



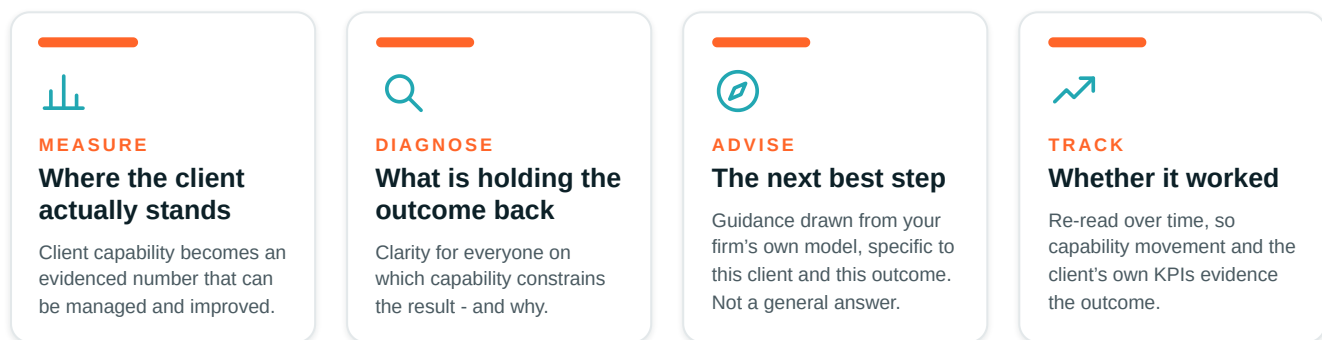
TheAX

The assessment and diagnostic platform for consulting firms

AI has made consulting faster.

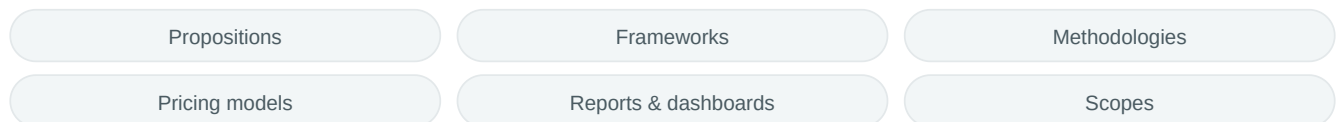
TheAX is the next step: your method, turned into an automated client diagnostic.

TheAX structures how your best consultants diagnose into a **Consulting Atomic Model**, then applies it to every client through automated assessment. Any consultant can lead with the outcome the client wants, show what is in the way in around 30 minutes of their time, and prove it moved - with your people still making the calls.



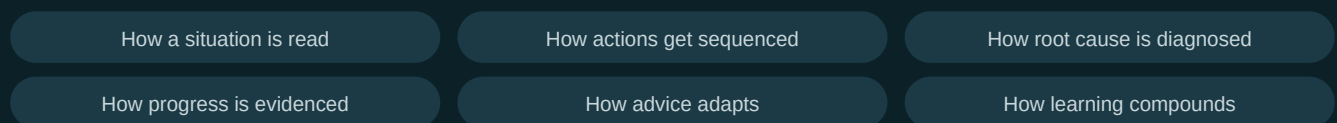
01 · WHY THE METHOD MATTERS

WHAT CLIENTS SEE · THE VISIBLE LAYER



THE WATERLINE

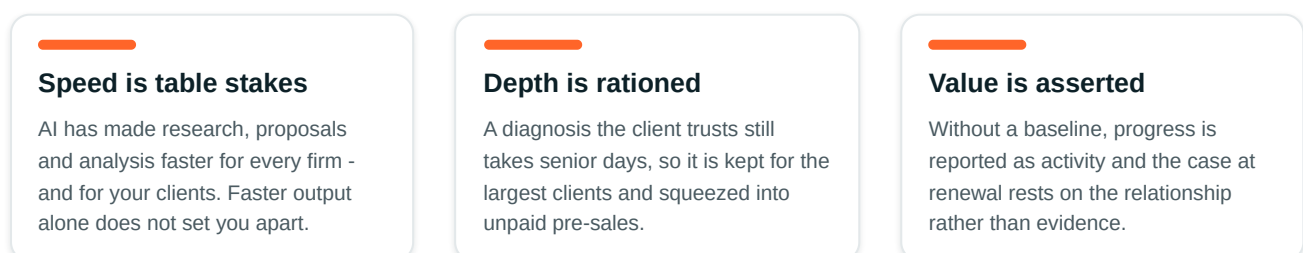
WHAT POWERS DELIVERY · YOUR METHOD



It is what makes your diagnosis worth trusting.

Rarely written down - and never applied the same way twice.

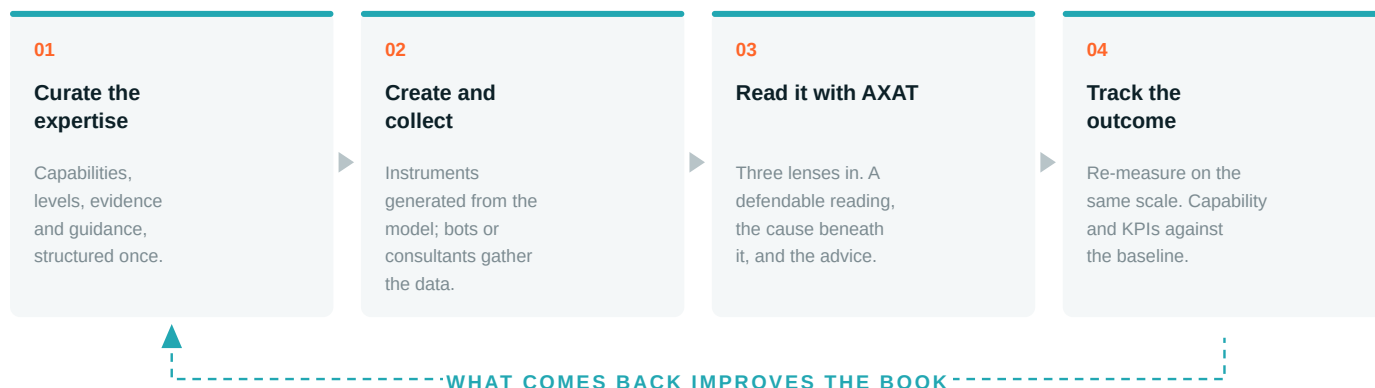
AI makes what clients see faster to produce - for you and for everyone else. What makes a diagnosis worth trusting sits below the line, and that is the part TheAX structures and applies.



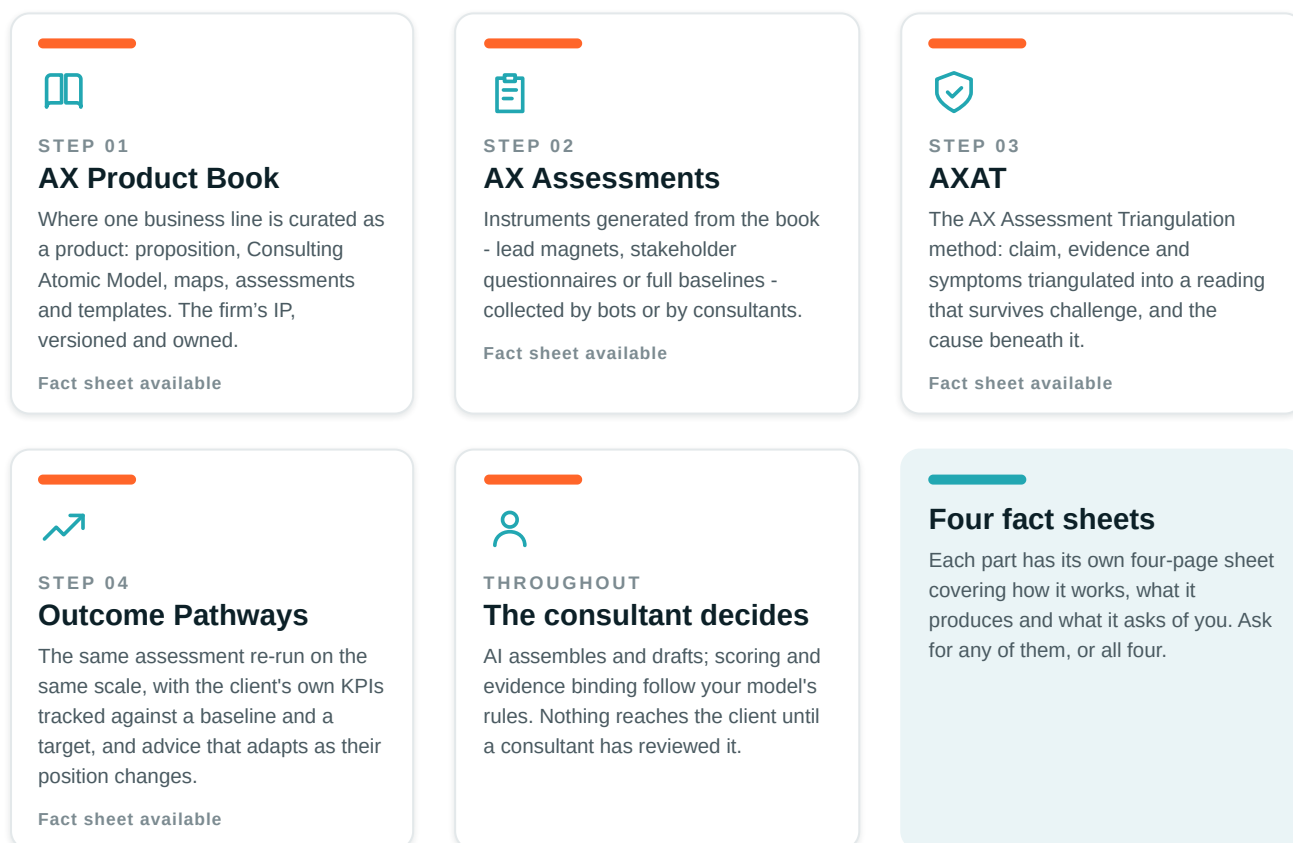
02 · WHAT IT IS MADE OF

Four parts. One method.

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.



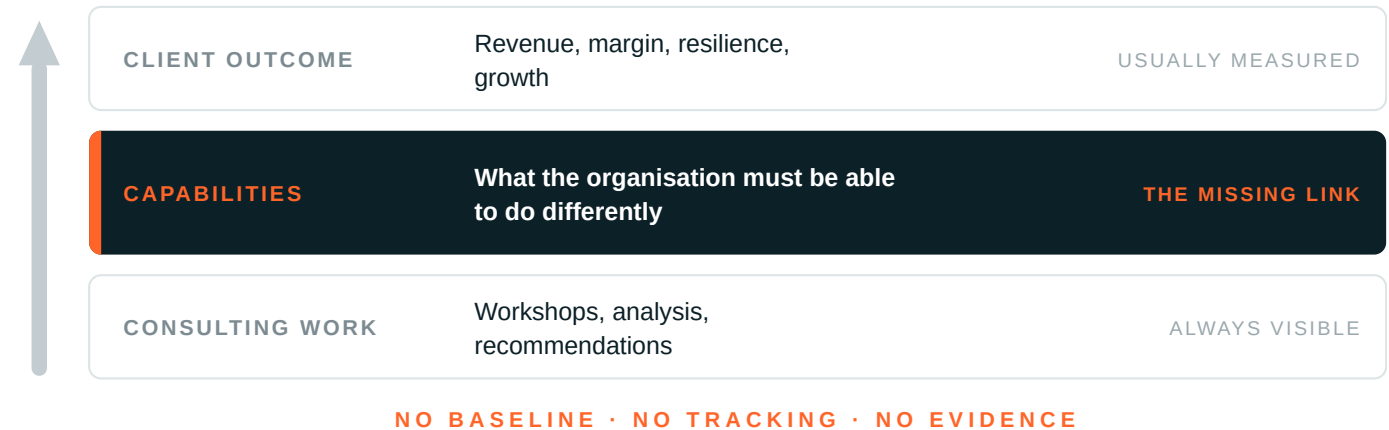
One move, made four times.

Expertise becomes structure. Structure becomes an instrument. The instrument becomes a corroborated reading. The reading, repeated, becomes evidence that the outcome moved. **Each part is the same move applied one step further out** - which is what makes four components one method rather than a suite of tools.

03 · WHERE IT CHANGES THE ENGAGEMENT

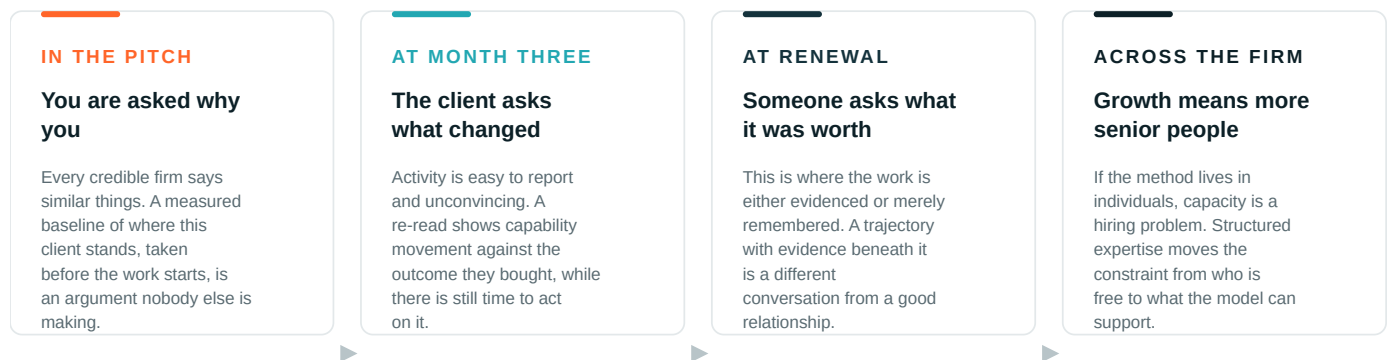
Capability is never measured. It costs you four times.

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.

FOUR MOMENTS WHERE IT COSTS YOU

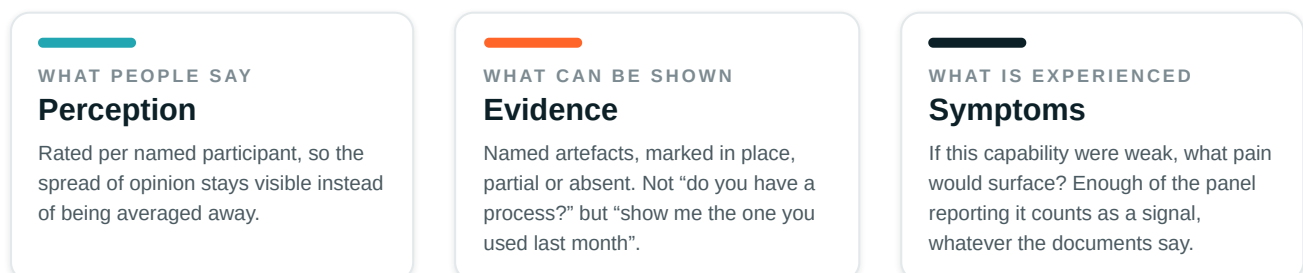


The cost is different at each one - and in all four it is paid in the same currency: the absence of a number.

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

Any consultant 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.



A more valuable firm

A practice whose method is structured, measured and reusable - and whose outcomes are evidenced - is a stronger and more valuable business.

06 · WHO IT IS FOR



Consultancies and advisors

Firms and independent advisors who have used AI for productivity and now want to win more business and scale.



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 · BUILD A working model, from a day

Four guided sessions at your pace. Build it yourself with us guiding, or have us build it with you. You keep the model whatever you decide next.

STEP 03 · LAUNCH Live on a real client

Tested, finalised and live in as little as a week - within 30 days at most - then validated 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