



*Reach* **to** *Achieve*  
C O N S U L T I N G

• systems • people • processes

# PROFESSIONAL SERVICES SUMMARY

PREPARED  
WITH COMPLIMENTS

© *Reach to Achieve Consulting* 2011  
“*Improving Business Performance*”

 systems

 people

 processes

# TABLE OF CONTENTS

<b>1. <u>PROFESSIONAL SERVICES</u></b> .....	<b>2</b>
1.1. <u>The Three Pillars</u> .....	2
1.2. <u>Business Management</u> .....	3
1.3. <u>Quality Management</u> .....	3
1.4. <u>Financial Management</u> .....	3
<b>2. <u>VISION - MISSION - VALUE</u></b> .....	<b>4</b>
2.1. <u>Vision &amp; Mission</u> .....	4
2.2. <u>How Reach to Achieve Adds Value</u> .....	5
2.3. <u>Business Service Structure</u> .....	6
<b>3. <u>CONSULTANT PROFILE</u></b> .....	<b>7</b>
3.1. <u>Martin Connolly</u> .....	8





## 2. VISION - MISSION - VALUE

### 2.1. Vision & Mission

#### **VISION...**

*To make the clients' business more efficient and profitable, by contributing to, and sharing in, the measurable success of business management system improvements.*

#### **MISSION...**

*Share knowledge and experiences with clients to achieve the vision by;*

- implementing or redesigning strategic business plans / management systems where they are required
- training management and staff in the use of integrated business management systems to improve efficiency and profitability
- training management and staff to use relevant business indicators to measure and monitor business progress using balanced scorecard methodologies
- providing training programmes for staff and management to understand the importance of good staff morale to maximise everyone's potential
- providing training in the use of financial, management and operational information so that business numbers are not seen as a necessary evil, rather, as tools that can help guide and improve the business
- adding value to their business by providing sales and marketing ideas to expand business, and improve profitability
- encouraging the use of customer relationship management to complement and improve customer service
- establishing a close professional "partnering" relationship with clients so that Reach to Achieve is recognised for value add, not "just another consultancy that charges by the hour"
- getting the results for clients that they want, so they come back and also refer Reach to Achieve to other clients because they know they get the service, results and outcomes they asked for

➤ systems

➤ people

➤ processes

## 2.2. How Reach to Achieve Adds Value...

### "THE HEAD, THE HANDS & THE HEART"

- **Head** - knowledge and skills to share - based on over 25 years experience
- **Hands** - we'll work with you to show you HOW if you need help – “we get our hands dirty”
- **Heart** - passion and enthusiasm to work with you, help you, and encourage you, to overcome inevitable difficult challenges so we achieve YOUR desired results

### A "RARE BLEND" OF EXPERIENCE - 3 SERVICES IN ONE!

Demonstrable and proven skills across three key (overlapping) areas of business:

- Business Management
- Quality Management
- Financial Management

### VALUE FOR MONEY AT COMPETITIVE RATES

- Competitive rates with absolutely no compromise in quality. Clients get the benefit of a professional background with commercial training, without the additional overheads of other organisations.

### MONEY BACK GUARANTEE OF QUALITY / SELF FUNDING INVESTMENT

- Reach to Achieve adopts a performance-based approach to consulting assignments, which in many cases can be self-funding. If clients are unhappy for any reason, fees will be returned, or work will be done again at no cost.

### 25+ YEARS VARIED BUSINESS EXPERIENCE MEANS CLIENTS GET COMMERCIAL AND PRACTICAL ADVICE

- Experiences gained from the accounting profession, to large, medium and small commercial organisations allow us to work with clients, and share real life experiences on how to improve business performance with practical not theoretical approaches to finding value add solutions.

### GOOD PEOPLE SKILLS, A SENSE OF HUMOUR & TRUST

- Sharing knowledge and experiences with clients, and seeing the results of those experiences improve the way things are done in their business is our motivation. Humour is used wherever possible, to help clarify issues with clients, where they have problems grasping how and why things need to be changed to improve their business performance and bottom line results.
- Extensive experience of dealing with individuals from “shop floor” to boardroom levels, allows us to relate easily and quickly to client staff and management – THIS IS VITAL IN ESTABLISHING TRUST, CREDIBILITY AND SUPPORT.

### AN UNDERSTANDING AND RESPECT THAT IT IS YOUR BUSINESS.

- We don't try to tell you how to run your business - the client knows their business best but we do work as a team to help the client enhance and develop their existing management systems and strategies to produce the results, and achieve the outcomes they want.

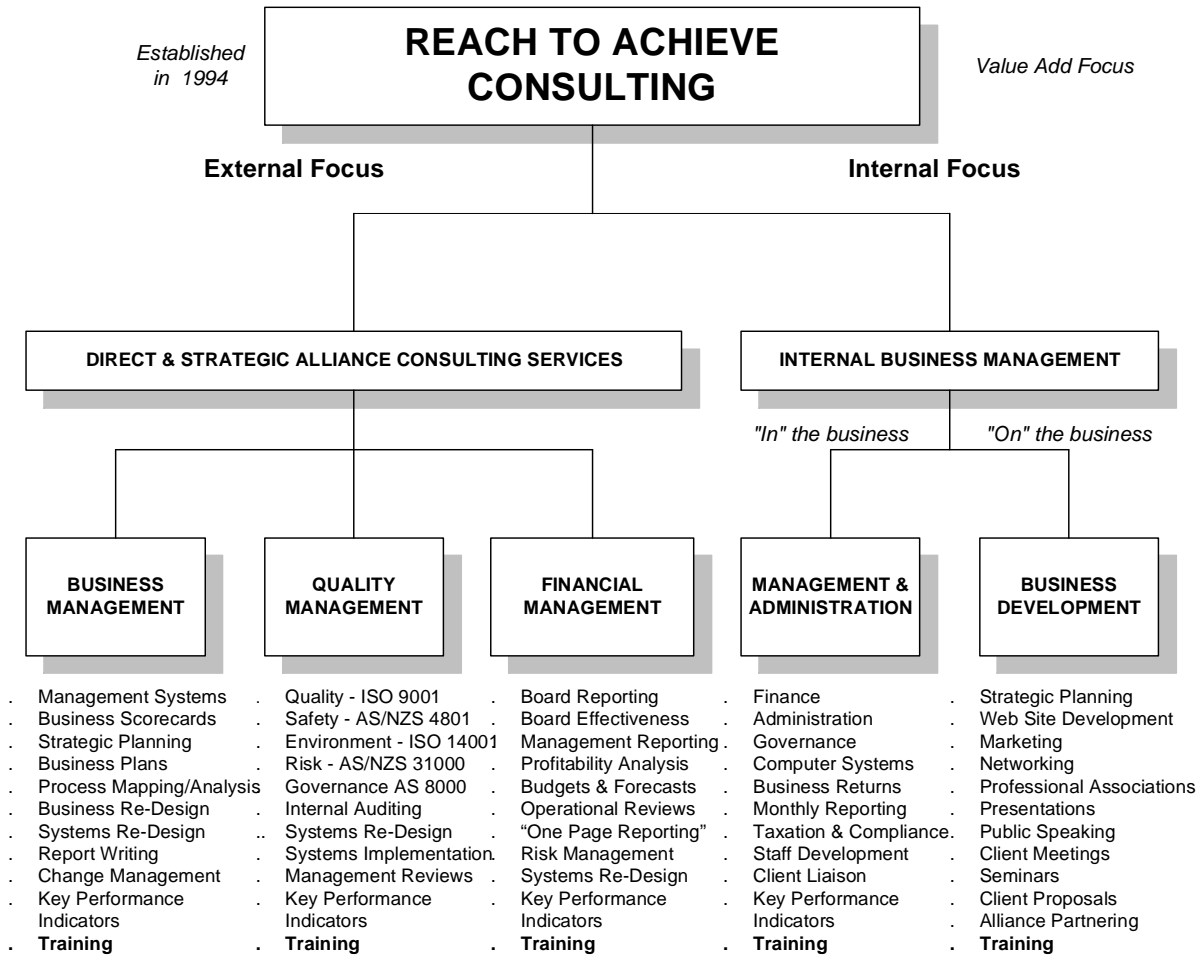
➤ systems

➤ people

➤ processes

## 2.3. Business Service Structure

Reach to Achieve provides a diverse range of services to its clients...



# 3. CONSULTANT PROFILE



## 3.1 Consultant Profile – Martin Connolly

### Qualifications/Personal Memberships...

Principal – Reach to Achieve Consulting  
 Bachelor of Education (Economics)  
 Post Graduate Diploma Accounting  
 Chartered Accountant - Institute Of Chartered Accountants Of Scotland  
 Past Council Member - Australian Organisation for Quality  
 Member – Australian Institute of Company Directors  
 Associate Member - Australian Institute of Management



### Experience...

Martin has over 25 years varied business experience covering auditing, commerce and consultancy roles. He has a unique blend of experience which is “tailor made” to address the requirements of most businesses - Business Process Improvement, Strategic Change Management, Financial Management, Operational Risk Management, Business Management Systems, Customer Service Strategies, Facilitation/Training.

Sample projects include:

- Designed and implemented a series of 4 day “Improve Business Performance” seminars covering organisational improvement framework, process mapping, business re-design and people performance management. Completed national “road show” throughout major states in Australia covering Perth, Melbourne, Sydney and Brisbane. Program is also available as in house course.
- Major Business Re-Design Projects with corporate clients involving a complete review of core business processes, linking strategic initiatives to core process flows using business scorecard methodology as a key tool to quantify and measure improvements in process efficiency and effectiveness. Redesigned and implemented a fully integrated and certified business management system to Quality, Safety and Environment standards (Structure also includes Strategic, Finance and Resource Management)
- Royal Flying Doctor Service WA Operations– engaged in complete redesign of existing management systems using Reach to Achieve BMS framework, tools and methodology and provision of training
- City of Stirling – developed a balanced scorecard performance reporting framework covering Directorates and 19 Business Unit Scorecards to assist in managing Strategic Plan Outcomes
- Dept of Planning and Infrastructure – internal audit of ISO management systems – resulting in redesign of existing processes, audit reports, and audit tools used, redesigned audit programs for value add
- Eastern Metropolitan Regional Council reviewed corporate and divisional processes culminating in a documented Business Management System across the organization. Currently involved in upgrades enhancements, and providing in house training on process analysis, improvement and redesign tools.
- Training - Trainer and facilitator on AICD, CPA, AIMUWA Business School Alliance, Integral Development training programs as well as Reach to Achieve in house training programs
- Trainer on Overseas Executive Development Program Sarawak State Govt Kuching Malaysia 2001-2002 Financial and Project Management – voted top trainer for 2 years in succession.
- General Manager of Clean Concept Australia started business from scratch, set up management and reporting systems, developed customer base, marketing strategies and designed all company documentation, forms and contracts.
- Group Financial Controller for Sealcorp Holdings Ltd - responsible for change and culture management systems, financial management, consolidation, and monthly board reporting of over 50 divisions Australia wide. Controlled the Group Budgets & 3 Year Plans, produced the Group’s Policy & Procedures Manuals and co-ordinated the Banking and Audit Tenders
- Senior Internal Auditor – Western Mining Ltd – planning, auditing, reporting on mining and H.O. treasury audits
- Audit manager at Coopers & Lybrand he was responsible for a variety of Clients covering construction, mining, financial services and multi national organisations with turnovers / assets up to \$billions

### Expertise...

- Business Process Mapping & Continuous Improvement Programs
- Integrated Business Management Systems – Implementation, Auditing & Training
- Performance Management Systems & Reporting Frameworks Utilising Balanced Scorecard
- Strategic Planning / Risk Management
- Business, Quality and Financial Management
- Team Building / Coaching / Change & Culture Management
- Organisational & Operational Reviews
- Training & Facilitation

➤ systems

➤ people

➤ processes