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IBPROM CORP. | CONFIDENTIAL ADVISORY BRIEF

# The SPARK Advisory Brief

Everything you need to know about working with a  
crisis-tested senior advisor.

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Served in Canada's Prime Minister's Office  
during the 2008 global financial crisis

Chief of Staff, Senate of Canada  
during the COVID-19 pandemic

Published in Forbes and Newsweek

MBA | PMP | Adm.A. | ACC  
Trilingual: English, French, Portuguese

**Joseph Soares**

Senior Advisor

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## WHO THIS BRIEF IS FOR

You have built something significant. A company. A portfolio. A reputation. But success creates its own pressure — decisions get heavier, the stakes get higher, and the people around you are too close to give you the unfiltered truth you need.

You are not looking for another consultant with a slide deck. You are not looking for a coach who asks how you feel about it. You are looking for a direct line to someone who has been in the room when the room was on fire — and who came out the other side with a track record you can verify.

### **This advisory relationship is built for:**

**The Decision-Maker** — facing an acquisition, succession, market entry, or strategic pivot who wants a second mind from someone tested at the highest level.

**The Builder at a Crossroads** — asking what comes next: scale, exit, legacy, or reinvention. Looking for clarity, not another opinion.

**The Leader Under Pressure** — navigating a crisis, transition, or organizational breakdown and needing someone who has handled these situations from inside the room.

**The Entrepreneur Going Global** — entering new markets, managing government relations, or handling cross-border complexity across jurisdictions and languages.

## YOUR ADVISOR

# Joseph Soares

Joseph Soares has spent three decades operating at the intersection of government, business, and crisis. He served in Canada's Prime Minister's Office during the 2008 global financial crisis — working the Quebec Desk on issues management when the economy was in freefall. He later served as Chief of Staff at the Senate of Canada during the COVID-19 pandemic, managing institutional operations under extraordinary pressure.

His writing on leadership and decision-making has been published in Forbes and Newsweek. He holds an MBA, PMP, Adm.A., and ACC, and operates in three languages — English, French, and Portuguese — across North American and international markets.

Today, Joseph works with a small number of business leaders and high-net-worth individuals as a senior advisor — providing confidential, direct-access counsel on the decisions that matter most. His clients do not come to him for deliverables. They come for judgment.

## THE FRAMEWORK

# The SPARK Advisory Framework

Every advisory engagement is structured around SPARK — a proprietary framework built from three decades of high-stakes decision-making in government, corporate, and entrepreneurial environments. SPARK ensures that every conversation moves you toward clarity and action, not just discussion.

### **S — Strategic Alignment**

Ensuring every decision, resource, and action is oriented toward a single coherent direction. Most leaders are not failing at execution — they are executing against a fragmented strategy. We fix that first.

### **P — People & Talent Optimization**

Placing the right people in the right roles and building cultures that perform under pressure. The biggest risk in any organization is the person in the wrong seat at the wrong time.

### **A — Adaptive Innovation & AI**

Embedding technology and continuous adaptation as operational defaults, not afterthoughts. The leaders who win in the next decade will be the ones who integrate AI into their decision-making now.

### **R — Relationship & Communication**

Leveraging trust, influence, and strategic communication as core business assets. In high-stakes environments, the quality of your relationships determines the quality of your outcomes.

### **K — Key Decision-Making & Execution**

Making high-stakes decisions with clarity and speed, then executing without hesitation. This is where most leaders stall. This is where the advisory relationship pays for itself.

SPARK is not a curriculum. It is a lens. Every session, every conversation, every recommendation is filtered through these five pillars to ensure you are not just thinking clearly — you are moving decisively.

## THE INVESTMENT

# Three Ways to Work Together

Every engagement begins with a conversation. Choose the level of access that matches the weight of what you are carrying.

## Strategic Session

### \$1,500 USD

A single 90-minute private session. No retainer required. You bring the decision — I bring a career spent operating at the highest levels of government and business. You walk away with a framework for thinking through the decision and a specific set of next moves.

- 90 minutes, uninterrupted, via Zoom
- Brief intake form to focus the session
- Written summary of key decisions and next steps within 24 hours
- Every conversation treated as privileged and confidential

## Advisory Retainer

### \$5,000 / month USD

Six-month minimum commitment. Two 90-minute sessions per month plus asynchronous access between sessions. This is for leaders who need an ongoing strategic relationship — someone in their corner for the decisions that do not happen on a schedule.

- Two 90-minute private sessions per month
- Asynchronous access between sessions (email and voice memo)
- Six-month minimum commitment (\$30,000 total)
- Priority scheduling and same-week session availability

## Senior Advisory Retainer

### \$10,000 / month USD

Twelve-month commitment. Four sessions per month plus priority asynchronous access and quarterly deep-dive strategy sessions. This is the highest level of access — reserved for leaders who want a senior mind embedded in their decision-making process.

- Four 90-minute private sessions per month

- Priority asynchronous access (email, voice memo, text)
- Quarterly deep-dive strategy session (half-day)
- Twelve-month commitment (\$120,000 total)

## WHAT TO EXPECT

# How This Works

### 1. You book a call.

A brief introductory conversation — 20 minutes, no charge — to determine if this is the right fit for both of us. Not every leader needs this level of advisory, and not every relationship is the right one. This call is where we find out.

### 2. We define the engagement.

Based on our conversation, we agree on the tier and terms that match your situation. You receive a simple engagement letter and invoice. Payment is made before the first session.

### 3. We go to work.

Every session is structured, confidential, and focused on the decisions in front of you. You come with the situation. I come with the framework, the pattern recognition, and the directness to tell you what no one else in your circle will say.

### 4. You get clarity — and a next move.

Every session ends with a clear set of actions. Within 24 hours, you receive a written summary of the key decisions and next steps. No ambiguity. No open loops.

## THE NEXT STEP

# One conversation can change your trajectory.

If you are carrying a decision that is too heavy for your inner circle, I am ready to have that conversation.

Book your introductory call:

[josephsoares.com/call](https://josephsoares.com/call)

[info@josephsoares.com](mailto:info@josephsoares.com) | [josephsoares.com](https://josephsoares.com) | [linkedin.com/in/soaresjoseph](https://www.linkedin.com/in/soaresjoseph)

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