

INVEST IN GROWTH.

Finding Direction,
Creating High-
Performance
& Delivering
Profound Success
with ESMC.

ELEVARE Strategic Marketing Consulting (ESMC)

CONSULTING ▲ ADVISORY ▲ IMPLEMENTATION

SERVICES PROSPECTUS
2025/26

elevaremarketing.com.au

- ▲ Strategic Organisational Growth
- ▲ Business High-Performance
- ▲ Commercial / Customer / Market Expansion
- ▲ Professional Skills Training & Development
- ▲ Implementation & Growth Management


ELEVARE
Strategic Marketing Consulting

**EXPERTISE
LEADERSHIP
GROWTH.**

Finding direction, creating high performance
& achieving profound organisational success



"It is not the strongest of the species that survives, nor the most intelligent that survives.
It is the one that is the most adaptable to change."

Charles Darwin, 1859

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WELCOME

WELCOME...

A Message from the Managing Director

Welcome to ESMC's Service Prospectus for 2025/26.

There's no doubt, that the business landscape in Australia/New Zealand and internationally is facing diverse and unprecedented change. Across economic, political, technological, demographic, social and environmental domains, we are seeing rapidly shifting conditions that are regularly redefining organisation's planning, foci, and performance. Sadly, for many, these conditions are creating extraordinary levels of uncertainty, disorientation, anxiety, and ultimately volatile outcomes.

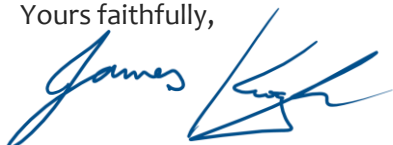
These challenges and impacts can certainly be overcome however.

It is our conviction that true business success is not derived from simply adapting to the seemingly unstoppable changes in the environments we face. But rather, from becoming masters of progressive transformation. It is, to build an organisation where mindsets, cultures, processes, market propositions, and relationships with consumers, all contribute to the objective of "perpetual evolution of advantage". The journey to this state is indeed achievable, and the rewards are tremendous... on many levels.

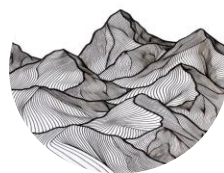
Within this document, we provide a summary of the professional services we offer and how these may assist you and your organisation in finding direction, creating high performance, and delivering profound success. We have also included information on our unique capabilities, our proud track record, and some of the effective approaches we adopt in our service support. Importantly, we have also shared details on the values, principles, and professional standards we embrace and apply... without compromise. These undertakings are the foundations on which our firm stands.

Thank you for engaging with us and for the opportunity to support your journey to Peak Performance.

Yours faithfully,



Managing Director
ESMC



EXPERTISE, SERVICES & PARTNERSHIPS



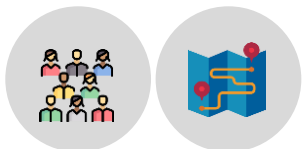
OUR CONSULTING, ADVISORY & IMPLEMENTATION SERVICES...

FINDING DIRECTION. BUILDING HIGH-PERFORMANCE. ACHIEVING PROFOUND SUCCESS.

ESMC are leading experts in the end-to-end process of achieving organisational success through Commercial, Consumer, Market/Competitive, and Capability Development.

We draw upon vast experience, high-calibre qualifications and skills, and the latest best practices across Marketing & Commerce, Strategic Leadership, Consumer & Organisational Psychology, Sociology, and Economics to provide excellence in Consulting, Advisory and Implementation Support. Our service deliverables include:

- ▲ Organisational Growth & Capability Development
- ▲ Strategic Growth Marketing & Planning
- ▲ Market & Customer Expansion (acquisition, retention & SOW#)
- ▲ Organisation Transformation & Change Management
- ▲ Professional Skills Training & Development
- ▲ Project, Campaign & Implementation Leadership



ESMC guides and supports diverse types of professionals, leaders, teams, and organisations to reach their Peak Performance. The firm provides standard or highly customised consulting, advisory and implementation services.

"Share of Wallet"



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ELEVARE
Strategic Marketing Consulting

**EXPERTISE
LEADERSHIP
GROWTH.**

Finding direction, creating high performance
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OUR SERVICE & SUPPORT STREAMS...



SUCCESS ANALYSIS & PLANNING

EXPERT ORGANISATIONAL GROWTH ANALYSIS & PLANNING

We have a team of highly talented experts who can objectively examine, assess and benchmark your organisation's operations. From this, we provide clear and economical pathways for improvement and growth. Regardless of the size of your business or the industry in which it operates, we can support and guide you to achieve your objectives.



STRATEGIC GROWTH MARKETING

WORLD-CLASS STRATEGIC MARKETING MANAGEMENT CONSULTING

ESMC is a leading authority in the planning and delivery of strategic marketing excellence. We work closely with our clients to define market-based objectives and then to design tailored and high-impact Marketing Growth Strategies, Plans, Campaigns and Activities. Whether it is Branding, Market Engagement, Product and Proposition Development, or in the deployment of powerful Communication and Promotions; we will provide the most effective approaches to Customer Acquisition, Retention, and Value Creation (SOW[^]).



TRANSFORMATION & CHANGE MANAGEMENT

ORGANISATIONAL TRANSFORMATION & CHANGE MANAGEMENT

Is your organisation "Fit For Growth"? We work collaboratively with clients to put into place the right People, Processes, Cultures, and Professional Training Support, that create highly effective and stable teams. That is, groups of Integrated Professionals that are "Ready, Willing and Able" to lead and deliver.

[^] "Share of Wallet"



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ELEVARE
Strategic Marketing Consulting

**EXPERTISE
LEADERSHIP
GROWTH.**
Providing direction, creating high performance
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OUR SERVICE & SUPPORT STREAMS... Continued



IMPLEMENTATION & DELIVERY

IMPLEMENTATION & DELIVERY - CAPABILITY BUILDING & GROWTH DELIVERY

ESMC are experts in successfully delivering Growth and Development Plans and ensuring these translate to Targeted Results. We have decades of experience in successfully implementing Strategic Plans, Marketing Growth Activities, and Special Projects: In-Full, On-Time, and On-Budget.



MEMBERSHIP & SUBSCRIPTIONS

INTERNATIONALLY RECOGNISED EXPERTISE IN MEMBERSHIP / SUBSCRIPTION-BASED PROGRAMS

ESMC is also a distinguished specialist in the design, development, and delivery of world-leading Membership / Subscription-based programs. Because of this, we have been trusted to lead the expansion of some of the country's largest and highest-profile including Virgin Australia's Velocity Frequent Flyer (VFF), News Corps' NEWS+, Optus Rewards, RACQ Membership, Lexus Encore, and many others across Elite Sporting Entities (within the AFL, Australian Rugby, Cricket, and beyond).



PEAK PERFORMANCE TRAINING

HIGH-PERFORMANCE PROFESSIONAL SKILLS TRAINING & DEVELOPMENT

Do you and your team have the skills and capabilities necessary to be your best in highly competitive and demanding environments? Are you and your team armed with effective mental processes and habits that keep you motivated, resilient and delivering outstanding results? We can help with Peak Performance Professional Skills Training® Please see the following page for details.



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PEAK PERFORMANCE

Professional Skills Training®

Peak Performance Professional Skills Training® is an acclaimed professional development program that has been designed in collaboration with leading experts across Business and Commerce, Strategic Leadership and Management, Psychology, Sociology, and Elite Performance Development (within Business, Sport, Politics, and the Arts).

The full program encompasses 5 high-impact professional development streams. ESMC, national and global CEOs, and our elite contributors from diverse fields have identified these skill categories as crucial for professional success in the post-COVID era.

At the heart of the training is the objective of building powerful, practical skills by learning from best practices, the knowledge and experience of proven experts, and the latest evidence-based science.

Participants can choose to complete individual course streams or the entire program. For optimal results, the program's structure and delivery format can be customized to meet the specific needs of clients, allowing for in-person or online delivery.

This unique program is designed to help individuals and teams enhance their professional performance, improve work outcomes, and focus on personal health and fulfilment. Therefore, it is suitable for individuals or teams from small to large organizations, at any managerial level.

For more information about this program, its courses and delivery options, please contact us.



Excellence in Next-Generation Strategic Leadership



Advanced Decision-Making & Problem Solving



Powerful Persuasion & Influence



Harnessing Innovation, Creativity & Entrepreneurialism



The Unstoppable H3 Professional:
Pathways to Healthy & Happy High-Performance ▲

▲ This training incorporates compelling techniques in Mental Resilience, Mindfulness, Self Purpose, Self Maintenance, Crisis Management, & Human Critical Balance.



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PEAK PERFORMANCE

Professional Skills Training®

TESTIMONIALS

"Exceptional professional training...the best we have done."

Marianne
General Manager, Corporate Enterprise
Banking & Finance (Sydney, AUS)

"Highly recommended....holistic, engaging and purpose driven..."

Richard
Director - People & Culture
Telecommunications (Melbourne, AUS)

"This is absolutely different training. I am very pleased that our leadership team went through this program...it was compelling, authentic and highly practical..."

Philip
Chief Executive Officer (CEO)
Digital Enterprise (Sydney, AUS)

"The sessions have been outstanding. Different to anything we have done before.... We loved the science, psychology, and research, as well as the practical elements. The open discussions were fantastic, had an incredible impact."

Danny
Senior Manager - Planning & Projects
Not For Profit (Brisbane, AUS)

"Well done and thank you again... we highly recommend the specialist training programmes from ESMC. This training is certainly not like others we have done. That's why we embrace it. Training from hugely experienced professionals such as yourself and true evidence-based knowledge..."

Thomas
Chief Executive Officer (CEO)
Elite Sports (Sydney, AUS)

"Frankly, the Executive Team found the online version of the Powerful Persuasion course to be tremendous. We've only received impressive feedback from the group..."

Salvador
Non-Executive, Board
Banking & Finance (Wellington, NZ)

"A powerful and effective training program for the team..."

"The group are inspired and already looking forward to implementing the techniques learned."

Jennifer
General Manager - Customer
Federal Government (Canberra, AUS)

"Very impressed. Unique. Excellent content, discussions, and workshop. Thank you."

Devansh
Senior Manager, Strategic Operations
Infrastructure & Engineering (Brisbane, AUS)

"Excellent. Well done to ESMC. It was thorough, practical and interactive. We were particularly swept up with the real-life experiences, examples and case studies...our team are all feeling very empowered..."

Chen
Managing Partner
Accounting & Finance (Wellington, NZ)

"...training delivered by highly experienced professionals. The real-life encounters and case studies shared really did strike a chord. It put everything into perspective. Discussions and the Q&A's brought everything to life..."

Deborah
Executive Director
Elite Sports (Canberra, AUS)

"We highly recommend the Peak Performance training by ELEVARE. We have had our management team go through two courses now, and the feedback is wonderful. We appreciate that the sessions are led by highly experienced professionals rather than career trainers - There are real-life experiences and a very different dialogue with attendees..."

Mike
Divisional Executive
Local Government (Brisbane, AUS)

"I recommend the ESMC professional skills training programs to all organisations that are looking for development training with a difference. It incorporates heavily researched principles, wonderful real-life experiences, and focuses on delivery and application..."

Marcus
Chief of Staff
International Trade (Melbourne, AUS)

"...it had an exceptional blend of theory and practice and was tailored very well to our diverse team..."

Kartia
Director, People & Culture
Energy Retail (Melbourne, AUS)

"...a highly recommended program, structured, skill-focused, but also inspirational."

Nikolaos
President
Professional Associations (Sydney, AUS)

"Thank you. It certainly delivered what we were looking for. Excellent training, customisation and post-training support as well."

Rebekka
Associate Director
Universities & Higher Education (Adelaide, AUS)

"We had reservations when we committed to the online version of the Powerful Persuasion and Influence training for our executive team. We just didn't know if it would be effective as the ones we had in person at the Wellington retreat. Fortunately, it far exceeded our expectations. It was well-put together and offered many advantages in terms of uptake, interaction, and monitoring...a great investment, and we would like to continue its adoption..."

Simone
General Manager
Elite Sports (Auckland, NZ)

"We recommend Elevare training to all professionals and groups that are looking for exceptional skills training and development. It was a great investment for us and our leaders, and we will be continuing to adopt. Thank you."

Mei Ling
Executive Director, People & Change
Corporate Trade & Finance (Singapore, SGP)



CONFIDENTIALITY: ESMC follows strict Privacy and Confidentiality Protocols. All names of organisations and the identity of those who attend are never shared with any other party.



PEAK PERFORMANCE

Professional Skills Training®

Introducing **The Speakers Program** from **Peak Performance Professional Skills Training®**.

We have assembled a group of over 30 individuals from diverse professional backgrounds, who have powerful and unique stories and insights to share with their audiences.

All From former high-profile CEO's, specialist Business Leaders, Olympians, Elite Sport Psychologists, Performers, Business Entrepreneurs and Military Leaders, right through to Heart Surgeons, Disaster Relief Experts and International Airline Pilots and more. We have a wonderful panel of incredibly rare individuals who have experiences, skills, and journeys that will inform, teach and inspire your teams.

Each speaker shares their professional and human-centred stories, and provides invaluable lessons that will help the audience to:

- Improve Professional Performance, Success & Well Being.
- Adopt and Apply Highly Effective Specialist Skills & Techniques.
- Find Meaning, Intent and Purpose at Work & at Home.
- Build Resilience, Balance & Mindfulness in highly Dynamic Environments (and situations).

If you are seeking genuine and impactful professional training, along with an extremely rewarding and stimulating workshop for your team, please contact us. Together, we can explore ways to make that a reality.

“ The sharing of experiences, knowledge and learning... It's at the heart of human growth and prosperity. The Speakers Program offers an incredible opportunity to hear and interact with extraordinary yet relatable individuals who have truly unique insights to share. It's a privilege to offer these inspiring and rich workshops to all our clients, regardless of their size, scope, or resources. ”

James Keogh
Managing Director - ESMC



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WHO WE PARTNER WITH & SUPPORT...

**FROM MANAGERS TO MULTINATIONALS.
FROM BRISBANE TO BERLIN.
WE SUPPORT THOSE WHO SEEK SUCCESS.**

ESMC supports a range of individual and organisational clients from a variety of sectors and backgrounds.

These include:

- ▲ Individual Professionals & Business Leaders
- ▲ Small to Large Teams, Departments & Divisions
- ▲ Middle - Senior Management, Executives & Boards
- ▲ Businesses, Organisations, Institutions, Associations & Corporations
- ▲ Public, Private, Government & NFP Entities



Professionals & Managers



Snr Managers, General Managers (GM's) & Directors



Executive Leaders & Board



Small to Medium Enterprises (SME)



Companies & Corporations (Private, Public & Government Owned)



Not For Profit (NFP): Charities & Club/Associations



Government & Institutions

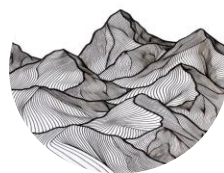
We work predominantly with clients across Australia, New Zealand and Oceania, but also with those that are based further afield in Asia, the US, the UK and Europe.

So regardless of your location, the nature of your success objectives, or the environment in which you operate, connect with us, and together we can investigate how our expertise and resources may support you.



ESMC and its consultants have worked with and for some of the most revered organisations in Australia, New Zealand, and Globally. We have been trusted as leading authorities in Organisational Growth, Marketing Best Practice, Capability Development and in the creation of Step-Change Success. Please see the following page for further details...





**PEOPLE,
CAPABILITY,
VALUES & APPROACH**



OUR PEOPLE & WORLD-CLASS CAPABILITY...

RICH & RARE EXPERIENCE.
HIGH-CALIBRE PROFESSIONAL SKILLS.
DRIVEN TO BUILD & GROW.

ESMC is a group of highly trained professionals with vast experience in achieving individual, team and organisational success. We provide consulting, advisory, training and implementation services with a focus on Strategic Market Planning, Leadership Excellence, Marketing and Competitive High-Performance, and Capability Development. These services are of the highest standard and meet international best practices.

ESMC is headquartered in Brisbane, Australia. We draw from an extensive network of highly talented specialists located in Brisbane, Sydney, Melbourne and Canberra, and further afield in New Zealand, Asia, North America and Europe.

We are a Management Consulting firm with strong client support standards. ESMC's people and processes are strictly centred on the achievement of client success through expertise, integrity, professionalism, collaboration, confidentiality, and with social and environmental responsibility.



ESMC was founded in 2019 and is led by its Managing Director / Principal Consultant - James Keogh. James brings almost 30 years of experience delivering transformational marketing growth activities with and for some of the world's most successful organisations. These include Virgin, Toyota, Lexus, and the world's largest media company - NewsCorp. He has a reputation for being one of Australia / New Zealand's finest marketing and organisational growth professionals.



James holds numerous academic and professional qualifications. These include a Master of Commerce (M.Com) in Marketing from the University of New South Wales (UNSW) and a Bachelor of Commerce (B.Com) in Marketing/Economics from Griffith University (Griff.). He has also completed specialist training in Consumer and Organizational Psychology, Neuroscience, Crisis Management, Neuro-Linguistic Programming (NLP), Change Management, Critical Decision-Making, Advanced Problem-Solving (Kepner-Tregoe), Project Management, Australian and International Consumer Law, and Advanced Professional Coaching.





OUR APPROACH & METHODS FOR SUCCESS...

OUR STRATEGY, APPROACH & VALUES TO CREATE SUCCESS...



**MARKET GROWTH,
COMPETITION & DOMINANCE**

How does an organisation (division, department or team) achieve outstanding strategic, pragmatic and perpetual commercial growth?

How does it compete, expand and win markets, particularly in the face of highly dynamic social, competitive, regulatory, technological, and industry-based factors?

ESMC are experts in the planning, design and execution of activities that overcome these challenges. Some of the areas in which we focus to collaboratively deliver success include:



OBJECTIVES, MISSION & PURPOSE

Assessing or defining Organisational (group, team, individual) short and long-term objectives. ▲ Enriching and bringing clarity to organisational and human mission / purpose.



SITUATION, STATE & TRAJECTORY

Examining the organisation's abilities, resources, structure and assets (capital, brand, market/consumer-based, staff, propositions, intellectual, etc.). ▲ Knowing who you are, where you are heading, and what you can build from.



IDENTIFYING EXISTING & FUTURE "OPPORTUNITY WAVES"

Identifying market, consumer and competitive opportunities. Assessing for alignment (and evolution linkages). ▲ Looking ahead, thinking "Big Picture", and revelling in being entrepreneurial.



EMBRACING CONSUMER-CENTRED STRATEGY & THE BEST ENGAGEMENT METHODS

Building short and long-term Strategic Growth & Marketing Plans; ones that integrates high-impact propositions, capability, consumer and process development activities. ▲ Getting the organisational focus right – centred on consumer relationships and always seeking the best pathways to engagement.



TRANSFORMATION & EMBEDDING THE "PERPETUAL EVOLUTION OF ADVANTAGE" (PEOA)

Establishing an organisation where its senior leaders, management, staff and teams, are inspired, rewarded, and thrive from organisational development. ▲ Creating an organisation where its people feel safe, empowered, and are energised to become masters of progressive transformation.



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OUR APPROACH & METHODS FOR SUCCESS... Continued

OUR STRATEGY, APPROACH & VALUES TO CREATE SUCCESS...



LEADERSHIP, HIGH-PERFORMANCE & ORGANISATIONAL EXCELLENCE

How do you achieve targeted growth and success as a leader?
How does a business, team or organisation come together and succeed in the face of adversity and limited resources?

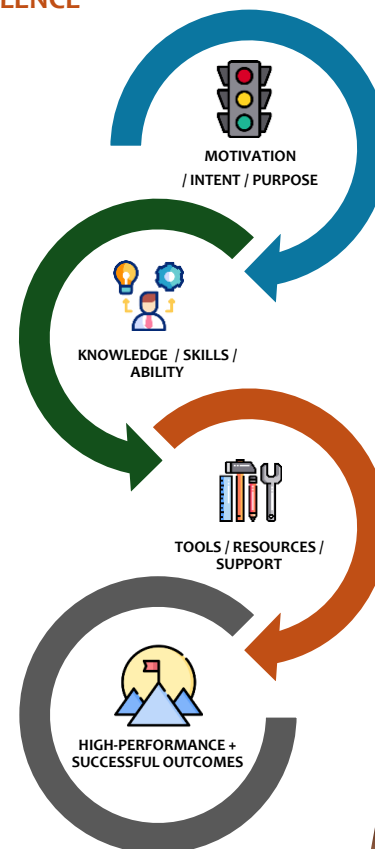
Our experience, and the very best evidence and research tells us, that the success of any group or organisation is reliant on the quality of its peoples *Leadership* and their *Performance*. At its core, it's the ability to: a. Make and commit to decisions of powerful advancement, b. Implement decisions and plans with great efficacy, and c. Enable and inspire others to do the same. So, what are the fundamental human conditions that leads to professional high-performance for individuals and teams? There are 3 core necessary factors:

- ▲ Motivation / Intent / Purpose
- ▲ Skills / Knowledge / Ability
- ▲ Tools / Resources / Support

ESMC works in collaboration with its clients to apply this and other proven success frameworks to bring individuals, teams, and organisations to their Peak Performance.



We are often asked, which of the above factors is the most important for leaders and teams in achieving professional Peak Performance? Whilst all are dependent and interrelated, Motivation remains the most critical. Personal and collective drive is the energy that can, as a starting point, seek and build the other factors through Persistence, Insistence and Discovery.





OUR VALUES, COMMITMENTS & POLICIES...

STRONG GOVERNANCE, EMBEDDED VALUES, & TRUE PROFESSIONALISM...

ESMC operates within a transparent, ethical, compliant and integrity-centred governance framework. We welcome everyone to explore our policies, charters, agreement framework, and ethical codes. Please see below.



PRIVACY POLICY & CHARTER



STD SERVICE AGREEMENT / TERMS OF TRADE

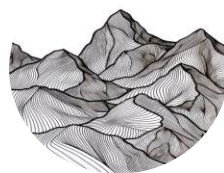


CODE OF ETHICS & CONDUCT



For more information on our policies, codes and commitments, please click on the policy items above and follow the links.
Alternatively, please visit www.elevaremarketing.com.au.

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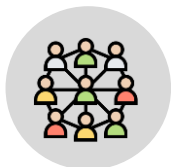
CONNECTION & CONTACT



WE SUPPORT & ACKNOWLEDGE...

RECOGNISING, BACKING, & TAKING ACTION FOR THE MUTUAL GOOD...

ESMC is a firm that assumes its role in the Australian/New Zealand and International business community with a strong sense of responsibility. We aim to do all we can within the course of our work, to support positive and universally beneficial change.



ESMC supports and endorses a range of other organisations, Institutions, charities and causes. All of these entities work tirelessly to progress social, environmental and humanitarian causes in Australia, New Zealand and globally. We provide further information on these at www.elevaremarketing.com.au.



CONNECT WITH US...



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Managing Director: JamesA Keogh
Managing Director / Principal Consultant – Organisational Growth
Strategy & Implementation



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www.elevaremarketing.com.au



ELEVARE

Strategic Marketing Consulting

EXPERTISE ▲ LEADERSHIP ▲ GROWTH

**Finding Direction,
Creating High-Performance
& Delivering
Profound Success
with ESMC.**

- Business & Organisational Growth
- Strategic Marketing Management
- Business/Market Planning, Development & Execution
- Professional Development, Learning & Skills Training
- Organisational/Team Change Management & Realignment
- Consumer/Market Acquisition, Retention & SOW Growth
- International Business Development

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