PHILPIN

ABOUT JOHN

General John

My speciality is generality

I connect the dots across silos, sectors, and systems to bring clarity to complexity and help leaders make better decisions, faster.

In a world of hyper-specialisation, problems get sliced too thin, too fast, and the real issues get buried. (This is also why **Org Charts are broken**.)

Solving the wrong problem well is failure.

That's why I work differently. I don't offer a service menu. I start with **a conversation** - because until we understand the symptoms, we can't diagnose the root cause, let alone design the right solution.

Structured Thought is the methodology I've developed and used over a lifetime working with companies across the globe. It forms the foundation of how I help organisations navigate change, grounded in people, not just process and certainly not just technology.

If you're stuck, scaling, or rethinking the road ahead - let's talk

A quick call can save months of spinning in the wrong direction.

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Still not ready? Read on

We live in a world of over-specialisation. One study found it would take more than **60 experts** to explain how a mobile phone works from first principles.

That's just a phone.

Now think about your business.

To diagnose what's really going on. To see the system clearly, it takes someone who can move across boundaries, decode patterns, and bring the big picture into sharp focus.

That's my space.

My work is grounded in **Structured Thought**, a methodology forged over decades inside global tech and transformation environments.

It brings order to complexity, puts people at the centre, and helps leaders unlock momentum by solving the right problem.

> **My speciality is generality.**
> A Johnism

If you've read this far, something's resonating

Let's have that conversation. No pitch, no jargon, just clarity. What do you have to lose?

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Or reach out directly: **john@philpin.com**