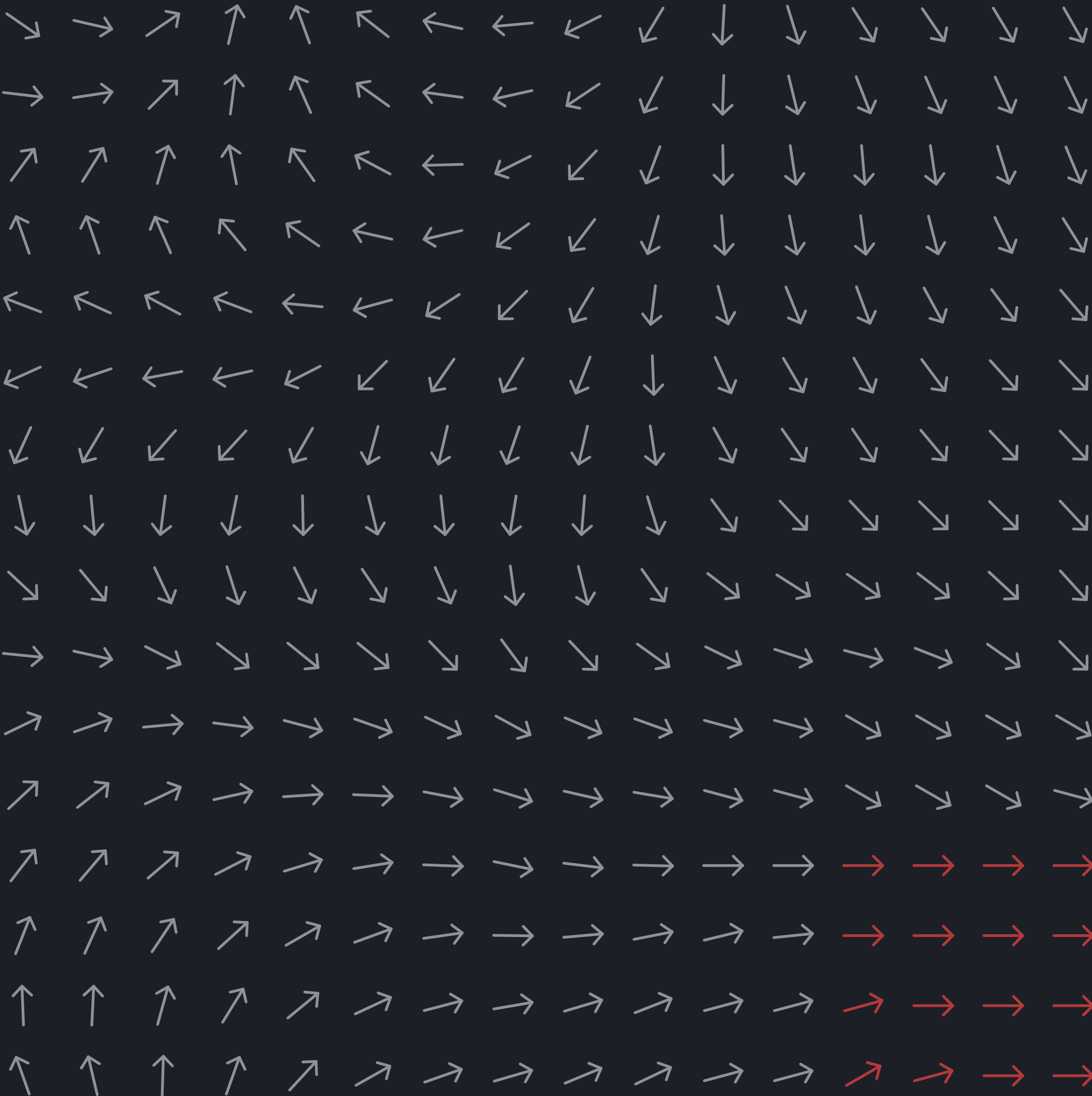


Beyond design. Clearer *thinking*.

We help structure, design and deliver highly effective reports, presentations and visual resources.



We help turn unclear or complex material into structured presentations, reports and visual resources.

› Purpose and audience

We define what the communication needs to do, who it is for and what form it should take.

› Message and hierarchy

We identify what matters most and create a clear order of information.

› Structure and flow

We organise the content and plan the sequence of your presentation, report or resource.

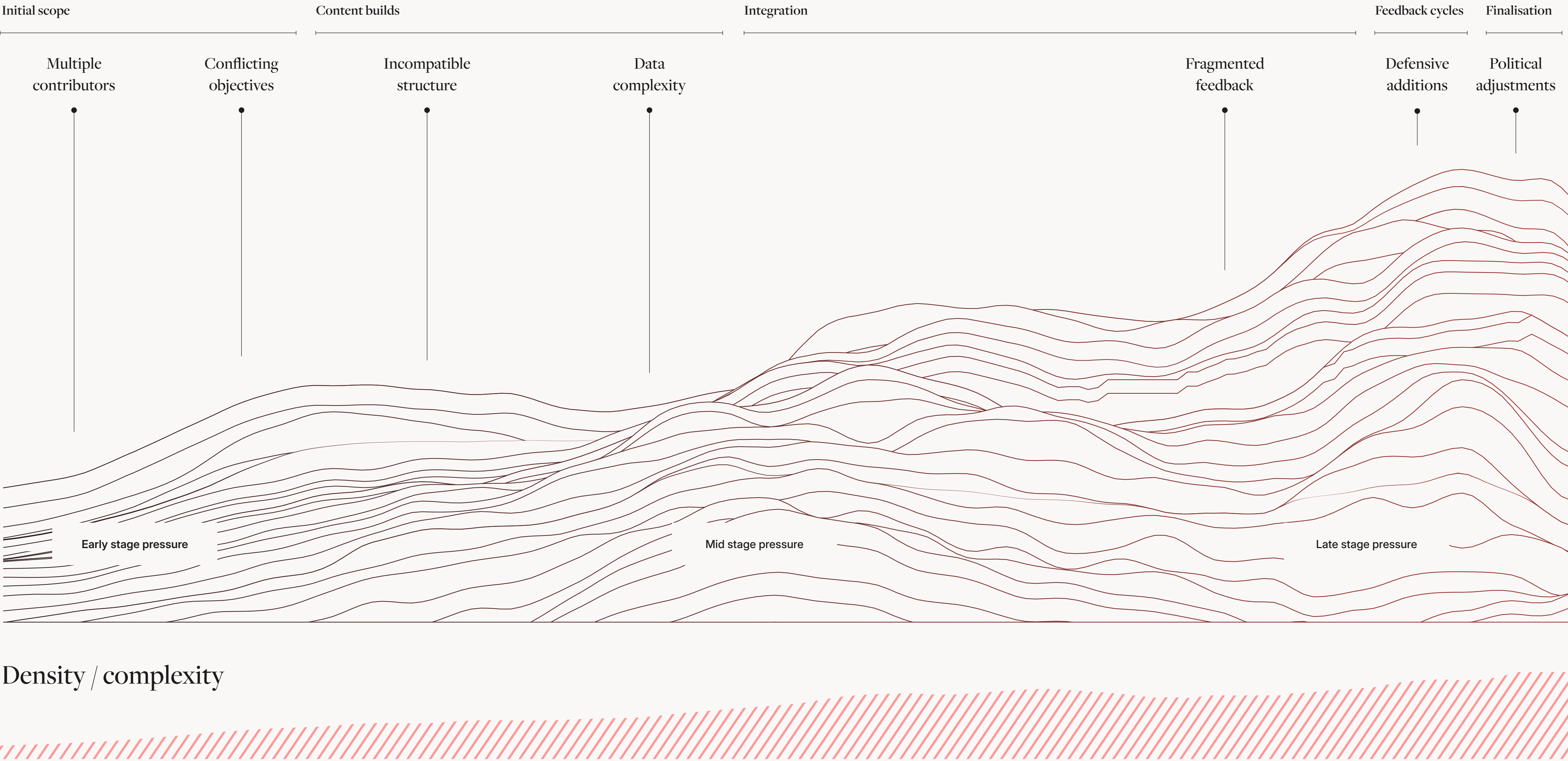
› Visual explanation

We create diagrams, charts, maps, timelines, logic models and bespoke graphics that make information easier to understand.

We help organisations understand complex situations, develop clear narratives and create communication that supports decisions.

Complexity compounds when structure comes too late.

Without early structure, complexity compounds.
By the time feedback cycles begin, density is high
and clarity is hard to recover.

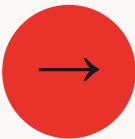


Our approach.

Rather than showing finished client work, we have developed these examples ourselves, built around real problems, using the tools and approaches we bring to projects. They show how we think, not what we have delivered. We find that is a more useful starting point for a conversation than a polished case study with the sensitive information removed.

› LINEA example

Explaining a service crisis using charts, diagrams and timelines.



Download PDF

› Threshold example

A different development model for a UK housing think tank



Download PDF

› Digital Access Advisory Group example

Clarity for high-stakes reporting



Download PDF

Explaining the system behind the outcome.

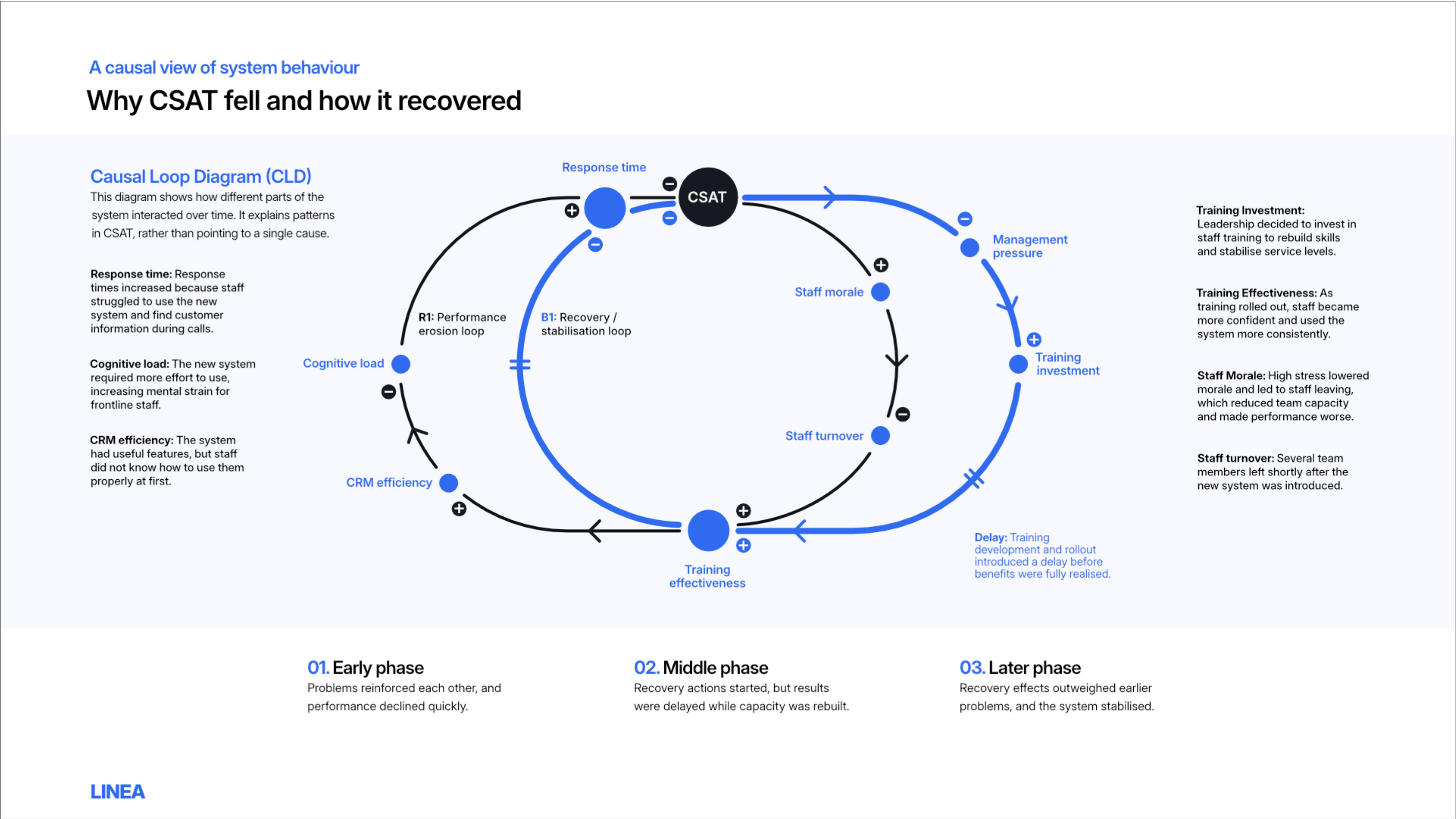
LINEA example

Customer satisfaction had fallen after a major system change, but the story was not explained by one cause.

Workload, training, cognitive load, morale, turnover, and management response were interacting over time.

The causal loop diagram made those relationships visible, helping the audience understand why performance fell, why recovery lagged, and what changed as training took effect.

[View full case study →](#)



What this clarified: performance was shaped by reinforcing pressures and delayed recovery effects, not a single cause.

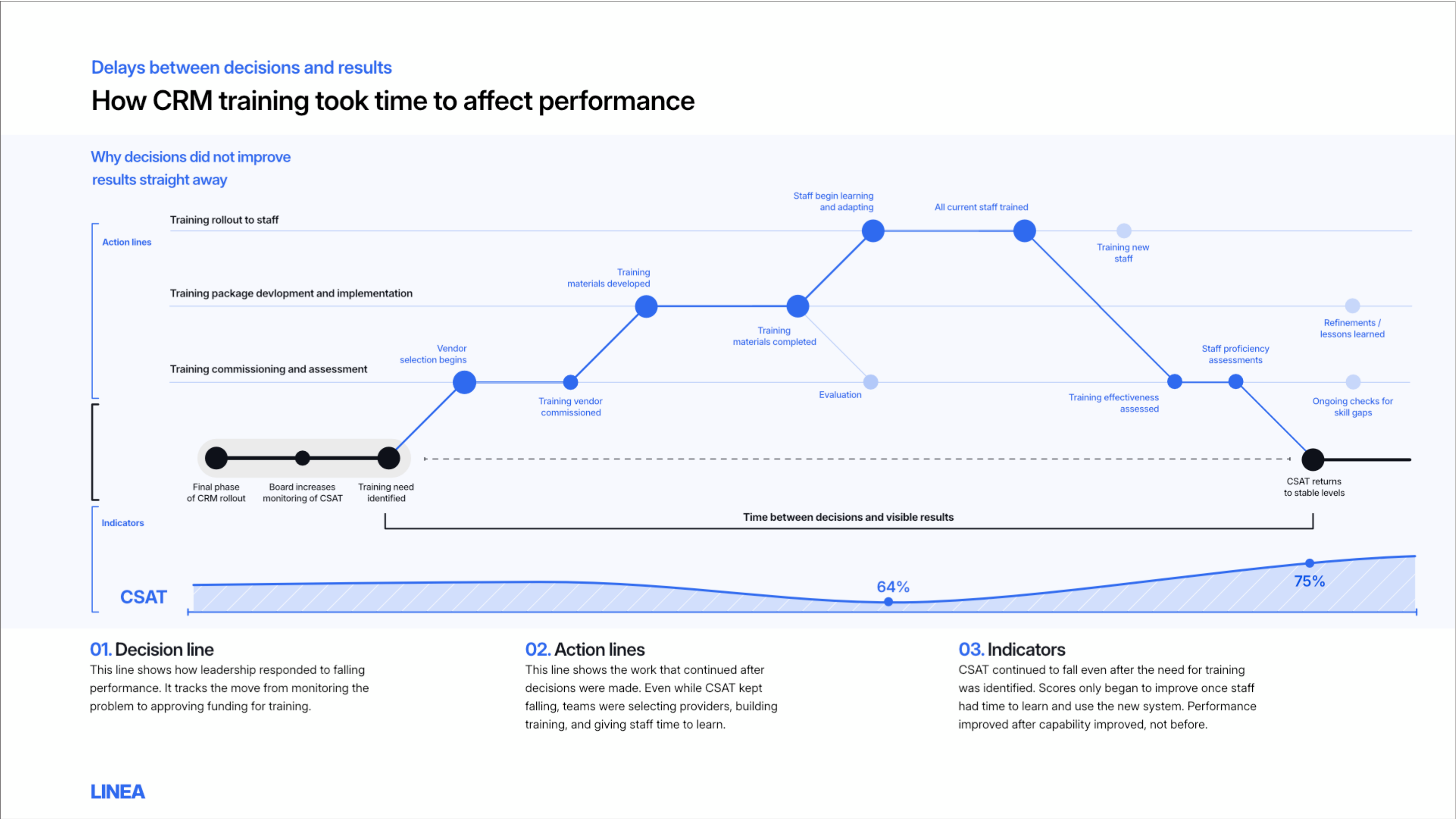
Separating decisions, actions, and outcomes.

LINEA example

Some communication problems are structural. The audience does not just need a better-looking slide; they need to understand what happened, in what order and why results took time to appear.

This visual separates leadership decisions, operational actions and performance indicators. It shows why customer satisfaction continued to fall after action had been approved and why visible improvement only appeared after capability had time to build.

[View full case study →](#)



What this clarified: decisions, implementation activity, and visible results happened on different timelines.

Helping audiences prioritise.

Digital Access Advisory Group example

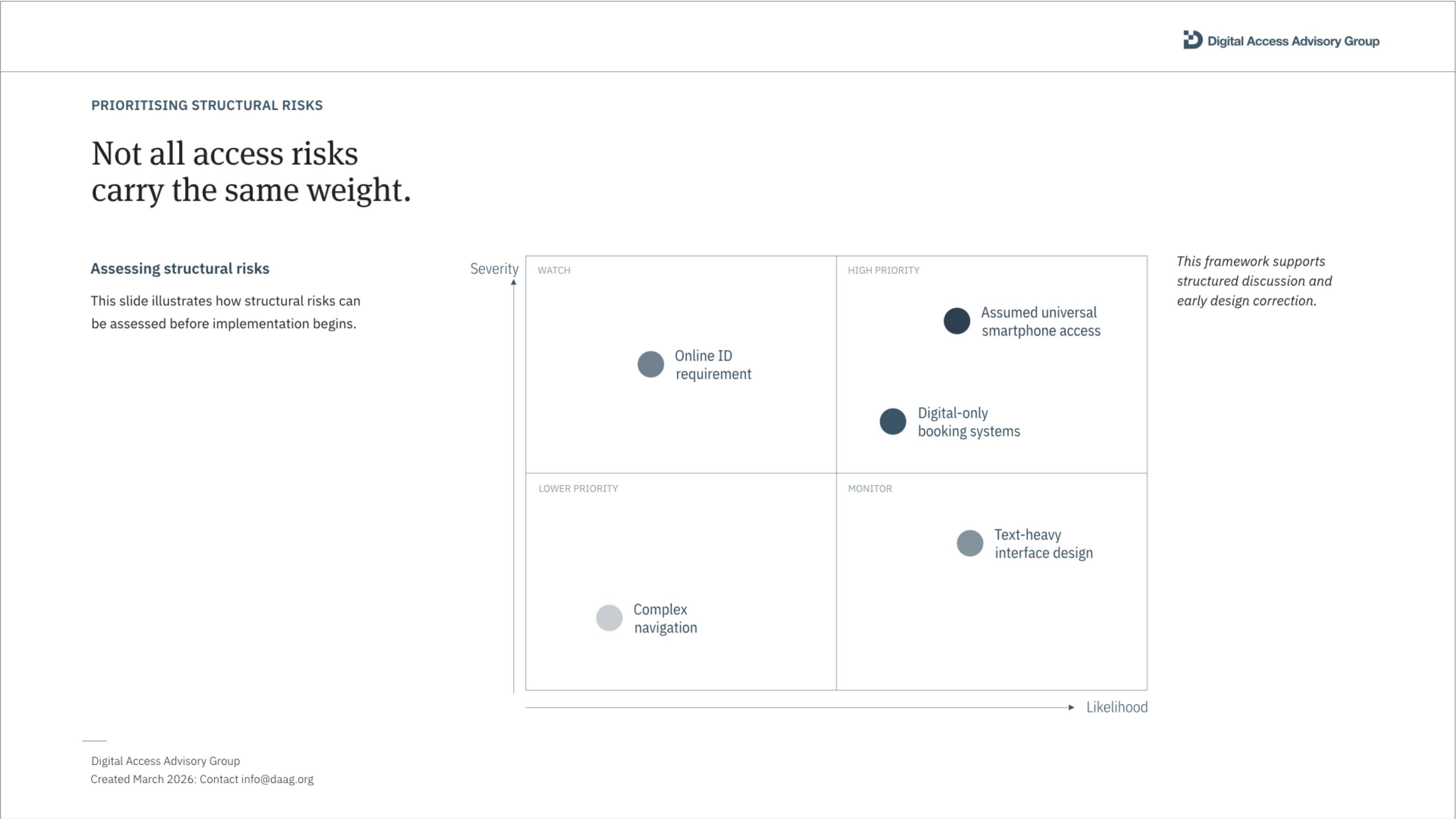
This case study explores how a specialist advisory organisation might present its work to different audiences while maintaining clarity.

Some visuals are not just explanatory. They help people make decisions.

Matrices, frameworks, maps, and scoring tools can help teams compare risks, identify priorities, and focus discussion.

This matrix helps separate high-priority structural risks from issues that need monitoring. It turns a list of access concerns into a practical discussion tool for programme design.

[View full case study →](#)



What this clarified: not all access risks required the same level of attention or intervention.

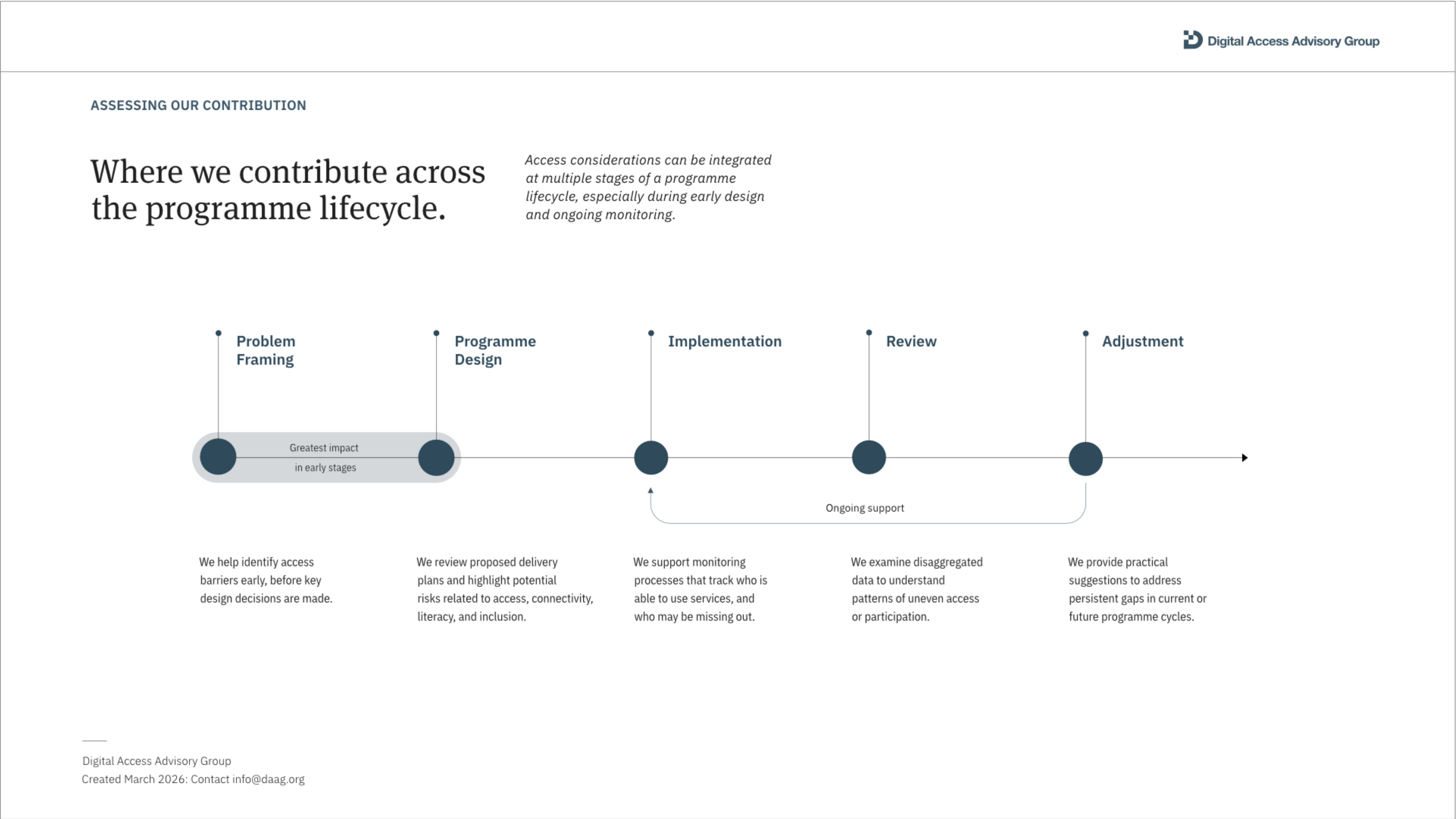
Clarifying impact across a programme lifecycle.

Digital Access Advisory Group example

Complex organisations often struggle to explain where they add value, especially when their work is advisory, enabling, or indirect.

This lifecycle view makes an advisory organisation’s role easier to understand. It shows where the greatest impact happens, how support continues over time, and how access considerations can be integrated throughout a programme.

[View full case study →](#)



What this clarified: advisory value was strongest before implementation, but continued through monitoring and adjustment.

Turning a complex argument into a visual model.

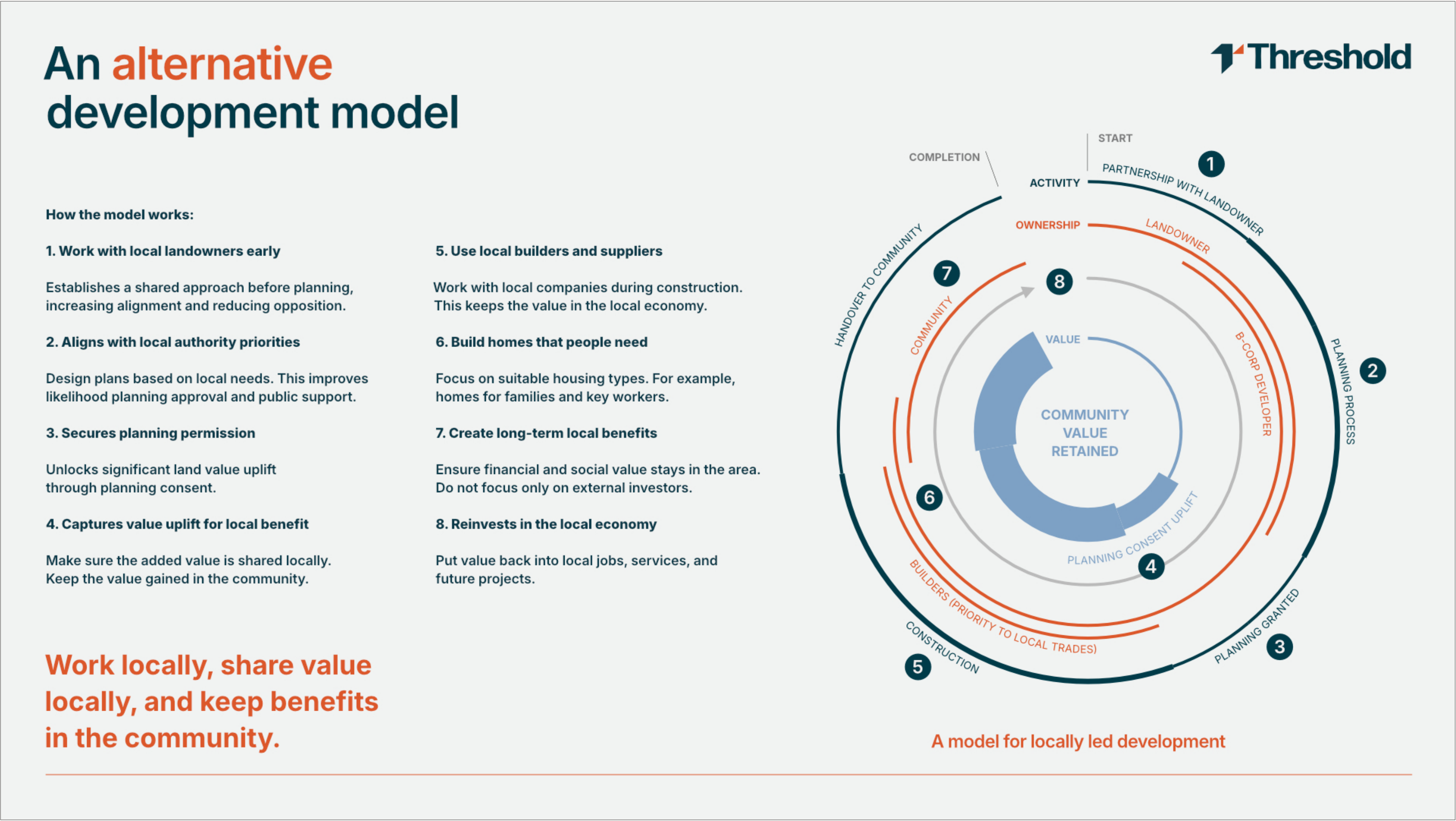
Threshold example

This example shows how we approach advocacy communication, where the job is not just to inform but to build a case.

Some projects need to move beyond explanation into a proposed model: how a process could work, where value flows, who is involved and what changes.

This visual turns a housing policy argument into a process model. It shows how local partnership, planning consent, value capture, construction and community benefit connect within an alternative development approach.

[View full case study →](#)



What this clarified: the proposed development approach depended on retaining value locally across the process.

We advise on the format and output based on the data and information you need to explain.

The work may become a slide deck. It may also become a report, briefing, visual summary, process map, animated resource or digital document / website.

We help determine what needs to be understood, who needs to understand it and which format will support that outcome.

› Presentations & briefings

Board and leadership presentations. Policy, research, funder and partner briefings. Training presentations and materials.

› Visual tools & models

Bespoke charts, diagrams and timelines: designed to show relationships, sequences and patterns that text alone cannot demonstrate.

› Reports & visual summaries

Impact and evaluation reports; data-led reports; visual summaries and explainers.

› Digital resources

Interactive resources. Animated explainers. Digital documents.

Examples of how we have helped.

A selection of projects where we were brought in early to shape the structure and narrative.

CHARITY / THIRD SECTOR

Board-level transformation plan

Turned a few pages of consultant notes into a structured review and actionable transformation plan for the board of a major UK charity.

ENERGY / TECHNICAL

Technical pitch for a global energy audience

Reshaped a highly technical presentation about legacy seismic data analysis into a clear value story for decision-makers, while retaining enough technical depth for specialists in the room.

LEGAL / PROFESSIONAL SERVICES

Transformation presentation

Helped structure and present a transformation programme for equity partners at a global law firm.

AVIATION / SYSTEMS INTEGRATION

Airport systems upgrade presentation

Created a successful bid presentation for a complex air traffic control systems upgrade at a UK airport.

ENERGY / GOVERNMENT

Sector workforce strategy document

Produced a recurring UK workforce strategy document for a government / energy and utilities audience.

EDUCATION / GOVERNMENT

Assessment data reporting

Designed and maintained a suite of stakeholder reports presenting standardised assessment data for a devolved government education programme.

Get in touch

Bring us in before the material becomes a last-minute design problem.

We structure the story, design the visuals and produce the final presentation, report or resource. We can work from notes, drafts, data, interviews or existing documents.

Telephone: +44 7809 690319
Email: studio@mindfizz.com

mindfizz.

Selected clients

- › AON
- › BASF
- › Brittany Ferries
- › Cardinal Health
- › Dentons
- › EU Skills
- › FAIST
- › Nationwide
- › NHS
- › Plan International
- › Summix
- › Selex