

Improving performance is a challenge for all organisations. For many, progress towards optimal performance is hampered by waves of external social, economic and environmental changes that have no precedent, or may not have a clear solution. While all organisations must grapple with these issues, few manage to master them fully.

Today, organisations can no longer rely on the old ways of creating and executing strategy. Instead, major business opportunities lie in integrating market issues and these non-market issues.

This convergence of strategy and CSR – balancing the needs of your key stakeholders – has the power to transform your organisation's performance by better harnessing value creation, reputational capital, innovation and employee branding, as well as giving an inimitable competitive advantage.

And this is where Phoenix's service offerings can help.

PHOENIX'S DIRECTOR: DAVID ROSS



David Ross is the founding Director of Phoenix Strategic Management, holding an Executive MBA, a Bachelor of Science (Environmental Biology)(Hons) and Masters of Environmental Engineering and over 16 years experience in the fields of strategy and CSR.

A very professional service provider who is both knowledgeable and well respected. - Executive General Manager, TransGrid

His ability to facilitate a change management session for nineteen staff members across three very different organisations with a variety of perceptions related to change was very admirable to say the least. - Executive Officer, Parramatta Schools Industry Partnership

CONTACT US

For a no-obligation discussion on your opportunities and challenges and how you could manage them, contact Phoenix today.

Telephone: 0402 060 649
info@phoenixstrategic.com.au
PO Box 943

Ingleburn NSW 1890
Find us on Facebook: "Phoenix Strategic Management"
phoenixstrategic.com.au



Printed on Cyclus Offset: a 100% true recycled offset paper made from 100% post consumer waste.

PHOENIX STRATEGIC MANAGEMENT

FORESIGHT • PEOPLE • COMMUNITY • PRACTICAL SOLUTIONS



A new,
independent
perspective
on your
corporate
challenges.

Phoenix Strategic Management is a small, independent management consulting firm that transforms organisational strategy and performance using corporate social responsibility (CSR) considerations.

OUR KEY SERVICES



Health Checking: Assessing Your Organisation's Performance

Problems Faced

- Declining reputation or share price resulting from stakeholder concerns or complaints
- Difficulties identifying the levers your organisation should pull in response to complex market and non-market challenges

Approach Used

A comprehensive review and analysis of how your organisation is currently responding to issues from customers, clients, community, employees, government or the natural environment.

Benefits

Identifying which levers within your organisation need to be revised, thereby improving one or more of the following:

- Overall organisation performance
- Customer and stakeholder engagement
- Employee retention and attraction
- The brand and reputation of the organisation



Strategy Development: Giving Your Organisation Genuine Direction

Problems Faced

- Spread too thin. Delivering ineffectively because your strategy is unclear
- Determining how your organisation should strategically approach complex market and non-market issues

Approach Used

A holistic approach to understanding your market as well as the wider social and natural environment in which it operates. Our review and analysis identifies just where your opportunities are, as well as the strategic risks that you need to manage.

Phoenix will work with you to facilitate the development of a strategy, and frameworks that will ensure your strategy can effectively engage with your stakeholders.

Benefits

Transformed performance through:

- Creation of a strategy that is clear and difficult for competitors to imitate
- Greater understanding of competencies and where tradeoffs need to be made, rather than be all things to all stakeholders



Strategy Execution: Ensuring Strategy is More than Just an Annual Conference

Problems Faced

- Not measuring, monitoring or evaluating progress and strategic performance
- Focusing predominantly on monitoring timelines rather than outcomes
- Employees resisting, or not understanding, the strategy

Approach Used

Phoenix can work with you to develop and implement a solution to delivering your strategy, including:

- Key leadership behaviours
- Strategic communication and stakeholder engagement
- Organisational cultural considerations
- Development and evaluation of effective KPIs

Benefits

Transformed performance through:

- An engaged, aligned workforce that knows your strategy and how they fit into it
- Measurable improvements in performance
- Achievement of your overarching objectives and mission

WHY PHOENIX?

Phoenix was founded with a vision for delivering meaningful outcomes within organisations from all sectors, and to match the commercial success of employers with new possibilities for their greater, positive role in society.

Our background. We have practical experience in working with high-level corporate decision makers from all sectors on many issues to enhance financial, social and environmental sustainability.

Quality of service. We'll not only work closely with you while the job is in progress, we'll keep in close contact after the job is complete to ensure that implementation is a success.

Focused on you, not rigid methodologies. We prefer to give you a response that suits your unique circumstances rather than the generic, blanket programmes some other consultants may offer.

Diversity of services. Phoenix can also assist you through our corporate social responsibility, facilitation, change management and stakeholder engagement services.

