

TP23 ADVISORY

Transforming Performance & Leadership

ADVISORY OVERVIEW & CAPABILITY STATEMENT

Turning Strategy into *Execution.* Execution into *Performance.*

A proven operating system for founders, CEOs, and leadership teams who are ready for clarity - and done with complexity.

01
TP23 OS™
OPERATING SYSTEM

02
BUSINESS
STRATEGY
FRAMEWORK™

03
LEADERSHIP
FRAMEWORK™

04
DIAGNOSTIC-LED
PROCESS

Tony Pearson

Founder & Principal Advisor

tp23.com.au | tony@tp23.com.au | +61 488 043 308

THE CHALLENGE

Growth is not *the problem.*

Across founder-led, family, and mid-market businesses, the pattern is consistent. The business grows - but performance doesn't keep pace. This is not a capability problem. It is a system problem.

REVENUE GROWS, MARGINS SHRINK

Complexity increases faster than the capability to manage it - and profitability suffers.

LEADERSHIP WORKS HARDER

But alignment decreases. The team is busy, not focused on what matters most.

STRATEGY EXISTS ON PAPER

But execution is inconsistent. The gap between plan and performance widens every quarter.

DEPENDENCY ON THE LEADER

The business cannot perform without the founder or CEO in the room. Scale stalls.

This is not a *people* problem. It is a *system* problem - and a system problem requires a system solution. That is exactly what TP23 delivers.

ABOUT TONY PEARSON

The Advisor *Behind* the System



Tony Pearson

FOUNDER & PRINCIPAL — TP23 ADVISORY

Tony brings over 25 years of executive leadership experience, including 15+ years as CEO across manufacturing, education, hospitality, retail, and professional services. He has led businesses through transformation, scale, and complexity - building TP23 Advisory to give other leaders the system he wished he'd had. Tony's approach blends behavioural science, system design, and boardroom pragmatism. He doesn't advise from a distance - he works alongside founders and leadership teams to build the clarity, structure, and execution discipline that creates lasting performance. TP stands for Transformation & Performance. 23 represents the principles that connect vision to execution across business & leadership.

25+

YEARS EXECUTIVE

15+

YEARS AS CEO

6+

INDUSTRIES

23

PRINCIPLES

"Tony embodies that rarest of personality types: a razor-sharp mind, empathy and social intelligence in spades - always ahead of the game."

DR ROSS HONEYWILL - CHAIRMAN, SOCIAL INTELLIGENCE LAB

THE CORE MODEL

Aligning Strategy, Leadership & Execution to Create Enterprise Value.

TP23 OPERATING SYSTEM™ MODEL



TP23 OS™
TP23 OPERATING SYSTEM
Aligning Strategy, Leadership and Execution to Create Enterprise Value

TP23 OS™ — FIVE INTERCONNECTED ELEMENTS WITH YOUR BUSINESS AT THE CENTRE

D DIRECTION

- Strategic clarity & market positioning
- Value creation logic
- Strategic priorities & ambition

STRATEGIC DIRECTION BLUEPRINT™

VISION TO VELOCITY™

S STRUCTURE

- Organisational design & accountability
- Decision rights & role clarity
- Resource allocation

ACCOUNTABILITY ARCHITECTURE™

ORG DESIGN MAP™

L LEADERSHIP

- Capability, alignment and ownership
- Culture & accountability
- Decision quality

LEADERSHIP ALIGNMENT MATRIX™

LEADERSHIP DIAGNOSTIC

E EXECUTION

- Disciplined action and focus
- Strategic Priorities™ - what matters most
- Strategic Obstacles™ - resolves barriers

EXECUTION RHYTHM MEETING™

DECISION LOG

P PERFORMANCE

- Measurement, outcomes and value
- Growth, margin & capital efficiency
- Performance Metrics Framework™

VALUE CREATION DASHBOARD™

PERFORMANCE SCORECARDS

OS THE TP23 OS™

- Integrates all five elements into one system
- Replaces reactive management with designed performance
- Builds independence, not dependency

ANNUAL OPERATING PLAN

90-DAY OS RHYTHM

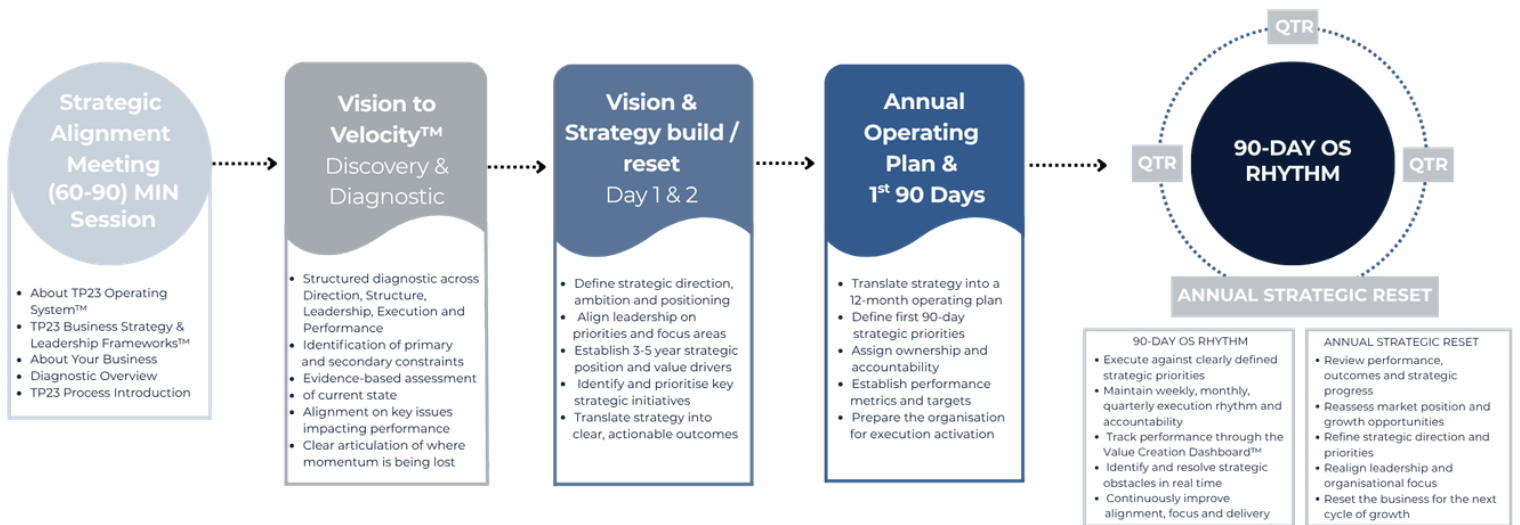
TURNING STRATEGY INTO DISCIPLINED EXECUTION AND ENTERPRISE VALUE

From *Alignment Meeting* to 90-Day OS Rhythm.

TP23
ADVISORY

THE TP23 OPERATING SYSTEM™ PROCESS

Turning Strategy into Disciplined Execution and Enterprise Value



1 STRATEGIC ALIGNMENT MEETING

60–90 min session to introduce the TP23 OS™, understand your business context, and establish a diagnostic overview. The starting point for every engagement.

◆ Shared context and engagement clarity

2 VISION TO VELOCITY™ DIAGNOSTIC

Structured diagnostic across Direction, Structure, Leadership, Execution, and Performance. Evidence-based assessment identifying primary constraints and where momentum is being lost.

◆ Clear, objective view of current state and critical gaps

3 VISION & STRATEGY BUILD / RESET

Define strategic direction, vision, ambition, and positioning. Align leadership on priorities. Establish 3–5 year strategic position and translate strategy into clear, actionable outcomes.

◆ Strategic clarity with shared priorities

4 ANNUAL OPERATING PLAN & FIRST 90 DAYS

Translate strategy into a 12-month operating plan. Define first 90-day strategic priorities, assign ownership and accountability, establish performance metrics and prepare for execution activation.

◆ Strategy connected to execution

5 90-DAY OS RHYTHM

Execute against clearly defined strategic priorities. Maintain weekly, monthly, and quarterly execution rhythm. Track performance through the Value Creation Dashboard™. Identify and resolve strategic obstacles in real time.

◆ Sustained performance and continuous improvement

ANNUAL STRATEGIC RESET

Review performance, outcomes, and strategic progress. Reassess market position and growth opportunities. Refine priorities and realign leadership focus for the next cycle of growth.

◆ Compounding performance and strategic momentum

5 PILLARS · 23 PRINCIPLES · 115 SUB-ELEMENTS · ONE INTEGRATED MODEL

The Blueprint for *Business Performance.*

Built over 25 years of executive leadership and refined across multiple industries. The TP23 Business Strategy Framework™ is a comprehensive performance architecture that bridges the gap between vision and execution - turning intent into impact.

01 TRANSFORMATION *Strategic Mindset & Evolution*

- 1. Transformation vs Change
- 2. Purpose & Identity
- 3. Vision with Velocity
- 4. Adaptive Leadership
- 5. Strategic Reinvention

02 PERFORMANCE *Execution & Excellence*

- 6. Operational Excellence
- 7. Customer Obsession
- 8. Sales & Margin Mastery
- 9. Commercial Discipline
- 10. Systems Thinking

03 CULTURE & CAPABILITY *People, Skills & Behaviours*

- 11. Culture by Design
- 12. Clarity & Communication
- 13. Psychological Safety
- 14. Capability Building
- 15. Collaboration & Silos

04 EXECUTION RHYTHM *Focus, Cadence & Accountability*

- 16. Focus & Prioritisation
- 17. Cadence & Accountability
- 18. Metrics That Matter
- 19. Momentum & Discipline

05 IMPACT & LEGACY *Long-Term Value, Brand & Sustainable Growth*

- 20. Stakeholder Value
- 21. Innovation Engine
- 22. Leadership Brand
- 23. Legacy Thinking

Why 23? 23 pairs of chromosomes hold the blueprint of human potential. The Earth tilts at 23.4°, sustaining balance and life. In probability, 23 is where odds shift from chance to certainty. At TP23, 23 is the DNA of transformation - the step beyond comfort where breakthroughs happen and sustainable performance begins. *22 is preparation. 23 is breakthrough.*

5 DIMENSIONS · 23 PRINCIPLES · 115 SUB-ELEMENTS

Leadership is the *Multiplier* of Everything.

The TP23 Leadership Framework™ develops leaders who combine self-awareness, vision, execution, and cultural influence with the ability to leave a lasting legacy. More than a competency model - it is a practical system for building leaders who adapt to complexity, inspire trust, and shape cultures that endure.

DIMENSION 01

Self-Leadership & Awareness

- › Emotional intelligence & self-regulation
- › Authenticity & values alignment
- › Energy & wellbeing management
- › Self-reflection & learning agility
- › Decision-making under pressure

DIMENSION 02

Vision & Strategic Thinking

- › Visioning & future orientation
- › Systems thinking
- › Strategic prioritisation
- › Navigating complexity
- › Innovation mindset

DIMENSION 03

Execution & Accountability

- › Leading through others
- › Driving results with discipline
- › Performance conversations
- › Change agility
- › Operational empathy

DIMENSION 04

People, Culture & Influence

- › Building psychological safety
- › Coaching & developing talent
- › Culture by design
- › Trust-based influence
- › Inclusive leadership

DIMENSION 05

Legacy & Impact

- › Purpose-led leadership
- › Creating long-term impact
- › Leaving systems better than you found them
- › Reputation & leadership brand
- › Building future-ready teams

The TP23 Leadership Framework™ develops leaders who *don't need to be in every room* - because they have built systems, people, and culture that perform without them.

Leading others starts with leading yourself.

THE TP23 DIFFERENCE

Not Traditional *Consulting.*

We don't just show up with a deck. We show up with clarity, tools, and follow-through.

TRADITIONAL CONSULTING DOES THIS	TP23 DOES THIS INSTEAD
<ul style="list-style-type: none"> ✗ Delivers large reports that sit unused ✗ Creates dependency on the advisor ✗ Operates at a distance from the real work ✗ Provides strategy without execution support ✗ Leaves the team to figure out implementation ✗ Framework - free generic advice 	<ul style="list-style-type: none"> ✓ Works directly alongside founders & leadership ✓ Builds systems that operate without dependency ✓ Embedded in the rhythm of the business ✓ Connects strategy directly to execution ✓ Transfers permanent capability into the business ✓ Framework-driven: 5 Pillars, 23 Principles, 115 Sub-elements

ENGAGEMENT MODEL

How We *Work Together*

<p>◆</p> <p>EXECUTIVE ADVISOR</p> <p>Strategic thinking partner for the CEO and founder — objectivity, experience, and clear external perspective on your most important decisions.</p>	<p>◆</p> <p>TRANSFORMATION PARTNER</p> <p>Embedded advisory for businesses navigating complexity, scale, or performance pressure — designing and activating the system change required.</p>	<p>◆</p> <p>BOARD ADVISOR / NED</p> <p>Non-executive director and board-level advisory for governance, strategy oversight, and executive accountability.</p>	<p>◆</p> <p>LEADERSHIP COACH</p> <p>One-on-one development for CEOs, founders, and senior leaders who want to accelerate their capability and impact as a leader.</p>
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TYPICAL ENGAGEMENT CADENCE	ENGAGEMENT OPTIONS
<ul style="list-style-type: none"> ● Weekly execution call (30–60 mins) ● Monthly performance review ● Quarterly strategy session ● Ongoing advisory access 	<ul style="list-style-type: none"> ● Focused Sessions (Half / Full Day) Strategic ● Onsite & Offsites / Retreats (1–3 Days) ● 90-Day Sprints (12 Weeks) ● 12-Month Advisory Partnerships

OUR CLIENT PROFILE

We Work Best With *Leaders Like These.*

WHO WE WORK WITH

- Founder-led and family businesses
- Mid-market organisations (\$20M-\$350M revenue)
- CEOs and founders navigating growth or transition
- Leadership teams experiencing misalignment
- Boards seeking strategic clarity and accountability
- Businesses scaling into new markets or complexity

COMMON TRIGGERS

- Revenue growing but margins declining
- Strategy not translating into consistent execution
- Leadership misalignment or team friction
- Increasing complexity with no clear system
- Dependency on the founder or CEO to function
- Preparing for growth, sale, or succession

STARTING POINTS

Most Engagements Begin with a *Diagnostic.*

Because better diagnosis leads to better decisions — and better decisions lead to better performance. Every great business begins with clarity and grows through leadership and execution.

In addition to our proprietary tools, we are certified members of the global Mindshop advisor network - equipping our practice with world-class diagnostic frameworks, advisory tools, and strategic resources used by leading consultants worldwide.

Try one of our 15 *free no obligation* TP23 Diagnostics ^{powered by} **mindshop** here:

DIAGNOSTIC 01

Growth & Profit Diagnostic

Where commercial performance is being lost — and what must change to restore growth and margin.

[COMPLETE FREE DIAGNOSTIC TODAY](#)

DIAGNOSTIC 02

Strategic 360 Diagnostic

Comprehensive assessment of strategy, structure, leadership, and execution — identifying the highest-leverage points for improvement.

[COMPLETE FREE DIAGNOSTIC TODAY](#)

DIAGNOSTIC 03

Leadership Diagnostic

Assess leadership capability — discover strengths to build on and weaknesses to address from 10 key leadership success factors.

[COMPLETE FREE DIAGNOSTIC TODAY](#)

THE 23RD STEP AWAITS

Where Transformation Begins.

If your business is experiencing growth without performance, complexity without clarity, or strategy without execution — it may not be a people problem. It may be a system problem. Start with a conversation. We'll show you exactly where the system needs to change.

WEB tp23.com.au

EMAIL tony@tp23.com.au

MOBILE +61 488 043 308

[BOOK A DISCOVERY CALL](#)