

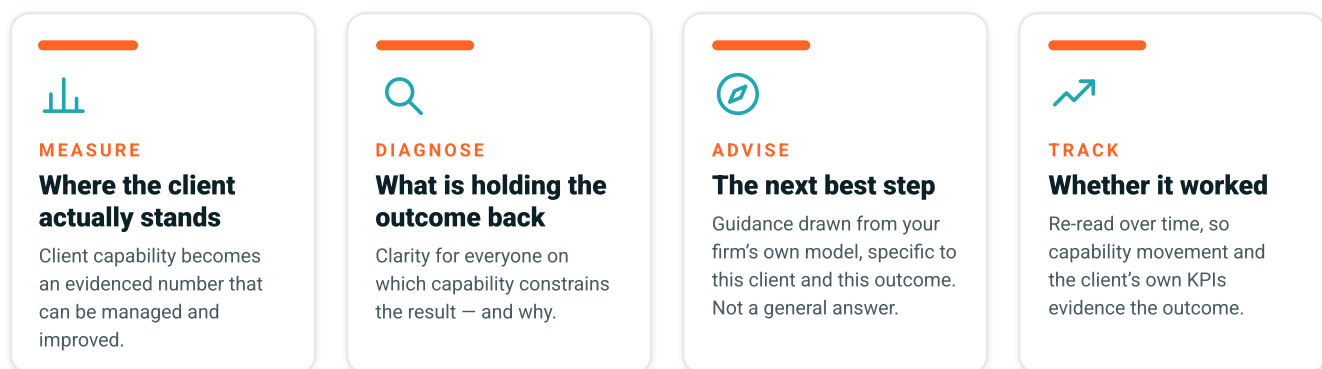


TheAX

The assessment and diagnostic platform for consulting firms

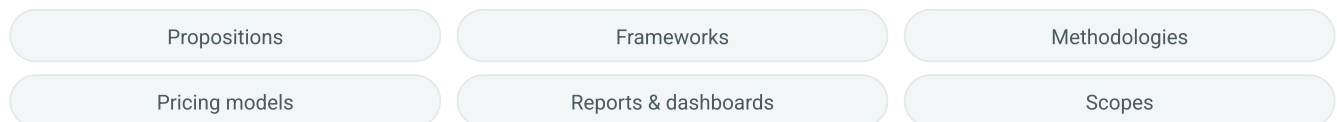
The firm's best thinking is invisible. That is why it cannot be proven, or repeated.

TheAX turns the expertise held by your senior people into a **Consulting Atomic Model** — a structure a machine can work with — then puts it to work. Automated assessment turns a client's capability into a number with evidence beneath it, on every engagement — and the diagnostic method behind it stops leaving the building at six o'clock with your senior people.



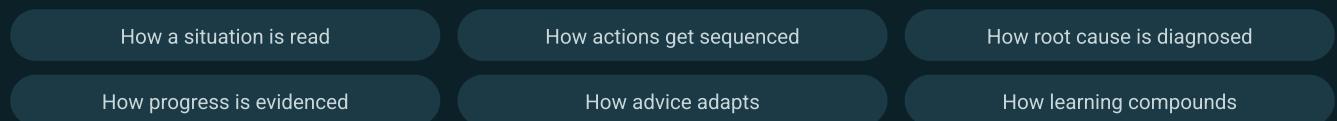
01 · THE INVISIBLE LAYER

WHAT CLIENTS SEE · THE VISIBLE LAYER



THE WATERLINE

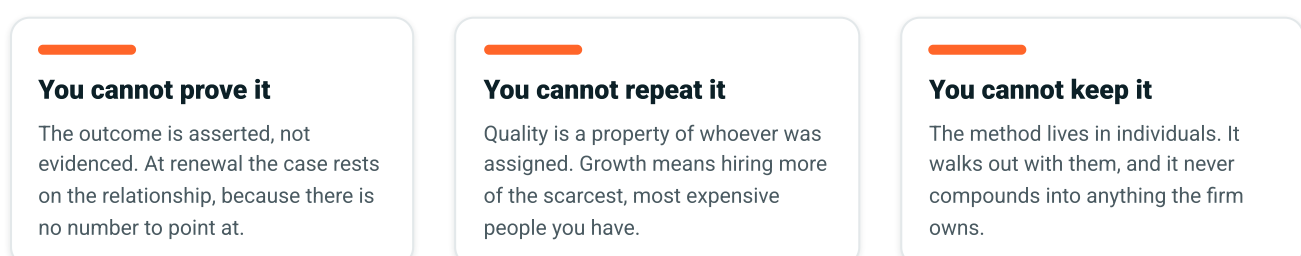
WHAT POWERS DELIVERY · THE INVISIBLE LAYER



It lives in senior people's heads.

Nothing here has ever been written down, because it has never had to be.

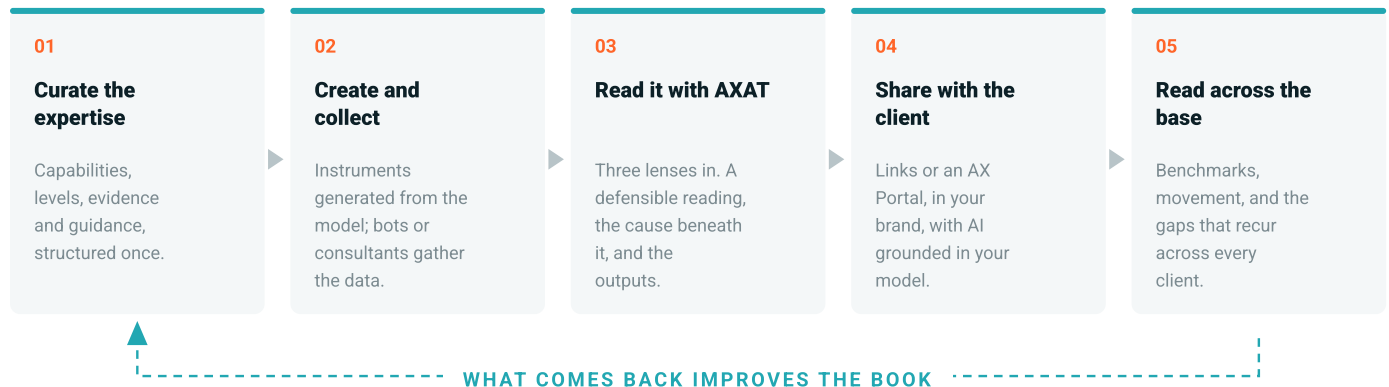
Firms productise what clients see. The scalability constraint sits in what they do not — which is why every engagement still runs through the few people who hold the logic.



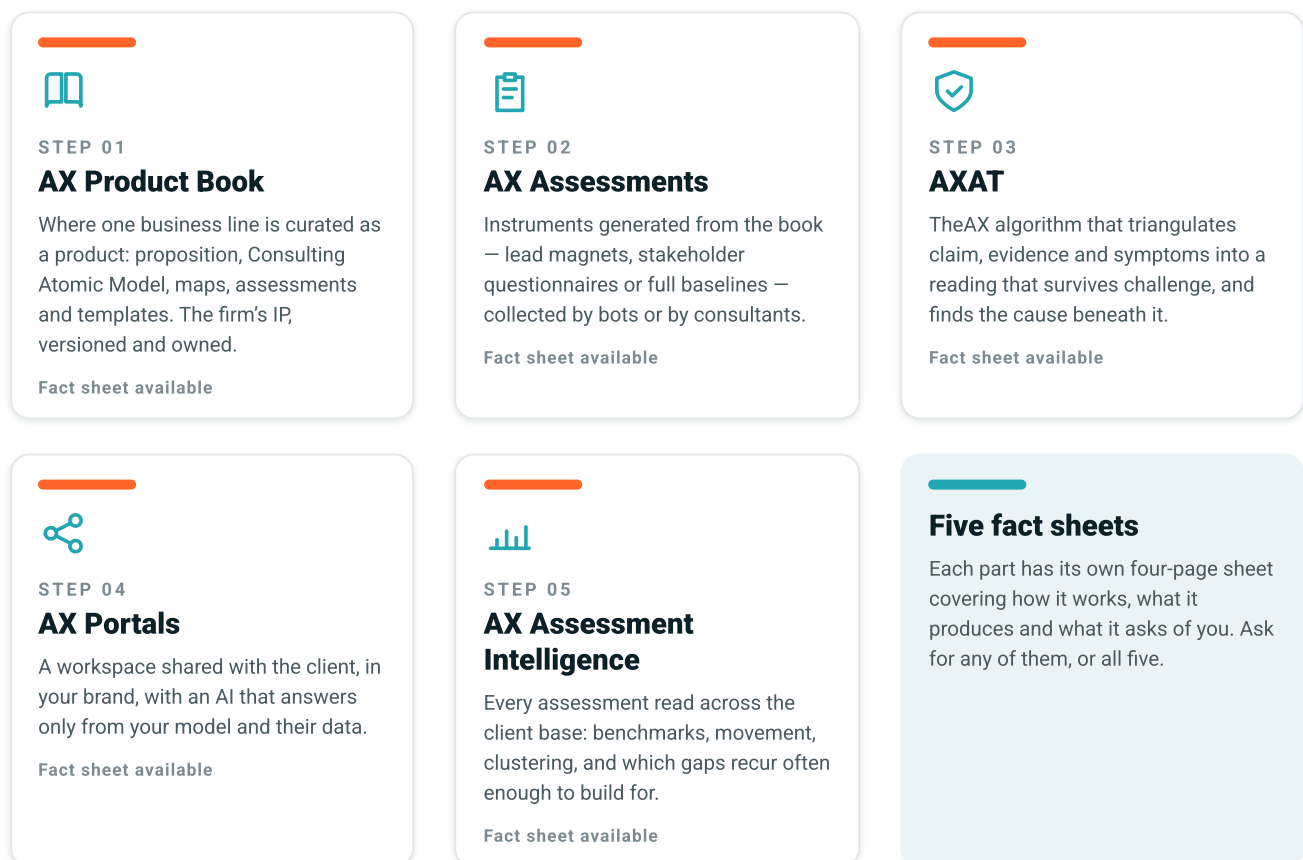
02 · WHAT IT IS MADE OF

Five parts. One cycle.

ONE ASSESSMENT CYCLE WITH THEAX



Step 01 is the work; the rest is the product. One curated model runs unlimited assessments across unlimited clients, and what comes back improves the model rather than ending with the engagement.



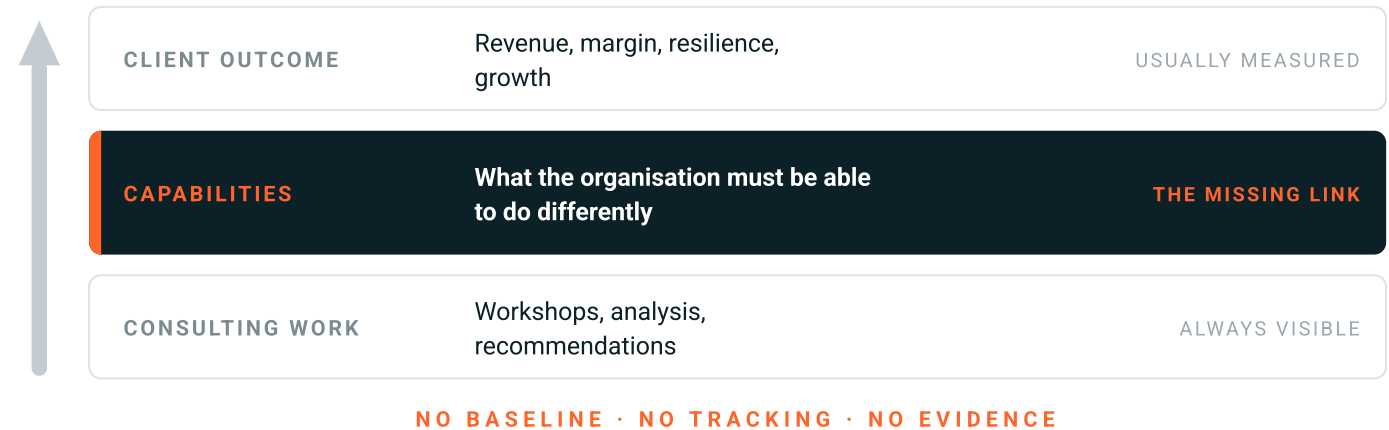
One move, made five times.

Expertise becomes structure. Structure becomes an instrument. The instrument becomes a corroborated reading. The reading becomes a live workspace with the client. The workspace becomes a view of your whole market. **Each part is the same move applied one step further out** — which is what makes five components one system rather than a suite of tools.

03 · WHERE IT CHANGES THE ENGAGEMENT

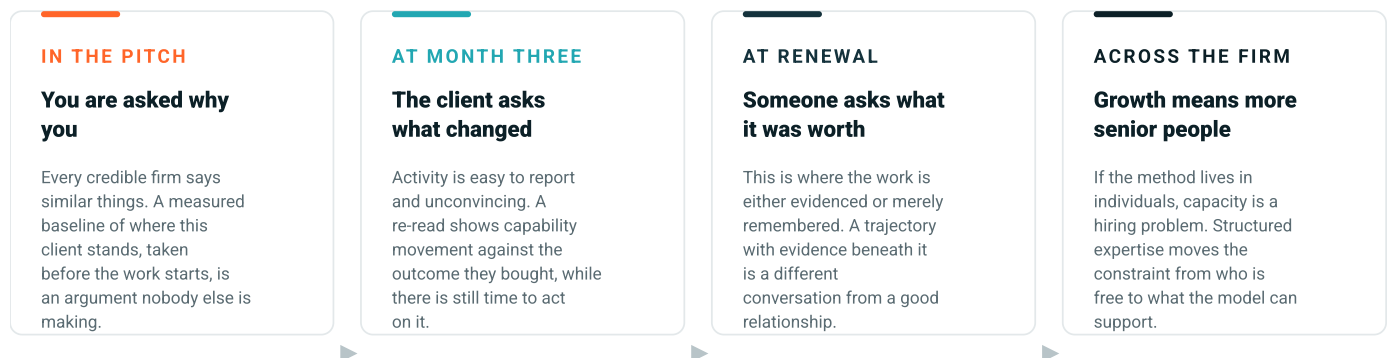
Capability is never measured. It costs you four times.

Client outcomes get measured. Consulting activity is visible. The layer that connects them — what the organisation must be able to *do* differently — has no baseline, no tracking and no evidence. That absence shows up at four specific points, and it costs the firm something different at each.



Capability is not one route to a client outcome among several — it is the only one. An outcome cannot change unless the ability to produce it changes.

ONE ENGAGEMENT, THREE MOMENTS

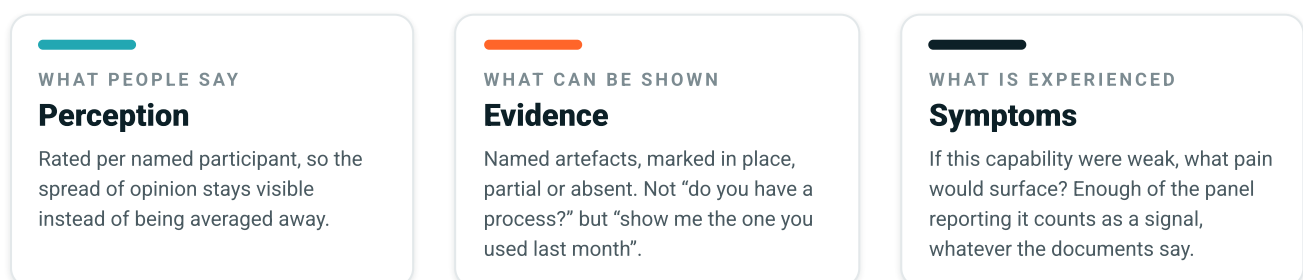


The cost is different at each one — and in all four it is paid in the same currency: the absence of a number.

None of these is solved by working harder on the engagement. They are solved by measuring the one thing that connects the work to the result, at the start, and then again.

04 · WHY THE NUMBER HOLDS

A measurement is only worth having if it survives challenge. Every capability is read through three independent lenses, and scored at **the weaker of evidence and symptoms** — never at the claim.



05 · WHAT THE FIRM GAINS

Not only better engagements. **A more valuable firm.**



Work you can prove

Every engagement ends with a defensible position and a trajectory, so the case for what the firm delivered is made in numbers and outcomes.



Growth without senior hires

A mid-weight team delivers to the standard the practice intends. Capacity stops being a question of who is available.



IP that stays and compounds

The method remains with the firm when people move, and every engagement adds to it instead of ending with it.



Value in the firm, not the founders

A practice whose method is systemised, measured and reusable is a different asset from one whose value lives in senior people's heads.

06 · WHO IT IS FOR



Consulting and advisory firms

Change, transformation and advisory practices that sell an outcome and want to evidence it.



Firms building a productised line

Practices turning a repeated engagement into something with a name, a method and a price.



Organisations running models at scale

Bodies, vendor programmes and groups that assess many organisations against one standard.

What it asks of you. The effort is front-loaded into structuring your expertise, and the evidence layer is the part people underestimate — so we help you scope and build it explicitly before anything starts. Once the model exists, a new assessment is configured in minutes and every engagement after it builds on the last.

07 · HOW YOU START

STEP 01 · A CONVERSATION

A walkthrough

Fifteen minutes on a completed assessment with the output in front of you. Enough to judge the method rather than the slideware.

STEP 02 · A SPRINT

Your model, curated

Two days' work for you, spread over two weeks. We help you define your best commercial candidate and build your model with you. You provide your knowledge, we do the heavy lifting, and you keep the structured model whatever you decide next.

STEP 03 · PROVE VALUE

A first baseline

With one area of expertise fully systemised and productised workflow ready to go, it is about validation with your first clients. The point at which the firm finds out whether the method holds on its own work.

More on TheAX

Every part of the platform has its own fact sheet, and a walkthrough on a completed assessment is the quickest way to judge the method for yourself. Both start at the website.
hello@theax.ai · Marlborough, United Kingdom

FIND EVERYTHING AT

theax.ai