A platform for growth
NSW Business Chamber

- Tracing back to 1826
- Independent not-for-profit organisation
- 700 + Employees
- 19,551 Members (September)
- Spend $200 Million each year on Members
## How we help

- **Business-to-Business connections**
- **Avoid fines and reduce risk**
- **Increase productivity and profitability**
- **Local, regional and state-wide business support**
- **Advocate for business**

### Australian Business Solutions Group

<table>
<thead>
<tr>
<th>Service</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>APPRENTICESHIPS CENTRE</strong></td>
<td>Apprenticeships, Traineeships, Mentoring, Career advice, Training</td>
</tr>
<tr>
<td><strong>CONSULTING &amp; SOLUTIONS</strong></td>
<td>Marketing, International Trade, Work Health &amp; Safety, Human Resources, Business Growth</td>
</tr>
<tr>
<td><strong>LAWYERS &amp; ADVISORS</strong></td>
<td>Employment Law, Workplace Relations, Workplace Health &amp; Safety Law, Corporate &amp; Commercial Property Law</td>
</tr>
<tr>
<td><strong>RECRUITMENT SOLUTIONS</strong></td>
<td>Executive &amp; Business Support, Industrial Health, Indigenous Apprentices &amp; Trainees</td>
</tr>
</tbody>
</table>
Connecting the business ecosystem.

Experts

You

Chambers and Networks

B2B Solution provider
Conditions for Growth
Top 3 Challenges Reported by 10,000 Business Owners

30% Finding & Keeping Customers

21% Financing the Business

18% Developing & Updating a Business Strategy

Plan

Do

Study

Act

Shewhart Cycle (PDSA)

 ✓ Strategy
   ✓ Vision
   ✓ Goals
   ✓ Objectives
   ✓ Milestones

 ✓ One page plan
 ✓ Comprehensive Plan

 ✓ Assign initiatives
 ✓ Create custom tasks
 ✓ Communicate Results

 ✓ Measure progress
 ✓ Run diagnostics
 ✓ Create options
 ✓ Access best practice resources
 ✓ Expert advice

 ✓ Informed actions
 ✓ Step by step sub tasks
STRATEGIC INITIATIVE MANAGEMENT

THE PMO IMPERATIVE
EXHIBIT 1 | There Is a Clear Correlation Between a Company’s Ability to Successfully Implement Strategic Initiatives and Its Financial Performance

Strategic initiatives successfully implemented (%)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well above average</td>
<td>70</td>
</tr>
<tr>
<td>Somewhat above average</td>
<td>60</td>
</tr>
<tr>
<td>Average</td>
<td>50</td>
</tr>
<tr>
<td>Somewhat below average</td>
<td>38</td>
</tr>
<tr>
<td>Well below average</td>
<td>28</td>
</tr>
</tbody>
</table>

Organization’s financial performance compared with peers

Sources: Economist Intelligence Unit’s March 2013 global survey of 587 senior executives for the July 2013 report, Why Good Strategies Fail: Lessons for the C-Suite; BCG analysis of raw survey data provided by the EIU.
EXHIBIT 2 | Clearly Defined Milestones and Objectives, Coupled with Commitment from Senior Leaders, Are Critical in Implementing Strategic Initiatives

For the change initiatives in your organization that did not succeed in the past 12 months, what was the single most important factor in determining their failure?

<table>
<thead>
<tr>
<th>Factor</th>
<th>2008</th>
<th>2011</th>
<th>2008 Responses (%)</th>
<th>2011 Responses (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of clearly defined or achievable milestones and objectives to measure progress</td>
<td>24</td>
<td>31</td>
<td>36%</td>
<td>28%</td>
</tr>
<tr>
<td>Lack of commitment by senior management</td>
<td>19</td>
<td>21</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>Poor communication</td>
<td>19</td>
<td>15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee resistance</td>
<td>12</td>
<td>18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insufficient funding</td>
<td>5</td>
<td>8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Note: Sample size was approximately 600 senior executives in the 2008 study and approximately 300 senior executives in the 2011 study.
The Cost of Change

Gleicher’s Formula:

\[ C = ABD > X \]

**C**hange

- **A** – Status quo dissatisfaction
- **B** – Desired clear state
- **D** – Practical steps to the desired clear state
- **X** – Cost of change

**D**issatisfaction

- **V** – Vision
- **F** – First Steps
- **R** – Resistance

Refined by Kathie Dannemiller (1980’s)

David Gleicher (1960’s)
The cost of getting from A to B via D
Business Propel is a *smart* online platform for steering a business towards its goal’s.
Demonstration
Pricing

Honest Prices, no surprises.

**$0**  
**FREEMIUM**

- Business Planning tools
- Activity Plans
- Access to more than 20 Health Check diagnostics
- Unlimited users per company
- 1 on 1 Business coach support to complete your Business Plan (via email)
- Resource centre

**$599**  
**PREMIUM**

- Business Planning tools
- Activity Plans
- All tools and diagnostics, current and future within the site
- Unlimited users per company
- 1 on 1 Business coach support to complete your Business Plan (via email)
- Resource centre

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Thank You
Any questions?

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