



“

James was methodical in his approach. He quickly understood both our business and our clients. Since working with James, I've noticed our team can better sum up what we do. He's been an ally, coach, and supporter throughout the process.”



**Garrett French**  
Founder  
Citation Labs



[Read Case Study](#) →

## No Logos? No Problem. Building Case Studies Designed for NDAs That Still Close

### Challenge

Citation Labs had strong results and clean documentation but no public-facing proof. NDAs and confidentiality constraints made it impossible to name clients or use testimonials.

### Summary

We ran a focused sprint to turn seven internal wins into NDA-safe, buyer-relevant case studies.

### Results

- 7 case studies delivered
- Used in live sales and partner decks
- NDA-safe, outcome-driven stories
- Improved internal messaging alignment
- Shared across email, LinkedIn, and enablement channels