

CONSULTANCY DONE DIFFERENTLY — BLUEPRINT BUILDER · TOOL 5 OF 7 · ALL PROGRAMS

Blueprint Builder Session Guide

Brand · Business Model Canvas · Customer Journey · Digital Presence

The Core Idea

Brand Builds the Bridge Between Two Canvases

Your BMC and the head contractor's BMC connect at Key Partners

Winning NQ infrastructure work is a B2B partnership decision. The head contractor has their own Business Model Canvas. The Blueprint Builder helps you build the brand, documentation, and digital presence that makes you visible and credible in their Key Partners block.

YOUR Business Model Canvas

Channels: LinkedIn, GBP, portals
Value Propositions: QBCC, NQ presence
Key Activities: Delivery + compliance

HEAD CONTRACTOR's Canvas

Key Partners block: You appear here
Key Resources: Your plant + docs
Key Activities: Site work delivered

Five Outputs

What This Tool Produces

Brand Identity → Canvas → Journey → LinkedIn Co → GBP

- Output 1

Brand Identity Brief

Tone · Voice · Visual direction · Core messages · Taglines · One-liner
- Output 2

Business Model Canvas

9 blocks with Have/Want · Dual canvas partnership · 3 priority actions
- Output 3

Customer Journey Map

7 stages · Signature content per stage · NQ procurement context
- Output 4

LinkedIn Company Page

Tagline · About · Specialities · Featured · 5 post templates
- Output 5

Google Business Profile + 50 Posts

Description · Q&A · Services · 50 weekly posts across 5 themes

Completing the Inputs

10 Fields — What Goes Where

The more specific the inputs, the more specific every output

Business DNA Block

Paste from the DNA Builder (consultancydd.com/tools/business-dna/). Even a partial block drives all five prompts significantly.

Preferred colours and visual style

Be specific: "Navy and burnt orange, industrial, real plant photos on NQ sites" is 10× better than "professional". Reference a competitor's brand if helpful.

Brand tone — 3 words

Choose words that mean something specific. "Reliable" is generic. "First-call-back, zero-paperwork-chase, on-site-early" is specific. Aim for the second style.

Main message for NQ clients

The one thing a procurement manager should remember after visiting your LinkedIn or GBP. Keep it under 20 words. Include: location, licence status, client type.

Logo status

This calibrates the Visual Direction output. "No logo yet" triggers more detailed visual guidance. "Professionally designed" means the AI will preserve your existing direction.

Primary services (up to 5)

Use the exact terms procurement managers search for: "stormwater drainage" not "civil works". "Road base and pavement" not "road construction". Specificity = better output.

Years in operation

Calibrates the Experience and Proof sections of the LinkedIn About output and the BMC maturity assessment.

Awards and recognition

CCIQ membership, TMR preferred supplier status, Master Builders membership, safety record milestones. Anything that signals credibility to a procurement manager.

Notable projects (3)

Name + scope + client + year. These become the Proof elements in LinkedIn, GBP posts, and the BMC Key Activities section. Numbers matter: "\$750K" beats "large project".

Customer Journey

The 7-Stage NQ Procurement Cycle

Northrock Civil — Dave Morrison example

The Customer Journey prompt maps how procurement managers move from not knowing you to becoming a repeat partner. Each stage has one signature content piece — the specific asset that answers their question at that exact point.

- 1

Awareness — Be Found
"NQ Civil | Road Base & Drainage | Tier 1 Ready | Townsville" ← LinkedIn Headline · GBP Description
- 2

Interest — Stop the Scroll
"How We Delivered \$750K for TMR in 30 Days — Zero Incidents" ← LinkedIn project post · GBP post
- 3

Consideration — Check Credentials
"Northrock Civil — Compliance & Capability Overview" ← Capability Statement PDF · Portal profile
- 4

Evaluation — Win the ITT
"Why Northrock Civil — Bruce Highway Package 4B" ← Tender Response document
- 5

Partnership — Onboard and Start
"Northrock Civil Site Induction Pack + SWMS Library" ← WHS Document Suite · Site Induction PDF
- 6

Delivery — Prove It on Site
"Bruce Highway Package 4B — Week 8 Update: Drainage Complete" ← LinkedIn project post · Progress report
- 7

Advocacy — Get Recommended
"Laing O'Rourke PM recommends Northrock Civil for NQ packages" ← LinkedIn recommendation request · Case study post

The Customer Journey prompt also generates a Dual Canvas Partnership paragraph — showing exactly how your Key Partners block connects to the head contractor's Key Partners block. This is the commercial foundation of the ongoing relationship.

BMC Session

Run Canvas before Journey

They share the same session — Canvas context improves Journey output

The Business Model Canvas and Customer Journey Map prompts are run in the same session (6-Day Day 2 or 10-Week Module 2). Run the BMC first, then paste your BMC output into the conversation before running the Customer Journey prompt. The AI uses your completed canvas to generate journey-specific content and signature content pieces that reference your actual services and target clients.

Using It

Steps After Running All Five Prompts

Save, update, and review with your facilitator

- 1 Run Output 1 — Brand Identity — Copy the Brand Identity prompt. Run in Claude or ChatGPT. Save the output as BrandIdentity_[Business]_2026.docx. Review with your facilitator — the Brand Essence and One-Liner will be refined throughout the program.
- 2 Run Output 2 — Business Model Canvas — Run the BMC prompt. Save as BusinessModelCanvas_[Business]_2026.docx. Identify your top 3 Priority Actions. These feed your 90-Day Action Plan in Module 6.
- 3 Run Output 3 — Customer Journey Map — Paste your BMC output into the conversation first. Run the Journey prompt. Save as CustomerJourneyMap_[Business]_2026.docx. Use the 7-stage signature content list as your content calendar.
- 4 Run Output 4 — LinkedIn Company Page — Run the Company Page prompt. Open your LinkedIn Company Page in edit mode. Update Tagline first, then About section, then Specialities. Pin 3 Featured items.
- 5 Run Output 5 — GBP + 50 Posts — Use Claude Sonnet or Gemini Pro for this prompt — it produces up to 5,000 words. Save immediately. Schedule the 50 posts at 1 per week using your GBP dashboard directly. Themes rotate weekly.

Questions? Contact your CDD consultant.

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■ **Bring to every session:** Guide PDF · Inputs Form · Brand Identity output · BMC output · Customer Journey Map · LinkedIn Co output