

Pulse Consultancy Services

Practical services. Clear deliverables.

Our focus	Web design; government and business consultancy; AI and workflows; communications, sales and marketing. Choose a defined project, ongoing care or a continuing campaign programme.
People and experience	James brings PRINCE2 Agile Foundation and Practitioner training, human-centred design, project and programme delivery, strategy, regulation, emergency management and practical digital systems work. Michelle brings governance, executive and parliamentary coordination, operations, assurance, procurement controls, records and people leadership. Her role is agreed project by project, according to fit and availability.
Evidence basis	This summary is grounded in James's May 2023 résumé and Michelle's May 2026 CV. It describes transferable capability rather than a full employment chronology. Personal addresses, referees, security details and internal material are excluded. Past employers are experience sources, not Pulse clients or endorsers.
Web design and digital presence	Start with the audience, purpose and key visitor action. Produce the structure, original copy, responsive design, finished pages and a launch/handover plan. Existing-site reviews and ongoing care can be scoped to the actual need.
Government and business consultancy	Improve a defined decision, governance or operating process. The initial Governance Reset Pack combines a source/authority map, practical registers, meeting-to-action workflow and 90-day implementation plan.
AI and workflow systems	Bring structure to a bounded AI use case. The Responsible AI Operating Pack covers the use inventory, suitable inputs, human review, quality checks, failure/escalation steps and an operator handover.
Communications, sales and marketing	Connect audience, message, creative and delivery across social media, email, web, print and conventional media. Scope campaigns, sales materials, content programmes and suitable automation, with approvals and reviews.
Working principle	Agree a manageable scope and a named decision-maker. Use suitable sources. Build a complete, inspectable result and make its ownership and maintenance clear.

How an engagement would work

1. Understand	Agree the problem, audience, intended result, responsible owner, information boundary and practical constraints.
2. Design	Prepare the content structure or workflow and agree what completion looks like.
3. Build and test	Create the agreed outputs. Exercise normal operation and relevant failure cases, then repair the findings.
4. Launch and support	Choose a one-off handover, re-engagement when needed, ongoing care or a continuing campaign programme. Agree the maintenance tasks, minor-change allowance, reviews, response arrangements, fees and exit process.
Fit and boundaries	Small teams, businesses, community organisations and appropriately authorised government teams. Scope depends on demonstrated capability and permission. Legal, accounting, tax, regulated assurance, cyber certification and government endorsement are not implied.
Commercial arrangements	Price, timing, provider costs and maintenance are established for the actual engagement. No historical planning estimate is a public offer. Fictional examples demonstrate the intended outputs; they are not client results.
Next step	Contact James Macarthur-King: jamesmacarthurking@gmail.com or 0403 789 839. The website can prepare an email for you to review and send from your own email app. This document remains a draft; examples are fictional unless labelled as Pulse-owned work.