

# Strategy Sixty One



An integrated advisory firm providing corporate strategy, business planning and change management capabilities that will capture and deliver your organisational value and growth

---

## MISSION

To empower organisations to confidently exploit the collision of innovation, the adoption of emerging technology and digital disruptions that are shaping today's rapidly-emerging markets

## PURPOSE

Develop, build, and operate sustainable organisations that capture and deliver value through transformation, competitiveness, investment, and success

## CAPABILITIES

Governance and Risk Advisory, Corporate Finance and Restructuring, Innovation Systems, Operational Change Management, and Market Development

# Our People

We are entrepreneurial, analytical, strategic thinkers and planners. Our team has a unique combination of experience in emerging technologies, market development and economic research, public policy advocacy, think-tank facilitation, corporate and government engagement, and peak industry liaison



**Dr Bill Petreski**

Founder

[bill.petreski@strategy61.com.au](mailto:bill.petreski@strategy61.com.au)

Bill has 25 years of domestic and international experience specialising in emerging technologies. He has led global development teams in Silicon Valley, Singapore, London, Seoul and Taipei. Bill deploys his extensive and hardened corporate advisory expertise by developing and executing business strategies that stimulate the financing, uptake, adoption, and commercialisation of high-growth business models. He rises to challenges through leadership and management, governance, economic analysis, and developing and advocating public policy. He also has a number of successful joint academic and industry research ventures.

Before starting Strategy<sup>61</sup>, Bill honed his corporate strategy skills as Director, Innovation and Digital Solutions, KPMG and Principal, Economic and Public Policy, Australian Industry Group (Ai Group).

## Executive Experience

Strategy<sup>61</sup> also draws on an extended operational team of Associates that have deep domain experience across a number of sectors, industries and applications complemented by administrative, risk, financial, report writing, and project management skills

***"I started Strategy<sup>61</sup> because I learned that while nearly half of all mid-market business failures are caused by inadequate cashflow, an equal percentage fail because of poor strategic planning and management.***

***In the case of cash-flow, organisations always seek guidance from their accountants, but rarely find the right strategy and business planning support.***

***The Strategy<sup>61</sup> Way has been designed to fill this substantial void" – Dr Bill Petreski, Director***

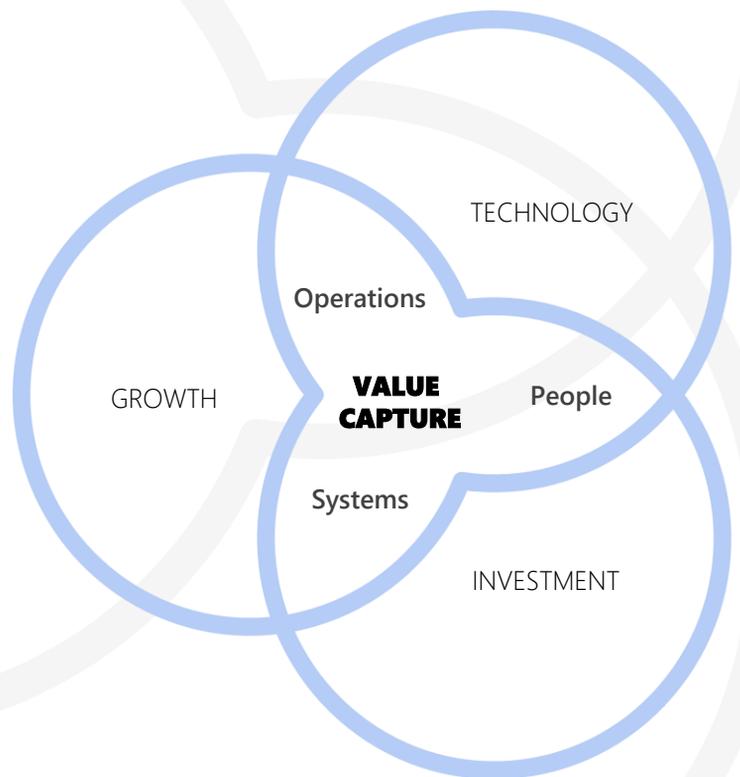
# The Strategy<sup>61</sup> Way

We apply our proprietary Unlocking Business Value (UBV) strategic thinking and business planning framework – see diagram below - linking **Strategy** (the primary circles) with **Execution** components (overlapping regions)

## Seven Levers

Your annual strategic planning need not descend into monotonous group exercises, crude tactical and operational performance reviews and meetings

Our seven levers framework provides you with a balanced approach and proven methodology to help you move from planning to implementation and management

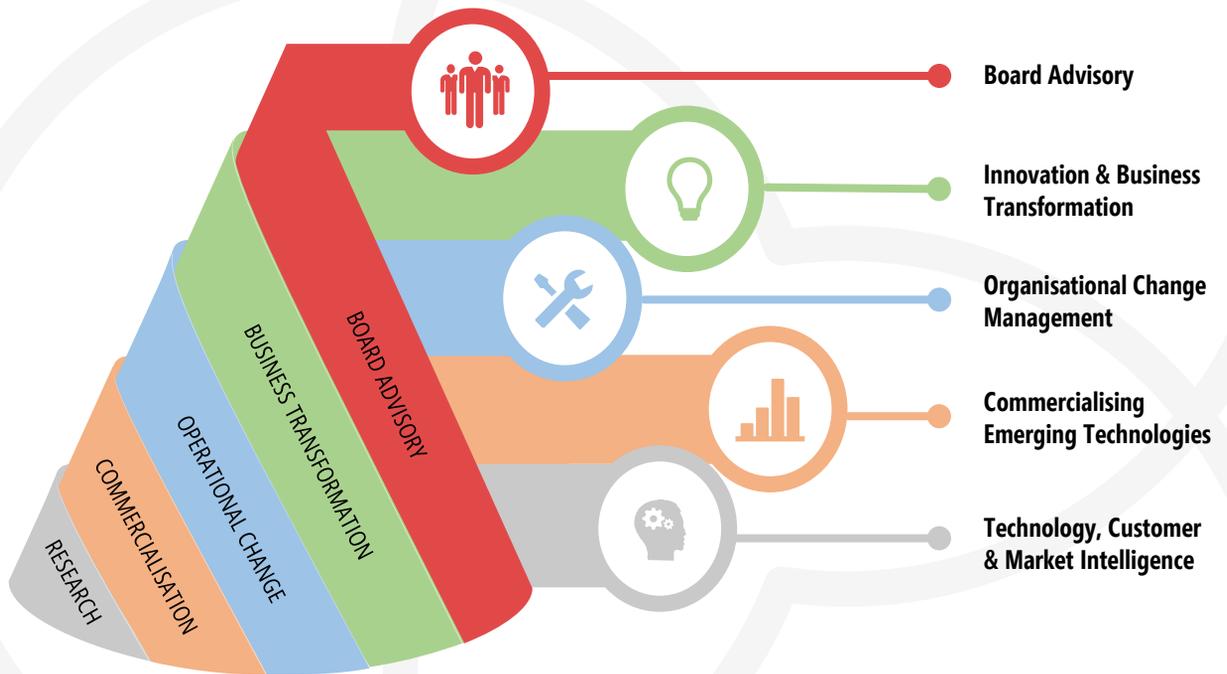


© 2019 Strategy Sixty One Pty Ltd

**Our best practice approach provides a bridge between business goals and concrete actions; straddling the gap between ends and means that will assist you in reliably crafting and implementing winning strategies**

# Our Services

Our services are tailored to accommodate diverse needs and budgets and can be delivered in discrete stages as well as project managed in an end-to-end program



## Typical Delivery Stages

**MARKET RESEARCH**

Scan industry trends to identify needs, opportunities, challenges, threats, and disruptions to develop a custom knowledgebase

**COMMERCIALISATION**

Commercialisation, product development and securing investment and finance

**OPERATIONAL CHANGE**

Equip leadership through operational improvement, cultural change management, and implementing formalised systems and processes

**ORGANISATIONAL TRANSFORMATION**

Designing, implementing and managing end-to-end innovation and organisational transformation

**BOARD ADVISORY**

Provide oversight, active investment management, governance, and risk management

# Our Domain Expertise

Our approach derives from extensive experience obtained in leading enterprise, corporate, top-four advisory and management consulting firms, along with managing both supply (innovation) and demand (investment) sides of the growth



## Research

We design and develop unique approaches to Centres of Excellence, Cooperative Research Centres as well independent research institutes

We have developed key initiatives in digital ethics, artificial intelligence, brain modelling, and health for research-industry collaborations, and multi-disciplinary partnerships



## Industry

We have worked with over 100 private businesses of all sizes in: health, energy, infrastructure, manufacturing, transport, financial services, and mining

Our start-up experience includes: fintech, infratech, healthtech, biotech, medtech, Agritech, and cyber security



## Government

Our experience with government spans the development of economic and policy strategy, regulatory advice, and standards development

We have developed major programs of work, industry outreach as well as major internal departmental transformations



## Investors

We conduct due diligence, invest directly on behalf of clients, provide active management, and design acquisition strategies in emerging technology domains

We have an Australian Financial Services Licence (AFSL 405890) to provide you with comprehensive business advice

**We have extensive and hardened experience in developing and executing business strategies that stimulate the financing, uptake, adoption, and commercialisation of emerging technologies**

## CONTACT US

Level 27, 101 Collins Street  
Melbourne VIC 3000

ABN 37 546 761 218  
AFSL 405890

@ [www.strategy61.com.au](http://www.strategy61.com.au)

✉ [accounts@strategy61.com.au](mailto:accounts@strategy61.com.au)

☎ +61 3 8680 2484

[www.linkedin.com/company/strategy61](https://www.linkedin.com/company/strategy61)