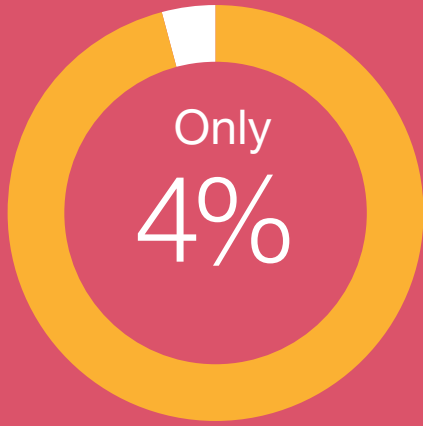
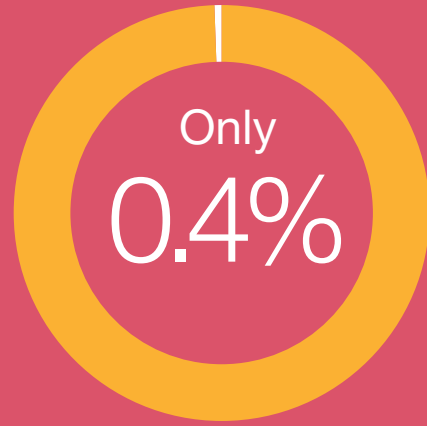


# Strategy Workshops

**Driving your business success  
with a Coherent Strategy.**



of businesses reach  
**\$1m**  
turnover

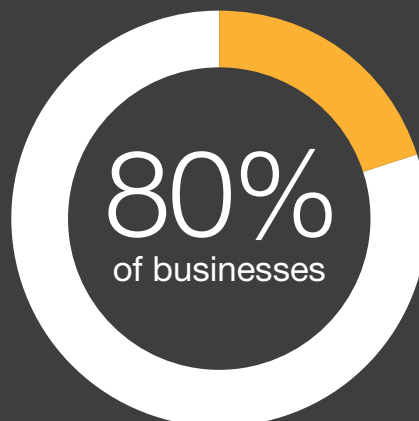


of businesses reach  
**\$10m**  
turnover

## Why?

Because they fail to deal with four **Constraints to Growth:**

1. Not having a documented coherent business strategy
2. Failing to manage their business process to execute the strategy
3. Not managing cash
4. Not aligning the people to the strategy



fail because they do not have a coherent strategy or fail to execute the strategy



# Our methodology to solving this problem:

1.5 day  
intensive  
workshop  
dealing with  
five key areas



## 1. Strategic financial management

Introducing our Financial Xray and Activity Based Management tools. The ultimate goal is Value Creation

Documenting the One Page Strategic Plan (OPSP) for your business.



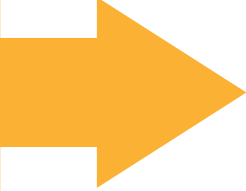
## 2. Positioning

Is your Business correctly positioned in the market? Where do you play? and How do you Play?

Do you know how your business creates value and how do you communicate the value proposition to the market?

Who is your customer? What problems are you solving for your customer?

What are your Distinctive Capabilities that earn you the right to win in the market?



## 3. Setting targets

Setting your aspirations and financial targets

## 4. Key thrusts and capabilities

What are the key thrusts and initiatives you need to have in place to achieve your targets

## 5. Linking strategy to execution

How do you execute on your strategy? What are the key business processes you have in place, are they measured and are targets being met? Who is responsible for these processes?

## Ongoing Advisory Board Meetings

Once the strategy has been set and documented (OPSP) it is vital that a well designed advisory board be put in place to maximise the chance of success. The Advisory Board should be led by an experienced and independent Chairman who will challenge the status quo and keep people accountable.





We engaged PwC Advisory to help us navigate through our challenges and to understand the impacts of subtle yet highly effective tweaks to our operations... The results were very close to instantaneous and simply incredible.

Matthew, Market Direct



The workshop also gave us the confidence to pursue a growth strategy that we would not have probably done on our own due to the fear of the unknown

James, Adform Group

## How to get started?

Like to find out more or take the first steps in realising your business' potential?

Visit our website at [www.pwc.com.au/private-clients/advisory.html](http://www.pwc.com.au/private-clients/advisory.html) or email [richard.robertson@pwc.com](mailto:richard.robertson@pwc.com)

## PwC team

We are very proud of the part we have played in the rapid and consistent growth that has been achieved across our portfolio of clients:

	Revenue increase	EBIT increase	ROCE %
FY12	9%	42%	33%
FY13	20%	26%	36%
FY14	15%	27%	38%
FY15	15%	27%	38%
FY16	13%	29%	27%
FY17	15%	31%	36%
FY18	27%	33%	40%

## Team Leaders



**Trevor Mahony**  
Partner  
Private Clients Advisory  
Brisbane Office



**Rob Ashley**  
Principal  
Private Clients Advisory  
Brisbane Office

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