

Achieve
the Success
Your Business
Deserves...
Optimise It!



Whole System Optimisation™ for
Businesses and other Enterprises

Optimise It!

...by simplifying and improving **everything of value** across your total business system.

From better thinking and decision-making to improved relationships, systems and brands, Optimal Enterprise™ gives your people everything they need to drive profitable *and sustainable* growth and advantage for the business **and themselves**.

'Let's face it; there aren't a lot of secrets in business today. It's the people, who out- execute their competitors that win; that create the unassailable competitive advantage that separates the best from the rest, the truly exceptional from the merely good'

- Lou Gerstner, former CEO, IBM



Brian Galbraith,
Executive Chairman
Optimize International Pty Ltd

How Does Optimal Enterprise™ Do That?

- By **joining up the whole business** for **sustained peak performance**.
- By giving people at every level of the business the information, tools and skills they need to eliminate unproductive conflict, silos and bureaucracy, to strip out waste and duplication and take a personal responsibility for delivering better outcomes at sustainably lower cost - **routinely, automatically and for demonstrable mutual benefit!**
- By optimising every asset, relationship and opportunity while simultaneously minimising risk, liability and vulnerability.
- By turning leadership thinking into whole system action and results; into a stronger balance sheet and a better bottom line; a great place to work and to do business with - healthy, balanced and robust. A lean and disciplined enterprise, moving forward by *design* rather than by *default*.

A genuinely exceptional business.

What's Involved?

Two things.

Firstly, 'keeping the show on the road' while simultaneously involving key people from across the business in a 'no-holds barred' process of discovery, review and revitalisation.

And secondly, having the courage to see things through; to change the things that need to be different and to fully commit to the few critical drivers that determine the business's value and results.

Who Leads The Process?

The people with most accountability for the business's success - its owners, directors and executives working with their own people and key business partners supported and resourced by the Optimize International team - ***in-house solutions in real time!***

Process Implementation

For major enterprises **Optimal Enterprise™** is typically implemented in-house over sixteen to twenty-six weeks, *without disruption to core business activity*.

For mid-size and smaller businesses implementation takes place during specially designed multi-business workshops.

Who Supports The Process?

Each process delivery team is made up of an experienced lead consultant and one or more qualified consulting associates backed up by all of the elements of Optimise International's Customer Resource Network.

Within that network is a panel of accredited specialist providers ensuring access to all of the value-added inputs and services a business needs to maintain peak performance - including business continuity; workforce planning and workplace design; export; recruitment; banking and financial services; data and knowledge management; marketing, promotion and public relations; business systems and communications.

What About Follow-Through?

Follow-through support continues for a full year following process implementation with regular progress reviews, participation in Business Development Forums and special topic seminars and workshops and other opportunities for exchanging ideas and learning about new techniques, technologies and business development opportunities.

When Is The Process Most Useful?

At any time of challenge, change or opportunity including:

- Pre and post stock exchange listing
- De-merger or disaggregation
- Post new CEO
- Share price recovery
- Balance sheet revitalisation
- Pre or post merger, acquisition or sale
- Increased competition
- Major discontinuity or disruption
- Crisis recovery or turn around
- Total business renewal and reinvigoration
- Re-branding or re-positioning

Where Does Optimal Enterprise™ Come From?

From more than 20 years' application of whole system optimisation concepts around the world and from the work of some of the world's leading business thinkers.

A Customer Perspective on Optimal Enterprise™

'Simple yet challenging, demanding and invigorating. I haven't seen anything as powerful in all my years of business. The process gets results'

- R J Branchi, Chairman, Automotive Holdings Group

How Do We Get Started Or Find Out More?

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