



Executing for Growth

**Optimising Whole
Business Capacity and
Performance *In Real Time***

Executing for Growth

What is Optimal Enterprise™?

A powerful process for embedding profitable growth: tough, demanding and empowering.

How Does It Work?

By implementing seven key principles at every stage of the whole business system

- 1. Coherent Leadership**
Making growth personal for every manager
- 2. Bold Planning and Execution**
Clearly defined goals, accountabilities and relationships
- 3. Global Mindset**
Drawing from and contributing to world best practices
- 4. Superior Communication and Collaboration**
Maximising traction and engagement
- 5. World-Class Measurement and Analysis**
Performance metrics that really matter
- 6. Continuous Innovation and Renewal**
For reliable and repeatable growth outcomes - personal and corporate
- 7. Shared Upside**
Shared benefits and advantage across the whole business system

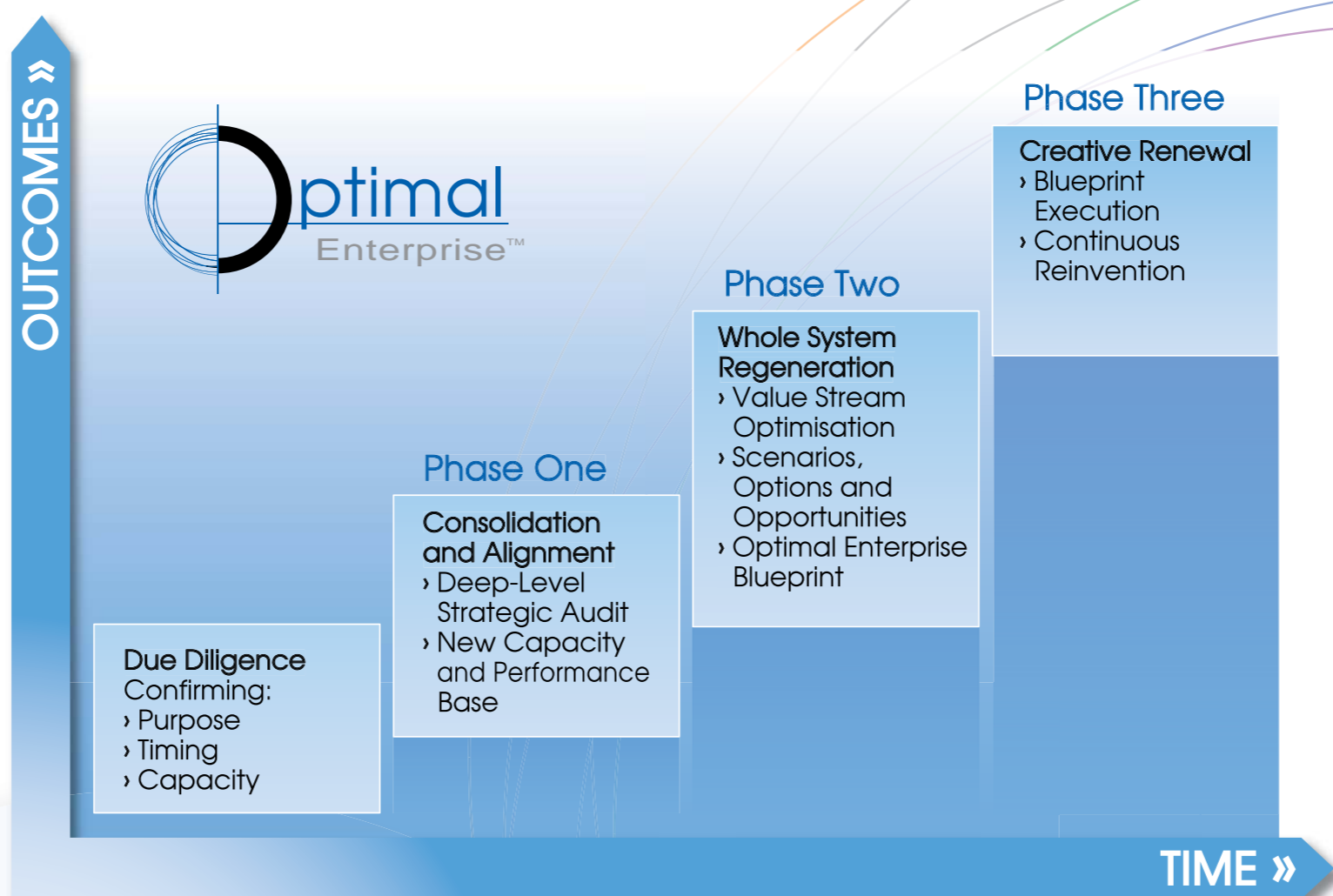
How is Optimal Enterprise™ Implemented?

Over three phases by the business's own people under the direct leadership of the CEO and CFO. No other approach delivers the impact and momentum needed for optimal results.

There is no down-time, no untried theory or hypotheticals and no 'consultant speak'; only real time solutions to real challenges and opportunities including the consolidation of current business imperatives and the creation of new and added value through a re-imagined enterprise.

What Are The Three Phases?

Whole System Consolidation and Alignment, Regeneration and Creative Renewal, beginning with a deep-level strategic audit to the creation of a totally revitalised whole business system.



“If you are not constantly innovating, collaborating and regenerating, you will wither and die”

Sam Walsh, CEO
Rio Tinto Iron Ore

Where Has Optimal Enterprise™ Been Utilised?

Businesses and other organisations that have utilised versions of Optimal Enterprise™ include:

- › **Australian Government**
Centenary of Federation Planning
- › **AHG** Automotive Retail and Logistics
Quality improvement and business integration
- › **Betts** Retail
Whole business revitalisation, business model redesign and re-branding
- › **Boroo Gold** Minerals Production and Export
Joint venture optimisation (cold-weather mine construction, Mongolia)
- › **Brisbane City Council** Local Government
Capital city regeneration (Brisbane 2000)
- › **Coogee Chemicals**
Manufacture and Distribution
Strategy innovation and execution
- › **Cox Group** Architects and Planners
National practice integration
- › **Cullen Wines** Wine Production and Export
Strategy innovation
- › **Government of Tasmania**
State-wide regeneration (Tasmania Together)
- › **Jones Coulter Young** Design
Professional practice optimisation
- › **Kimberley Development Commission**
Regional Government
Integrated social and economic development
- › **M G Kailis Group of Companies**
Pearl and Seafood Production and Export
Business succession
- › **Mitsui Salt/Shark Bay Resources**
Salt Manufacture and Export
Production and site-based community development
- › **Western Power Corporation**
Energy Production, Sale and Distribution
Whole business transformation

How Can We Find Out More?

By calling Optimise International on:

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