



LEAD YOUR
INDUSTRY®

BUSINESS
**TRANS
FORM
ACTION**™
PROGRAM





The Lead Your Industry Business TransformAction Program is specifically designed for CEOs who seek to build the capability of themselves and their Leadership Team empowering the business to take a leadership position in their industry.

Designed for CEOs / MDs and Leadership Teams of organisations that are defined more by their zeal to transform their business and their commitment to making it happen than their scale. That said revenue is likely to range between \$3m and \$60m.

TRANSFORM YOUR BUSINESS WITH YOUR TEAM



THE PROGRAM

- Build the Right Strategy **together** with your Leadership Team.
- Build your teams Implementation Capability to execute that strategy .
- Optimise your mindset as CEO.

THE OUTCOME

- You will have the capability to **realise** the **impact** you seek for your business.

THE GUARANTEE

- You will capture a new initiative every month that, when implemented, will transform your business.

THE PROGRAM

TRANSFORMATION KICKSTART WORKSHOP 1 DAY

In this workshop you will work through the process to create the **right strategy** and implementation plan to **transform** your business which you will then implement over the next 12 months.

To achieve a business transformation requires your Leadership Team to 'own' the process and outcome. Thus we provide 2 x additional passes to the workshop for your Senior Leaders to work with you sharing the journey.

Kickstart workshops are held three times a year to enable new companies to join the program.

TRANSFORMATION MASTERY 10 DAYS

Every month a half day workshop will be held for **you and at least one member of your team**. We share best practice content on all matters essential for refining and implementing your strategic plan.

A combination of Industry Experts and CEOs sharing their journey will present industry leading content allowing plenty of time for Q&A.

Each month will be a different topic and importantly time will be included and work materials provided, to enable you to work on your business during the session applying the new thinking.

The Industry Experts will also be available in a relaxed environment over lunch to explore their content in more detail. After lunch your manager leaves and you join the CEO Group.

MASTERY DAYS - TOPICS

- Purpose, People, Values and Culture
- Leadership and Governance
- Customers: Who, engagement and journey
- Marketing Strategy and Communications
- Strategy = Choice
- Business Model Innovation
- Organisational Capability, Systems, Agility
- Future focus: Innovation
- Finance: Management and Risk
- Execution Management: OKRs



CEO GROUP **10 MEETINGS**

The afternoon of the TransformAction Mastery Day is all about the CEO.

These peer to peer group sessions are chaired and structured to ensure you will have the opportunity to raise important issues with other CEOs and access the "Collective Intelligence" to explore possible responses to your challenges and opportunities.

Accountability is built-in as a maximum of 10 non-competing CEOs sharing, successes, losses, opportunities and challenges in a commercial in-confidence environment.

The CEO Group is designed to provide a safe and confidential environment for the CEO to explore their strengths, weaknesses and mindset to ensure over time they are accessing optimum performance.

Each month every CEO will identify and share the transformational initiative they plan to implement.

MONTHLY ONLINE REVIEW **11 MEETINGS**

Once a month all members of the program are invited to attend a zoom meeting to check-in, ask a question, share progress and validate their thinking.

TRANSFORMATION MILESTONES **QUARTERLY TRACKING**

Once you have developed your strategic plan and implementation process you will establish quarterly strategic objectives for:

- the business
- each member of your Management Team.

These objectives will be tracked on software for which a 12 months subscription is included. All the 'owners' of quarterly objectives are sent reminders and track and update progress.

This process drives transformation by cascading the ownership of implementation throughout your organisation.

SUPPLIER NETWORK

Exclusive Access to the Lead Your Industry Supplier Network. Over the last 25+ years, Lead Your Industry have developed invaluable relationships with many suppliers that are relevant to organisations going through a transformation process. All participants in the TransformAction program will have access to that supplier list.



ANTHONY MOSS

The Business TransformAction Program is run by Anthony Moss.

Anthony Moss helps build great businesses. Working with CEOs and boards of directors, he helps invigorate a company's vision for growth, energise their management team, set their business model and strategy, and helps them prepare for global expansion.

In a corporate and consulting career spanning more than 27 years, Anthony has helped more than 100 medium to large SMEs and Associations. He takes clients through a rigorous review, engaging management, staff and customers to craft a new vision of growth for their business.

His expertise comes from experience. Before establishing his management consulting business, he worked in the UK, Europe, the United States and Australia in services, manufacturing and distribution industries, holding CEO and director positions. He frequently shares his knowledge as a speaker and facilitator at seminars and conferences on a range of business growth topics

WORKING WITH LEAD YOUR INDUSTRY



"I found the business transformation workshop insightful as it provided practical steps to follow in executing a transformation plan successfully. I would highly recommend the workshop if your business is going through a phase of change."

Carla Blanco
DRONESHIELD LIMITED

"Our company is a family operated SME with a 40 year history. This workshop has come at a valuable time where we were already looking into way to transform our company into a more structured framework to facilitate growth."

David Benchoam
BENELEC PTY LTD

"The workshop will bring you up to date on current tools and techniques for identifying, capturing, monitoring and reporting on opportunities for improvement in efficiencies and growth. Taking the time out of being "in the trees" of the business and looking strategically is vital for the health of any business. These workshops will assist you in doing this more regularly and successfully. Your business will benefit."

Todd Williams
EYLEX PTY LTD

"Craig & Rhodes has worked collaboratively with Lead Your Industry on our business strategy & corporate development. Anthony's guidance and advice has been first rate and has been delivered in a professional and considered manner. We recommend Anthony as an expert advisor & strategist."

Andrew Halmarick
CRAIG & RHODES PTY LTD

"Lead Your Industry has worked closely with us to develop a focused 3-year strategy which involved rebranding our company and restructuring to ensure we meet our strategic objectives."

Rory Kennard
MAKINEX PTY LTD



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confidential consultation contact us

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 **Business Growth Specialists**

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