



UNLOCKING STRATEGIC VALUE

Strategy⁶¹ is an integrated professional services firm providing strategy and risk management and transformational change. Our philosophy is that strategy is a journey that can unlock value.

February 2019

A framework for directing purpose and outcomes

Our unique framework integrates value creation and business transformation by linking strategic thinking, innovation and executive leadership to deliver long-term practical outcomes.

Delivering VALUE through Growth, Technology and Investment

Value through business model innovation, application of emerging technologies (including via research-industry collaborations) and developing pathways.

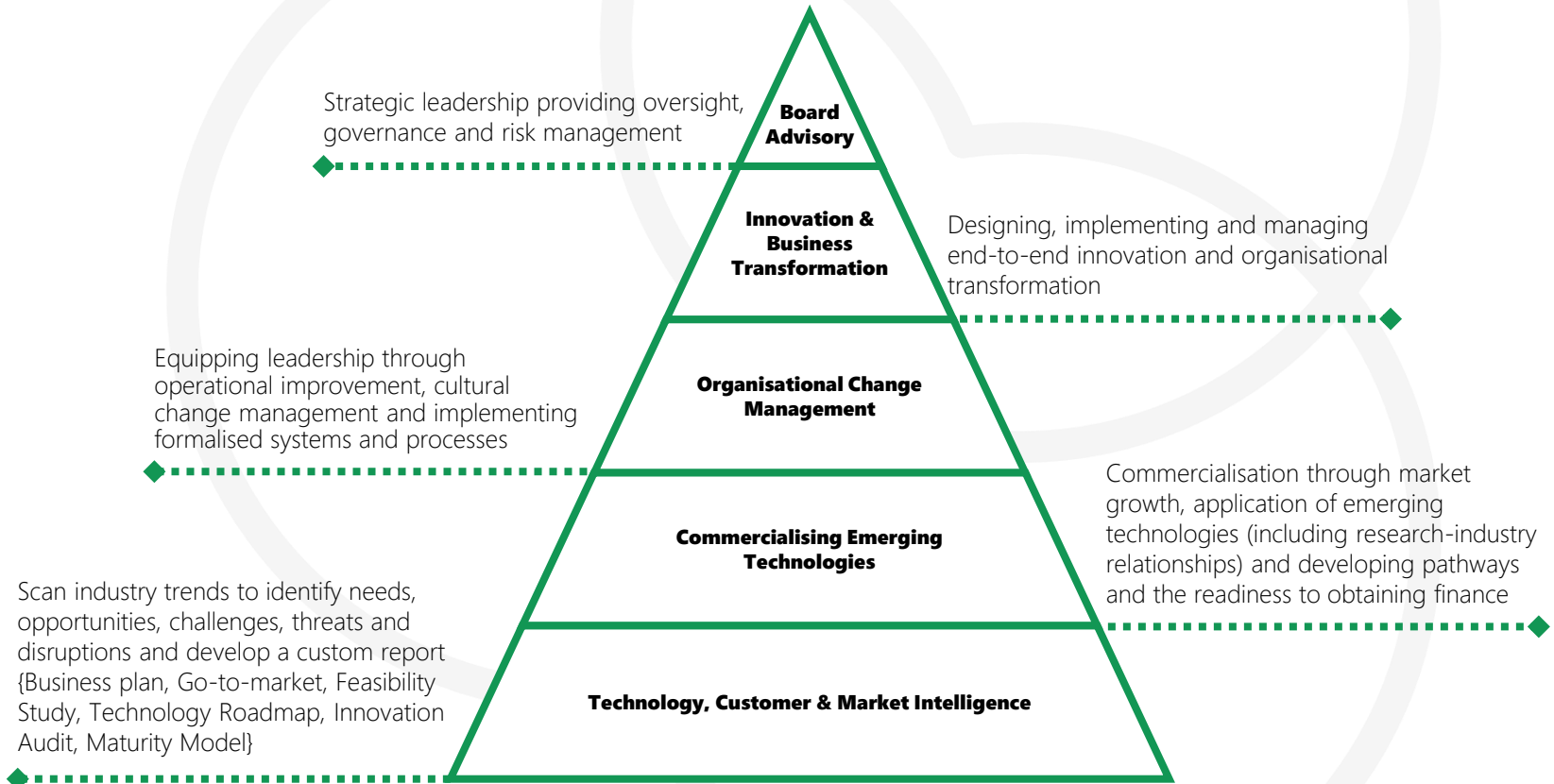
Implement TRANSFORMATION through People, Systems and Operations

Equipping a new generation of leaders through operational improvement, people and cultural change management and implementing formalised systems and processes.



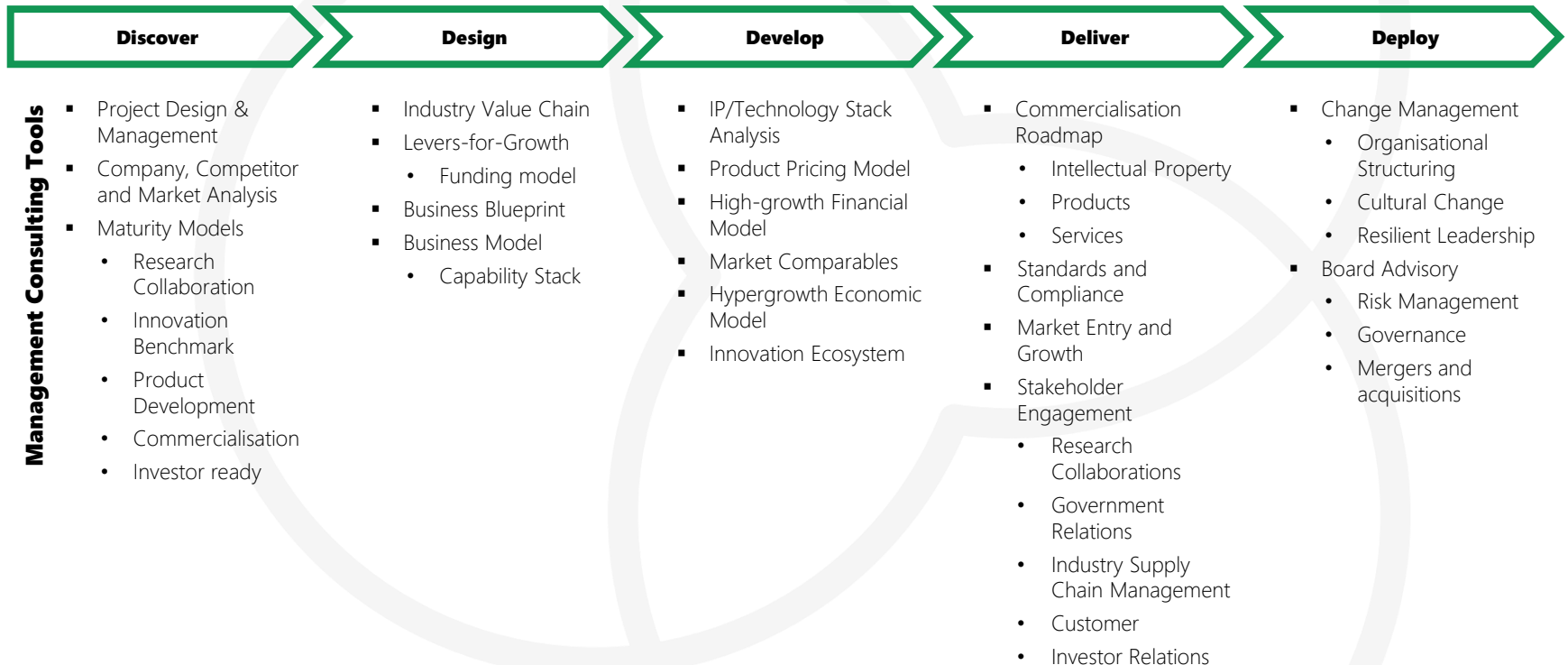
Services stack for diverse client needs and budgets

Our services layers are designed to support organisations at start-up, scale-up and small-to-medium-enterprise (mid-market) as well as an approach to implementing discrete programs in large corporate and government organisations.



Applying a proven method and toolset for implementation

We apply Design Thinking methods and tools to deliver tailored activities such as mergers, acquisitions, demergers, exports, business and financial planning, feasibility studies, human resources planning, strategic planning, and policy and planning issues.

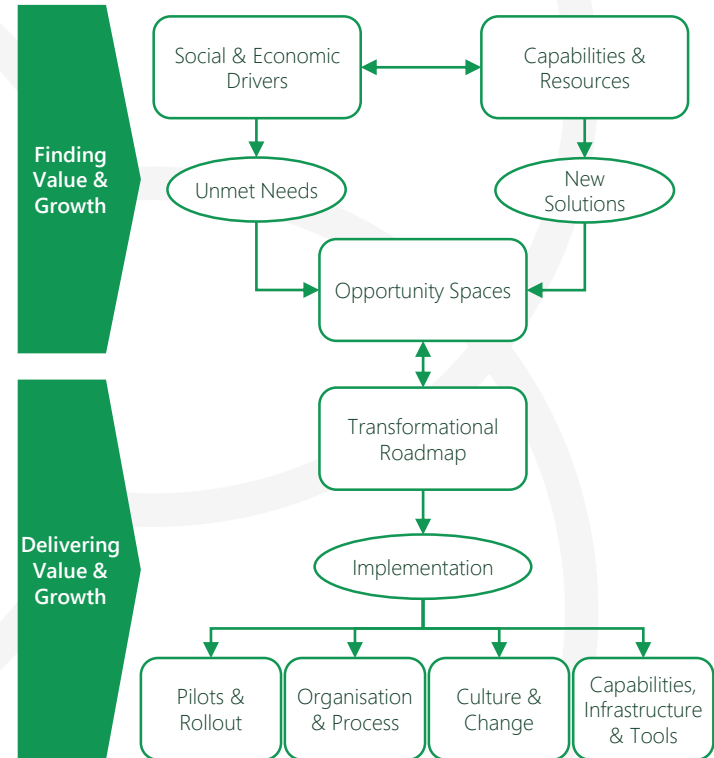


Engaging clients in tailored journeys that unlock business value

Our mission is to deliver customised strategic planning journeys that empower businesses and investors who are confronting the collision of innovation, technology adoption and digital disruption in today's rapidly emerging-markets.

Strategy refers to the means by which high level goals are achieved

- Strategic planning can be seen as the bridge between business goals and concrete actions; straddling the gap between ends and means.
- Business strategy includes planning for profit growth such as by improving marketing to grow domestic market share and lifting efficiency and margins by reducing unit costs.
- For many businesses, strategy extends to new product development, developing overseas markets, developing new and existing staff and cultivating a culture of innovation.



Supporting the strategic leadership team

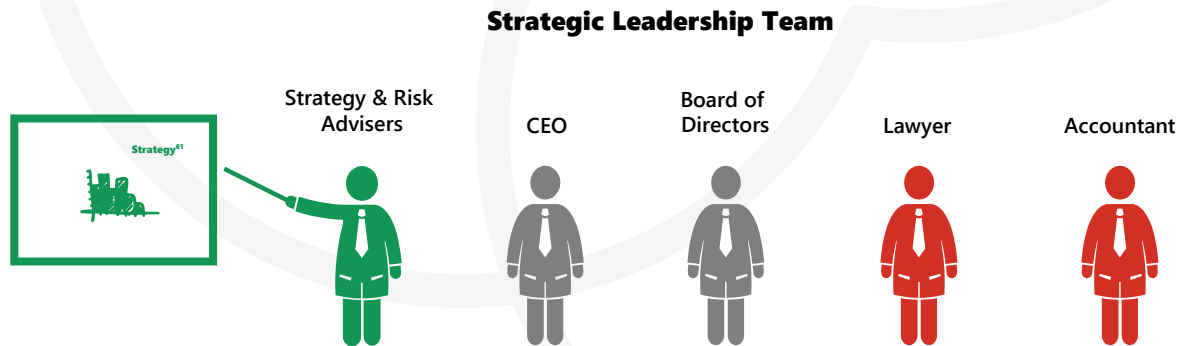
Nearly 80% of the business insolvencies in 2017-18 were small businesses with less than 20 employees. Businesses who innovate are best positioned to adapt to disruption and thrive in an environment of rapid technological change.

Business survival and growth parameters are well known

- According to ASIC, 49% of business failures are caused by inadequate cash flow and over 46% by poor strategic planning and management.
- In fact, trading losses are the third leading cause of insolvency (39%) and arguably could also be mitigated by effective strategic planning.

Strategy and Risk advisors are core to your leadership team

- Companies with better integrated and developed strategic planning compete more effectively, generate higher sales, profit margins and employee growth, and are more innovative.
- Strategic focus on business innovation drives revenue growth, with persistent innovators generating 5x the sales growth of regular innovators.



MANAGEMENT CONSULTING CAPABILITIES

Services originating from extensive and hardened experience

Over 25-years' experience, spanning two innovation and technology revolutions, we've been developing and executing business strategies that stimulate the financing, uptake, adoption and commercialisation of emerging technologies.

Electronics and IT Systems and Robotics (3IR)

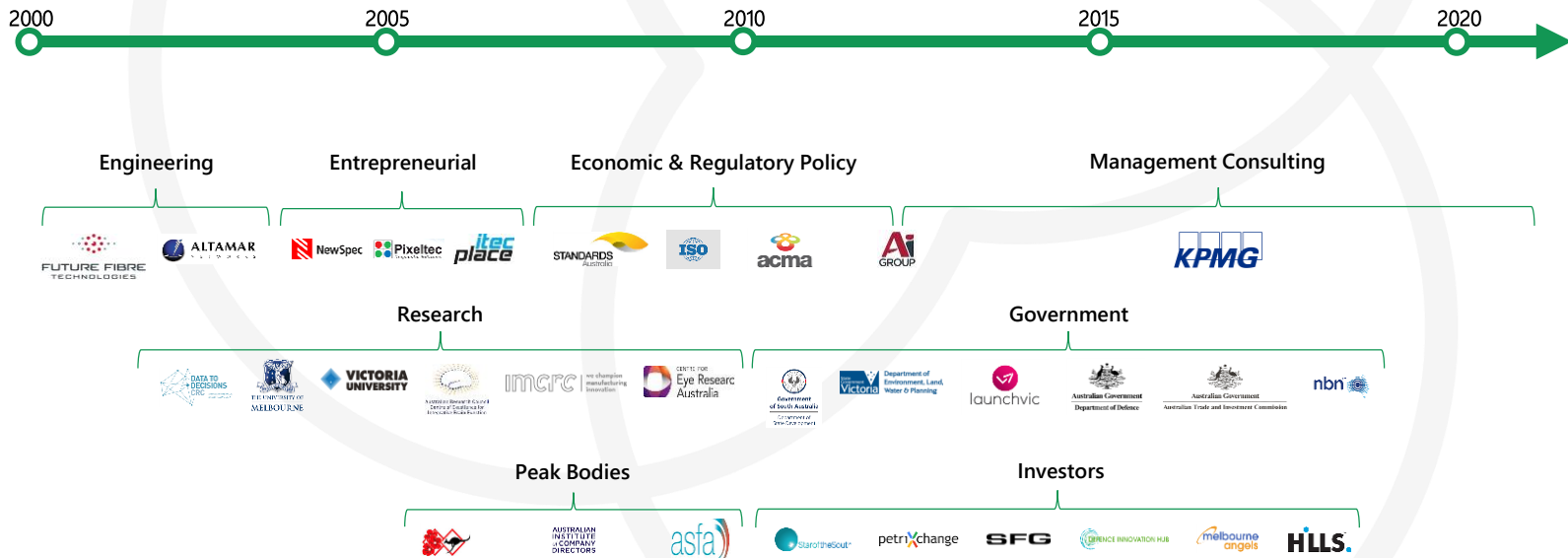


The Information Revolution (1980 to 2005), has created industries that have been defined by increasingly rapid convergence of computing, telecommunications and networking infrastructure.

Cyber Physical Systems (4IR)



A proliferation of our ability to capture, store and manage data that has ultimately led to widespread accessibility and its commoditisation.



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