

Critical Friend

Programme Outline



Sometimes you need a sounding board outside of your organisation and a space to collect your thoughts, think through what you really want.

Sometimes you need to sit in the uncertainties and enormity of your work and doing it on your own is hard.

Sometimes it's about guidance to help think through a strategic challenge.

Sometimes you need space and support to help you rethink the possibilities of the unimagined.



What's a Critical Friend?

A Critical Friend is someone outside of your organisation, your Board, your circle of colleagues and friends who is dedicated to supporting you and your vision. They're someone who will give it to you straight but they're on your side. They're a valuable sounding board and resource – being honest is fundamental to the relationship.

Running complex teams, your own organisation, or wanting to set something up from scratch can be demanding and pushes you in all kinds of ways.

Having a champion that you can trust is an important part of supporting yourself to lead with clarity and conviction.



What a Critical Friend isn't...

A Critical Friend isn't a substitute for therapy or professional and specific medical support services.

A Critical Friend isn't a Life or Business Coach – there'll be elements of coaching techniques used but this isn't traditional coaching.



The time commitment

Experience tells us that 1:1 work needs sustained contact, and the regular gift of giving yourself time to stop and focus on yourself and your priorities.

This is why we work together for x2 hours per month for a minimum of six months. This can be in two one-hour sessions or one longer dedicated session.

We encourage you to be outside of your usual office space for these so that you're able to speak freely and share openly.

All sessions are online.

Defining what works for you.

IMMEDIATE RESPONSE – YOU Drive

- Session content is fluid and is driven by what is coming up for you and we act as a sounding board.
- This could be anything from HR matters, operating plans, business strategy design, business model development or impact measurement to much more reflective exploration.
- The conversation is driven by you and what you would like the conversation outcome to be.
- We provide reflections and suggestions for possible next steps; things to work on, decisions to be taken, resources to tap into.

STRATEGIC SUPPORT – WE Guide

- We'd spend some time looking at your objectives for the year – where you want to get to, what success looks like for both tangibles and intangibles, and how you would like to feel.
- We'd develop an action plan; Quarterly objectives, look at the resources you'll need to help you get there and really think through the different aspects of project management, leadership and regenerative development that can help support that.
- The action plan will form the blueprint for seeing you move forward.
- We'd use subsequent sessions to see how things are going, where pivots and changes are needed and what you need to help you make them.

Defining what works for you.

*A little bit of this
and a little bit of
that...*

If those don't quite resonate with you, do not fear!

We'll work with you to figure out what would work best. We even do weekly calls with some clients, nothing's impossible! We'll make sure we design something that's useful and right for you.

How we'll work together.

1

Understanding

We'll talk through where you're at and unpick how much that resonates with what you need.

We'll explore your intentions and expectations.

2

Holistic

We like things like journalling and time in nature just as much as KPIs and operational strategies.

We'll support you to be regenerative in how you work.

3

Honesty

This is called working with a "Critical Friend" for a reason; we're on your side and we'll always give it to you straight.

4

Iterative

We'll check in on how we can adapt to what's emerging for you.



Payment.

The full investment in our 12 hour, 6 month programme is £1,920.00.

This excludes any additional time if you'd like feedback on specific documents like business plans, investment strategies, impact frameworks etc. This is costed at £160.00 per hour.

We're keen for money not to be a deciding factor, we're happy to discuss staggered payment plans.

**Know who you're
working with.**





What we're about: our magic principles.

1. HONESTY: we're on your side; we believe in what you want to achieve. Because of that, we won't mince our words. Your work is too important.
2. CURIOSITY: Askers of many questions, we interrogate and unpick to get to the heart of what you're about, why and where you want to get to.
3. KINDNESS: it's not too much to ask and it makes the world a better place. It's how we show up for you.



Meet Deepa.

Deepa's had lots of experience advising organisations of all shapes and sizes on their systems, strategies and ways of creating meaningful change.

Her superpower is taking complex challenges, providing a regenerative and systems lens to them to simplify how they're understood. She's a joiner of dots and a seer of patterns, she gets grumpy with social injustice and channels her energy in supporting those who want to work in consciously intentional ways to create new ways of being and doing.

Some relevant training:

- Permaculture Design Course, Design School Regeneration (2025)
- Regenerative Enterprise Certificate, UCI Costa Rica (2024)
- Uncertainty Experts Certificate (2024)
- Regenerative Leadership, Regenerators Academy (2020)
- Inclusive Business & Value Creation, HEC (2016)

What people say...



Working with Deepa has been transformational for both me and my business.

From the very start, I felt extremely comfortable with Deepa; after our first session I already felt like I'd known her for years! This comfort was crucial for me to be able to speak openly and share the challenges and tribulations of running a business with someone who not only gets it, but is able to prod, coach, and guide in an invigorating, provoking and enriching way.

Throughout our time, I've felt complete peace of mind that I was working with an absolute professional who is not only at the top of their game, but is leading the field. Deepa's ability to combine expertise and professionalism with compassion and creativity is second to none and I can't thank her enough for her work and guidance during a pivotal and crucial period for us.

Andy George, VAULT Creative Arts

Let's talk.

deepa@deepandmeaningful.co



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