throughout the programme.

He understands both sides of this from the inside. He has been the founder trying to hold operations together under pressure. He is not a theorist. He is someone who has built, scaled, and sold a business — and who has spent over a decade helping others do the same.

## After six months

---

Most clients continue into ongoing coaching after the programme — a monthly strategy call, a progress call, and weekly async check-in at £495 per month. The intensity reduces because the foundations are in place. The relationship continues because the business keeps evolving.

Some clients choose to implement independently for a period and return six to twelve months later for a second White Room day — to map the next stage of growth from a much stronger foundation.

**Either way, by the end of the programme you will have something you did not have at the start: a clear picture of your business, documented systems that run without you, and the confidence that growth is something to look forward to rather than dread.**

## How to start

---

The Clarity Programme begins with a 15-minute conversation — not a sales call, not a pitch. An honest discussion about where your business is, whether this programme is the right fit, and what you would want to be different in six months.

If it is the right fit, the Audit Call is the first step — and the programme begins from there.

---

**Book a Free Introductory Call**

[blindspotworks.com/lets-talk](https://blindspotworks.com/lets-talk)

---

**Take the free Value Leak Assessment first**

[blindspotworks.com/value-leak-assessment](https://blindspotworks.com/value-leak-assessment)

---

**Email directly**

[pieter@blindspotworks.com](mailto:pieter@blindspotworks.com)

---

**Find the gaps. Fix the business. Get your time back.**

The Clarity Programme · Blindspot Works · [blindspotworks.com](https://blindspotworks.com)