PRIVATE CLIENT PROSPECTUS

Working *with* the West

ADVISORY DESK

A second opinion when the situation is live and the next move matters.

For leaders and organisations facing important decisions, stakeholder relationships, working expectations and emerging risks in Western-influenced systems.

AVAILABLE ON ITS OWN
No GSL briefing or seminar is needed first.

The situation is live. The next move matters.

A briefing or seminar builds recognition and judgement. But real international work rarely arrives neatly. A decision is coming — and three things make it hard.

01

The information is incomplete

You have to act before you know everything you would like to know.

02

People disagree

Stakeholders read the situation differently — and want different things.

03

The consequences are real

A poor reply now can cost trust, time or money later.

TWO DIFFERENT KINDS OF SUPPORT

BRIEFINGS AND SEMINARS

Build the skill

For a group. Shared tools, a common language and practice on realistic cases.

THE ADVISORY DESK

Support the live moment

For a real situation. Your case, your stakeholders, your next move — in confidence.

Not another training session.
A confidential, bounded space to test your reading — and prepare your next move.

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What you can bring to the Desk

Each engagement starts with one defined issue — a message, meeting, relationship, decision, responsibility or emerging risk. It does not need to be fully diagnosed.

01 CLARITY

An important conversation

A sensitive meeting, client discussion or message where wording and reading matter.

02 CHALLENGE

Headquarters and regional tension

Different expectations about decisions, accountability or what progress means.

03 INFLUENCE

Influence and stakeholders

An important recommendation is not getting the attention or support it needs.

04 OWNERSHIP

Authority and ownership

An outcome is expected, but decision rights or dependencies are unclear.

05 ESCALATION

Early warning and escalation

A risk is emerging, and the timing or form of raising it matters.

06 ANY DEMAND

Review and repair

An important exchange went badly — and the next reply needs thought.

HOW THE TIMING VARIES

BEFORE

Prepare the next move.

AS IT DEVELOPS

Re-check as things change, within your agreed access.

AFTER

Review what happened and recover.

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One defined situation. Clear limits. Your decision.

Each engagement starts with one defined issue and has clear limits. We agree the question, the access and the form of support before any advisory work begins.

01 **AGREE THE SCOPE**
A 20-minute introductory discussion, at no charge. We agree the situation, the access and the form of support.

02 **EXAMINE THE SITUATION**
Share a short case outline. GSL gives an independent view and looks at realistic alternatives.

03 **PREPARE THE NEXT MOVE**
Leave with clearer options and next actions. The judgement and the decision stay with you.

Confidential · **One defined issue** · **Before, during or after** · **Calls and written review** · **No briefing needed first** · **Scope and fees agreed in advance**

IN THE FULL PROSPECTUS

- The four ways to access the Desk, from a single Executive Decision Session to an annual partnership, with fees
- What the Desk does and does not do, and the boundaries that apply
- How to begin: the introductory discussion and what follows

YOUR ADVISOR



Malcolm Patrick McCluskey

For more than 25 years, Malcolm has worked where expert knowledge meets unfamiliar expectations, across Europe, the USA and Asia. He has coached and advised hundreds of senior executives for the Financial Times and Nikkei, founded and led N4MI, a London-based, 40-person political-risk consultancy, and designed communication programmes for senior officials at the European institutions.

SELECTED CLIENT EXPERIENCE Financial Times · Nikkei · GSK · PwC · SoftBank · INPEX · European Commission

THE FULL PROSPECTUS

See the access levels, the fees and how to begin.

Free on request. Sent to you directly.

REQUEST THE FULL PROSPECTUS · EMAIL US · Explore the Desk →

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