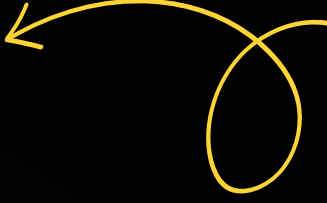


Tom Declat



Helping expert service founders spot the blind spots that are costing them clients

Tom Declat is the founder of VisionaryGrid Studio, a brand strategy and web design agency for B2B professional services firms. He spent over 15 years designing for major financial and investment firms, including Nordic Capital, Apax Partners, and RPS Global, before going independent in 2022. Since then, VisionaryGrid's clients have secured over £10 billion in assets under management, and hit growth targets in months rather than years.

Tom specialises in turning websites clients are embarrassed to share into ones they're proud to put in front of anyone, built on a lead system, not just a redesign.

The Talk - Demand Tension Map

A fish doesn't know it's in water. Most business owners have a positioning problem, and they can't see it from where they're standing. In this session, Tom runs the room through the Demand Tension Map, the same exercise he uses with clients before any brand or website work, to expose the gap between how founders think their business is seen and how clients actually experience it.

Attendees leave with a clear read on who they're really for, what clients actually come to them for, and where their offer needs to communicate before they touch messaging, website, or marketing plans for the new year.

Format

- A 20–30 minute talk, followed by 30 minutes of guided practical work in the room
- Attendees map their own business against the Demand Tension framework at their tables
- Works as a standalone keynote or as a workshop session within a larger event

Offerings

- Keynote – The Demand Tension Map (20–45 min, with or without practical session)
- Half-day workshop — full Demand Tension Map + Offer Matrix session for a room
- Follow-on: Foundation Sprint, Framework Engine, or the Flagship 4C System for teams who want to go further

For Enquiries

Please email hello@visionarygrid.studio with details of your event.