

TP23

ADVISORY

Transforming Performance & Leadership



FROM STRATEGY
TO LEADERSHIP.
FROM VISION TO
RESULTS



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www.tp23.com.au

At TP23 I help founders, CEOs, executives, and boards achieve clarity, execution, and growth - without wasting time on strategies that never land.

WHO WE ARE

TP23
ADVISORY

“Great businesses are built on great strategy, sustained by great leadership.”

Trusted by Boards, CEOs, and High-Performance Teams across industries



TP23
ADVISORY

Transforming Performance & Leadership

Tony Pearson
Executive Advisor

TTP23 is more than just a business advisory service, it's a leadership transformation and business strategy system grounded in 23 timeless principles that create real, lasting results. We help leaders cut through the noise, align their teams, and deliver performance at scale through effective performance consulting.

Developed by seasoned executive and transformation expert Tony Pearson, TP23 blends research, real-world leadership experience, and behavioural insight to deliver one thing: strategic action that sticks.

Clarity. Capability. Confidence.

TP23 OVERVIEW

Great businesses are built on great strategy, sustained by great leadership.

TP23 Advisory helps founders, CEOs, executives, boards, and leadership teams create clarity, embed execution, raise capability & capacity and build momentum that lasts.

TP23 is built on 23 core principles that power transformation in both strategy and leadership.

- TP stands for Transformation and Performance.
- 23 represents the principles that connect vision to execution, and leaders to legacy.

The 23rd step is where transformation begins.

Built on two proprietary frameworks, the TP23 Business Strategy Framework and the TP23 Leadership Framework; TP23 equips organisations with the structure, capability, and behavioural edge to thrive in today's complex environment.



What Makes TP23 Different

- Framework-driven: Grounded in two proven systems of 5 Pillars, 23 principles & 115 sub-elements.
- Execution-focused: We don't stop at strategy, we embed rhythms, playbooks, and accountability.
- Tailored: Every engagement is built around your business, your people, and your stage of growth.
- Integrated: Strategy, leadership, culture, and performance in one system.



Who We Work With

- ✓ Founders scaling from start-up to structure
- ✓ CEOs seeking sharper execution and performance rhythm
- ✓ Boards navigating transformation or succession
- ✓ Executive teams lifting collaboration and culture

SERVICES AT A GLANCE

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

At TP23 Advisory, we understand that there's no one-size-fits-all approach in business advisory. Every engagement is tailored to your needs - whether you require fast strategy kickstarts, business reviews, focused programs, or long-term partnerships. Our performance consulting is designed to adapt to your unique situation and drive the leadership transformation you seek, ensuring that our collaboration aligns with your desired outcomes.

Business Strategy Advisory

Build your business strategy, clarify your vision, sharpen your commercial models, and execute with precision through effective leadership transformation and performance consulting.

Leadership Development

Transform your leadership through our leadership development services to build future-ready leaders and high-performance teams, supported by our expertise in performance consulting.

Onsite / Offsites & Workshops

Facilitate alignment, strategy, and culture through our business advisory services in formats that include half-day, full-day, or multi-day sessions, supporting leadership transformation and performance consulting.

Advisory Partnerships

We offer ongoing business advisory support for CEOs, executives, founders, and boards as they navigate the complexities of leadership transformation, business strategy, and performance consulting.

Looking for something more specific?

We also offer tailored business advisory services that include fully bespoke programs designed to meet your goals, people, and context - particularly in our core areas of Business Strategy and Leadership Development. Whether you're facing challenges in leadership transformation, navigating transformation, scaling, or alignment, we can develop the right performance consulting solution for you.



Engagement Options

- Focused Sessions (Half/Full Day)
- Strategic Onsite / Offsites / Retreats (1-3 Days)
- 90-Day Sprints (12 Weeks)
- 12-Month Advisory Partnerships
- Full TP23 Programs (10 sessions across 12 months)
- Custom Retainer (Flexible)

TP23™ FRAMEWORKS

From Idea to Impact. From Leadership to Legacy. TP23 Advisory - Your Trusted Advisors

At TP23 Advisory, we don't believe in cookie-cutter consulting. Every business is unique — so every engagement is built around your goals, challenges, and stage of growth. We deliver bespoke strategy and leadership services designed to create momentum, drive transformation, and embed performance that lasts. Whether you're a CEO, founder, board, or leadership team — we help you move fast, with focus.

What we bring is a proven system:

- The TP23™ Business Strategy Framework (clarity, commercial discipline, execution rhythm)
- The TP23™ Leadership Framework (self-aware, accountable, future-ready leaders)

Together, they provide the structure, capability, and momentum to turn strategy into results.

TP23™ Business Strategy Framework

Purpose: To drive execution-ready strategy through 5 interconnected pillars.

- **Transformation** – The courage to reinvent and adapt.
- **Performance** – Disciplined execution that drives growth.
- **Culture & Capability** – Shaping people and skills for strategic ambition.
- **Execution Rhythm** – Focus, cadence, and accountability.
- **Impact & Legacy** – Creating value that endures beyond today.

TP23™ Leadership Framework

Purpose: To develop leaders who are self-aware, accountable, and future-ready.

- **Self-Leadership & Awareness** – Leading others starts with leading yourself.
- **Vision & Strategic Thinking** – Crafting clarity about the future and building conviction.
- **Execution & Accountability** – Turning intent into action and results.
- **People, Culture & Influence** – Unlocking potential and shaping culture.
- **Legacy & Impact** – Purpose-led leadership that lasts.

Together, the two frameworks align the outside-in (strategy, markets, systems) with the inside-out (leadership, behaviours, culture).



THE TP23™ BUSINESS STRATEGY FRAMEWORK OVERVIEW

The **TP23™ Business Strategy Framework** is a principle-based system that equips organisations to achieve strategic clarity, execution discipline, cultural alignment, and sustainable growth. Built on **5 pillars, 23 proven principles, & 115 sub elements**, it bridges the gap between vision and execution, turning intent into impact.

In a market defined by economic uncertainty, shifting customer behaviour, rising operational costs, talent challenges, and constant disruption, TP23 helps leaders cut through complexity and noise - aligning direction, prioritising effort, and unlocking the focus and momentum required to navigate volatility and deliver measurable performance.

Unlike conventional consulting, TP23 combines insight with action — designed for executive teams, business owners, and boards who want more than planning exercises and reports. They want transformation that endures.

A comprehensive performance architecture built on 5 strategic pillars and 23 core principles:

5 Pillars

1. **T Transformation (Strategic Mindset & Evolution)**- The courage to reinvent, adapt, and lead into the future.
2. **P Performance (Execution & Excellence)**- Disciplined execution that drives growth and excellence.
3. **C Culture & Capability**- Shaping people, skills, and behaviours to match strategic ambition.
4. **E Execution Rhythm**- Embedding strategy into daily focus, cadence, and accountability.
5. **I Impact & Legacy**- Creating long-term value that endures beyond today.

Each principle is broken down into detailed sub-elements, enabling diagnostic clarity, strategic planning, and focused improvement.

23 Principles

T Transformation (Strategic Mindset & Evolution)

1. Transformation vs Change – Leading with courage into the future
2. Purpose & Identity – Why your business exists beyond profit
3. Vision with Velocity – Defining and accelerating towards a bold future
4. Adaptive Leadership – Evolving leadership for complex environments
5. Strategic Reinvention – When to pivot, when to preserve, when to disrupt

P Performance (Execution & Excellence)

6. Operational Excellence – Streamlining to win
7. Customer Obsession – Designing around experience and outcomes
8. Sales & Margin Mastery – Strategy + execution = growth
9. Commercial Discipline – Balancing innovation with financial rigour
10. Systems Thinking – Connecting dots across functions, markets, and time

C Culture & Capability

11. Culture by Design – Not accidental, but intentional
12. Clarity & Communication – Strategic storytelling and alignment
13. Psychological Safety – Fuel for innovation and accountability
14. Capability Building – Developing people to match ambition
15. Collaboration & Silos – Breaking walls, building bridges

E Execution Rhythm

16. Focus & Prioritisation – Strategy is choice
17. Cadence & Accountability – How often, who owns, what happens
18. Metrics That Matter – Measuring performance beyond vanity KPIs
19. Momentum & Discipline – Starting is easy. Sustaining is mastery

I Impact & Legacy

20. Stakeholder Value – Business as a force for long-term value
21. Innovation Engine – Building today while imagining tomorrow
22. Leadership Brand – Your business is a reflection of its leaders
23. Legacy Thinking – What end state are you building towards?

THE TP23™ BUSINESS STRATEGY FRAMEWORK OVERVIEW CONT

The TP23™ Business Strategy Framework in full:
5 pillars and 23 principles including all 115 sub-elements

❶ TRANSFORMATION (Strategic Mindset & Evolution)

1. Transformation vs Change

- Difference between incremental change and transformational shifts
- Organisational transformation readiness
- Leading through uncertainty
- Building urgency and alignment for transformation
- The cost of staying the same
- Resource allocation to transformation

2. Purpose & Identity

- Defining your "why"
- Organisational storytelling
- Embedding purpose into decision-making
- Brand identity vs internal culture
- Aligning people to purpose

3. Vision with Velocity

- Creating a compelling future state
- Vision clarity vs complexity
- Communicating vision to energise teams
- Translating vision into strategic priorities
- Accelerating execution with focus

4. Adaptive Leadership

- Navigating complexity and ambiguity
- Leadership agility and self-awareness
- Empowering others in uncertain times
- Leading diverse and cross-functional teams
- Mindsets for transformation
- Learning from feedback and disruption

5. Strategic Reinvention

- When and how to pivot
- Balancing core business with innovation
- Overcoming legacy inertia
- Reinvention cycles and risk
- Designing for future relevance
- Cross-functional collaboration for innovation

❷ PERFORMANCE (Execution & Excellence)

6. Operational Excellence

- Process discipline
- Standardisation vs customisation
- Lean thinking and waste elimination
- Performance metrics and benchmarking
- Operational accountability
- Clear ownership and accountability

7. Customer Obsession

- Mapping the customer journey
- Voice of customer systems
- Customer segmentation and prioritisation
- Service design and experience engineering
- Measuring loyalty and satisfaction

8. Sales & Margin Mastery

- Value-based selling
- Channel and pricing strategy
- Sales process optimisation
- Cost-to-serve awareness
- Profitability analysis by segment/product
- Sales accountability and tracking

9. Commercial Discipline

- Budgeting and forecasting effectiveness
- ROI-based decision-making
- Capital allocation strategy
- Financial literacy in leadership
- Managing growth without margin erosion
- Scenario planning and risk controls

10. Systems Thinking

- Interdependencies across departments
- Visualising cause-and-effect
- Holistic vs siloed strategies
- Root cause analysis
- Decision mapping and scenario planning

THE TP23™ BUSINESS STRATEGY FRAMEWORK OVERVIEW CONT

© CULTURE & CAPABILITY

11. Culture by Design

- Cultural current state assessment
- Values in action
- Culture-shaping rituals and behaviours
- Reward systems aligned to culture
- Culture during periods of change

12. Clarity & Communication

- Strategic narrative creation
- Communication channels and rhythm
- Aligning team goals with strategy
- Messaging across levels of the organisation
- Feedback culture
- Goal and role clarity

13. Psychological Safety

- Encouraging vulnerability-based trust
- Building inclusive environments
- Leader behaviours that foster safety
- Recognising and responding to fear-based cultures
- Managing conflict constructively
- Normalisation of mistakes and learning

14. Capability Building

- Skills and competencies mapping
- Learning and development strategy
- Role clarity and growth pathways
- Succession planning
- Resourcing for future capability needs

15. Collaboration & Silos

- Identifying structural and cultural silos
- Cross-functional team development
- Shared KPIs and team-based goals
- Conflict resolution frameworks
- Creating collaboration rituals
- Leaders role-modelling collaboration

ⓔ EXECUTION RHYTHM

16. Focus & Prioritisation

- Strategic vs operational time
- Identifying value-adding initiatives
- Decision filters and frameworks
- Avoiding “shiny object” syndrome
- Tiered planning structures
- Governance of priority decisions

17. Cadence & Accountability

- Operating rhythms (weekly, monthly, quarterly)
- Performance check-ins and dashboards
- Ownership and role clarity
- Meeting discipline
- Shared accountability models
- Scorecards or dashboards in use

18. Metrics That Matter

- Leading vs lagging indicators
- Financial, customer, and operational KPIs
- Setting meaningful targets
- Data visibility and reporting
- Continuous performance calibration

19. Momentum & Discipline

- Starting strong vs finishing strong
- Building organisational energy
- Keeping strategy visible
- Overcoming “initiative fatigue”
- Celebrating progress and wins

THE TP23™ BUSINESS STRATEGY FRAMEWORK OVERVIEW CONT

❶ IMPACT & LEGACY

20. Stakeholder Value

- Identifying internal and external stakeholders
- Stakeholder mapping and engagement
- ESG and social impact strategies
- Long-term vs short-term value
- Aligning stakeholder expectations

21. Innovation Engine

- Culture of experimentation
- Idea-to-implementation processes
- Resource allocation to innovation
- Managing risk and failure
- Customer co-creation

22. Leadership Brand

- Personal brand awareness
- Visibility and influence
- Thought leadership and positioning
- Leadership consistency and values alignment
- Modelling behaviour at the top
- Leadership development programs

23. Legacy Thinking

- Defining organisational legacy
- Sustainability and stewardship
- Multi-generational thinking
- Culture transmission
- Futureproofing leadership and systems
- Mentoring future leaders

Why 23?

For centuries, the number 23 has intrigued scientists, leaders, and storytellers.

It is not random - it is a symbol of transformation and thresholds.

- 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.
- In culture, from Psalm 23 to Michael Jordan's jersey, 23 is linked with resilience, guidance, and excellence.

At TP23, we believe 23 is the perfect number for transformation. That's why our programs are built around 23 proven principles of performance and success.

Engagement to meet your needs:

- Focused Session (Half-Day or Full-Day, In-person or Virtual)
- Quick alignment for boards, execs, or leadership teams.
- Strategic Offsite / Retreat (1-3 Days, Facilitated Workshop)
- Deep dives, culture resets, or board-level strategy.
- 90-Day Sprint (12 Weeks, Workshop + Advisory)
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All programs are fully tailored to your business, your people, and your objectives

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Click Book Now

BOOK NOW 

THE TP23™ LEADERSHIP FRAMEWORK OVERVIEW

The **TP23™ Leadership Framework** develops leaders who combine self-awareness, vision, execution, and cultural influence with the ability to leave a lasting legacy. Built on **5 pillars, 23 leadership principles, & 115 sub elements**, it provides a clear, actionable blueprint for growing leadership capability at every level - from emerging leaders to seasoned executives.

More than a competency model, TP23 is a practical system for building leaders who can adapt to complexity, inspire trust, drive performance, and shape cultures that endure.

Unlike conventional consulting, TP23 combines insight with action - designed for executive teams, business owners, and boards who want more than planning exercises. They want transformation that endures.

A modern, research-aligned leadership framework designed to develop high-performing, self-aware, and strategically minded leaders. Built on 5 pillars and 23 core principles, & 115 sub elements:

5 Pillars

1. **🧠 Self-Leadership & Awareness**- The foundation of leading others is knowing and managing yourself.
2. **👁 Vision & Strategic Thinking**- Leaders create clarity about the future and build conviction to pursue it.
3. **🔧 Execution & Accountability**- Leadership is action: clarity, ownership, and delivery.
4. **👥 People, Culture & Influence**- Great leaders shape culture and unlock potential in others.
5. **🏆 Legacy & Impact**- The best leaders think beyond themselves and beyond today.

The model powers diagnostic tools, workshops, and development journeys that create lasting leadership capability.

23 Principles

🧠 Self-Leadership & Awareness

1. **Emotional Intelligence** – Understanding and regulating emotions to lead wisely.
2. **Authenticity & Values** – Leading with integrity, grounded in who you are.
3. **Energy & Wellbeing** – Sustaining performance through personal health and balance.
4. **Self-Reflection & Agility** – Learning, adapting, and evolving continuously.
5. **Decision-Making Under Pressure** – Staying clear, calm, and effective when it matters most.

👁 Vision & Strategic Thinking

6. **Future Orientation** – Crafting and communicating a compelling vision.
7. **Systems Thinking** – Seeing the bigger picture across people, functions, and time.
8. **Strategic Prioritisation** – Choosing what matters most and saying no to the rest.
9. **Navigating Complexity** – Simplifying chaos and guiding others through uncertainty.
10. **Innovation Mindset** – Encouraging curiosity, creativity, and bold ideas.

🔧 Execution & Accountability

11. **Leading Through Others** – Empowering and enabling others to deliver results.
12. **Results with Discipline** – Driving consistent performance and excellence.
13. **Performance Conversations** – Giving feedback that drives growth and accountability.
14. **Change Agility** – Leading through transitions with adaptability and resilience.
15. **Operational Empathy** – Understanding the work to lead it effectively.

👥 People, Culture & Influence

16. **Psychological Safety** – Creating space where people feel safe to speak and act.
17. **Coaching & Development** – Growing people to grow the organisation.
18. **Culture by Design** – Shaping culture intentionally, not accidentally.
19. **Trust-Based Influence** – Building credibility, trust, and followership.
20. **Inclusive Leadership** – Harnessing diversity to strengthen performance.

🏆 Legacy & Impact

21. **Purpose-Led Leadership** – Anchoring actions in meaning and mission.
22. **Reputation & Brand** – Recognising that leadership is always on display.
23. **Creating Long-Term Impact** – Building a future others will thank you for.

THE TP23™ LEADERSHIP FRAMEWORK OVERVIEW CONT.

The TP23™ Leadership Framework in full: 5 pillars and 23 principles including all 115 sub-elements

⑤ Self-Leadership & Awareness

1. Emotional Intelligence & Self-Regulation

- Recognising and managing emotional triggers
- Practicing self-restraint under pressure
- Awareness of impact on others
- Empathy in decision-making
- Developing emotional agility

2. Authenticity & Values Alignment

- Knowing and living your values
- Speaking and leading with integrity
- Consistency between message and behaviour
- Building trust through transparency
- Aligning leadership brand with personal truth

3. Energy & Wellbeing Management

- Sustainable personal energy practices
- Sleep, nutrition, and movement for leadership stamina
- Recovery and reflection routines
- Avoiding burnout and overwhelm
- Modelling healthy work-life integration

4. Self-Reflection & Learning Agility

- Regular reflection habits (journaling, feedback, etc.)
- Openness to feedback and critique
- Rapid learning from mistakes
- Curiosity and humility
- Continuous personal improvement

5. Decision-Making Under Pressure

- Maintaining clarity under stress
- Balancing intuition and data
- Making timely, high-stakes decisions
- Decisiveness with adaptability
- Owning and learning from tough calls

⑥ Vision & Strategic Thinking

6. Visioning & Future Orientation

- Creating a compelling long-term vision
- Engaging others in shared future state
- Keeping vision alive during chaos
- Connecting daily work to broader purpose
- Storytelling as a strategic tool

7. Systems Thinking

- Seeing the whole, not just the parts
- Anticipating consequences across functions
- Understanding interdependencies and patterns
- Balancing detail and big picture
- Integrating strategic and operational views

8. Strategic Prioritisation

- Knowing what matters most
- Saying no to distractions
- Aligning resources to top priorities
- Filtering decisions through strategic lenses
- Shifting priorities with agility

9. Navigating Complexity

- Holding ambiguity without paralysis
- Operating with partial information
- Making progress amidst conflicting signals
- Leading through uncertainty
- Helping others find clarity in chaos

10. Innovation Mindset

- Embracing change and experimentation
- Challenging legacy thinking
- Encouraging creative risk-taking
- Supporting rapid iteration
- Viewing failure as learning

THE TP23™ LEADERSHIP FRAMEWORK OVERVIEW CONT.

Ⓔ Execution & Accountability

11. Leading Through Others

- Delegating with clarity and trust
- Empowering team autonomy
- Building accountability structures
- Coaching vs controlling
- Multiplying team effectiveness

12. Driving Results with Discipline

- Translating strategy into execution
- Maintaining focus and follow-through
- Using scorecards and checkpoints
- Managing by outcomes
- Leading with data and direction

13. Performance Conversations

- Giving and receiving feedback effectively
- Addressing underperformance early
- Celebrating and reinforcing high performance
- Holding others to high standards
- Focusing on behaviour and impact

14. Change Agility

- Managing transitions with confidence
- Helping others through the change curve
- Communicating change clearly and frequently
- Adapting personal style as needed
- Leading in dynamic environments

15. Operational Empathy

- Understanding frontline realities
- Respecting the work behind the numbers
- Removing friction in systems and tools
- Listening to operational feedback
- Partnering across functions

Ⓕ People, Culture & Influence

16. Building Psychological Safety

- Creating space for challenge and vulnerability
- Reducing fear of failure
- Encouraging open dialogue
- Normalising feedback
- Modelling transparency and learning

17. Coaching & Developing Talent

- Holding development-focused conversations
- Identifying and nurturing strengths
- Career and capability planning
- Sponsoring growth opportunities
- Being a teacher and mentor

18. Culture by Design

- Clarifying and championing team values
- Reinforcing desired behaviours
- Calling out misalignment with culture
- Leading rituals that build belonging
- Embedding culture in operations

19. Trust-Based Influence

- Leading through trust, not control
- Listening with curiosity
- Building credibility across boundaries
- Influencing without authority
- Practising radical candour

20. Inclusive Leadership

- Embracing diverse perspectives
- Addressing bias and blind spots
- Ensuring voices are heard
- Creating equitable opportunities
- Modelling belonging and respect

THE TP23™ LEADERSHIP FRAMEWORK OVERVIEW CONT.

🕒 Legacy & Impact

21. Purpose-Led Leadership

- Articulating a deeper why
- Inspiring meaning in others' work
- Aligning work with broader impact
- Making decisions through purpose lens
- Resisting distraction from core mission

22. Reputation & Leadership Brand

- Knowing how you're perceived
- Acting with intention and clarity
- Owning your leadership identity
- Aligning words and actions
- Protecting trust and credibility

23. Creating Long-Term Impact

- Thinking beyond tenure and role
- Leading with stewardship
- Building future-ready teams
- Leaving systems better than you found them
- Measuring success in legacy, not just metrics

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THANK YOU

Thank you for taking the time to learn about TP23 Advisory.

We partner with founders, CEOs, executives, boards, and leadership teams to bring clarity, embed execution, and create lasting impact.

Every great business begins with clarity - and grows through leadership & execution. At TP23, our frameworks transform strategy into results, and vision into legacy.

📞 Get in touch today - let's build momentum together.



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