



Experience Profile

Mark Overton



Qualifications

Master of Business Administration (MBA)

Macquarie Graduate School of Management, Leadership, Strategy & Change Management

Bachelor of Science

Diploma of Applied Science

Member Australian Institute of Management

Experience

12 years experience in SME consulting and general business operations

20 years experience in service, professional and education organisations

Strategy development, planning, budgeting and opportunity identification

Owner/manager mentoring and support

People and performance management experience

Business performance analysis

Quality management and accreditation

Professional and staff education

University undergraduate, post-graduate and professional lecturing and education

Health and professional services management

Specialisations

Business planning, organisation and management

Business performance management and profit improvement

HR and staff structure

Creative development and new venture planning

Quality Management

Professional management education

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IDEOLOGY
C O N S U L T I N G

Business Services

Introduction

No matter what type of business you own, Ideology Consulting provides high quality business advice, resources and education that is practical and produces results. It's your business and we are here to help you.

The services outlined on the following pages are designed to be tailored specifically for your business.

We believe that each business is unique and we need to treat your business as a "one of a kind".

When our work with you is finished we will have not only help you make the changes you wanted to see, but invested our knowledge into your business. You will have achieved an on-going benefit, enhanced your competitive advantages and profits, and positioned your business for future growth.

Ideology Consulting is an independent advisor to the small and medium businesses. We have no affiliation to any group or company. We work only for you and your interests.

Our objective at all times is to deliver what you want, when you want it, and to ensure your business is stronger, more effective and more profitable than ever.

Thank you for considering the following information and we look forward to hearing from you if we can help in any way.

**Mark Overton****Director**

Planning for Profits and Success

“If a man does not know to what port he is steering, no wind is favourable to him.”

Lucius Annaeus Seneca c. 4 BC – 65 AD

Planning is the key to getting things done and making things happen. A strategic and operational plan is essential if you are serious about a successful business.

A planning session facilitated by Ideology Consulting provides you with an opportunity to look critically at the way you do business and decide what needs to be done to improve it and when.

The plan can reflect your ambitions and dreams for the future and guide you through implementation process.

Ideology provides a business planning service to help you achieve your objectives. Using information gathered before and during a planning session our advisors will write your plan for you, then present the completed plan and provide support to make it reality.

Our comprehensive plans will:

- Improve your profitability and sales
- Develop sophisticated and best business customer care
- Provide a detailed and developed understanding of you strengths and weaknesses
- Review and revise your strategic position and management of competitors
- Ensure the whole team is focused and motivated
- List specific actions and activities allocated in achievable time frames.
- Help you makes changes become reality

You also get

- an extensive collection of resources,
- Personal support and advice

Of course you can ring Ideology for assistance and advice at any time, day or night, if you are unsure or things change.

Marketing Plans & Strategy

It is increasingly important to know who your customers are, what they want and how they want it delivered.

Marketing is an essential component of all plans, but for most businesses, a separate Marketing Plan is a valuable strategic tool.

We work closely with you to develop plans that are achievable, and are focused on practical and profitable outcomes to improve your sales.

We help you develop a coordinated and affordable program of marketing that will support the overall plan.

Then, if you need it, we help you get it done, measure the results and evaluate the outcome.

A marketing plan will

- Set you in the right direction for marketing
- Improve market share and patient numbers
- Build business profile in ways that will combat competitors
- Develop your “brand” and image
- Manage resources and costs
- Detail actions, timelines and responsibilities
- Evaluate product and inventory management

Your marketing plan will be coordinated with your business objectives and resources to ensure you get the best possible “bang for your buck”.

Quality Management and Customer Feedback

Most businesses can quickly improve their efficiency and profits by making small changes to their systems and processes, and by listening to their customers.

An “outside eye” can often see the lost income opportunities and identify elements and processes that are costing the business money, time, labour and unnecessary worry.

These can be corrected for the benefit of all, and new targets set for the future.

Using tested quality management tools, industry references, your own data and customer perspectives, we can review your entire business and work out where you can achieve maximum improvement.

Ideology will provide you with an easy to read report with practical recommendations to make your business as good as it can be. Then, if you need it, we will help you make the changes happen.

Our service will

- Detail where you can improve your business
- Focussed efforts on problem areas
- Outline measureable improvement opportunities
- Link processes and improvements to customer needs
- Develop “end-user” focus across the whole business

Coaching & Support

As a business owner and a manager you make important decisions every day.

Ideology Consulting can assist you to uncover the best way forward with your business in its own unique context.

If you would like another perspective that you know is there for you and only you, we can help.

Our advisors will stand by you and help you make the tough decisions, set realistic and targeted goals for you and your business.

We will provide you with objective and personal support and advice about your own performance, strengths and weaknesses. Our objective is always to educate you and develop your skills, not make you dependent on us.

We will help you to improve the way you manage your business by:

- Helping you to define business objectives and direction
- Providing management skills assessment and education
- Confirming and supporting your business and professional decisions
- Developing an understanding of your unique issues
- Assessing your personal management style and developing you as a manager

You can call us and we will be available at any time if you need a friendly ear.

Change Management Assistance

All businesses need to change all the time.

Our years of experience with SME's tells us that the ability to effectively bring about change is a key competitive advantage. It often sets apart the highly successful from the rest of the pack.

However we can be certain that all change, whether good or bad, has the potential to be disruptive and unpleasant if it is not planned and managed carefully.

Change management is one of the most complex challenges for any business but intense planning and adherence to some basic principles will usually bring about the desired result.

Ideology can ensure you to:

- Plan the change process
- Identify the important steps and pitfalls
- Develop a powerful team and sense of purpose
- Identify the barriers, drivers and key persons
- Keep you focussed on the ideal outcome
- Actually make change happen

Succession Planning

Are you thinking about moving out of your business or retiring?

Perhaps you are considering joining a group or franchise, or vertically or horizontally diversifying, and would like to look at all your options?

There are many important decisions business owners make during a lifetime, and one of the most important is how to bow out gracefully, effectively, and profitably. Careful succession planning maximises the value of any business.

All succession plans take time. Your options will be limited unless you have planned well ahead. Unfortunately many owners do not consider the implications and interrelation of the elements that decide if you can achieve your preferred option.

Our succession planning services include:

- Helping to identify options, key people and time lines
- Evaluating the positives and negatives of each one and develop a clear written plan
- Assessing the potential to improve your business return on sale.
- Assist and refer for formal valuation
- Helping you find succession candidates and negotiate a way forward

Our objective is a smooth transition and continuation of leadership and operational management throughout the enterprise, and achieving the best exit result for you in your preferred time frame.

Staff Performance Management and Structure

Your staff are your most valuable resource and represent a major investment.

Under performing staff can and will cost you money and market share. Once described by a client as “jelly wrestling with no beginning and no end”, many owners struggle to organise and manage their staff as well as deal with customers, suppliers, family and all the other daily pressures.

Ideology can provide assistance and resources to keep you and your staff productive and happy.

We can:

- Set up and help you conduct performance appraisals, coaching and education
- Develop a plan for staff and team performance management and strategy
- Provide job descriptions and employment conditions
- Support and guide you in managing staff problems
- Review your staff structure and staffing levels for efficiency
- Improve motivation and communication
- Help with recruitment, selection and employment.

Business & Staff Education

A study in the Harvard Business Review showed that businesses who educate their staff consistently out-perform those that don't educate.

A commitment to education underpins everything that Ideology does with its clients.

We offer a broad range of education in key areas that is delivered in a cost effective way with minimal disruption. Almost any aspect of business management and operations can be covered. Just let us know what you need, or we can help you identify knowledge gaps.

We will come to you, when you would like us there, and arrange for everything. Whether it's an hour at the end of the day with pizza, wine and beer (very popular with small teams and businesses), or a full day at a function centre, we have it covered.

Some popular subjects include:

- Sales and sales improvement
- Customer care
- Managing quality and customer feedback
- Stock management and selection
- Marketing for small to medium businesses
- Leadership and management – the good and the bad.

Resources and Documents

Have you been meaning to finish that Policy and Procedure Manual and never had the time? Or never did get around to sorting out the staff job descriptions?

We can take care of these for you in a timely and economical way. Ideology has many of the basic business documents and resources available and can tailor to your requirements.

Some of the available resources include:

- Policy and Procedure Manual templates
- Specific Policy documents
- Customer letters
- Job descriptions
- Customer surveys
- Warranty information
- Confidentiality Agreements

This is a broad sample of the services and intellectual property we provide to our clients. If you have any other requirements please let us know and if we can't help we will recommend someone who can.

We look forward to meeting you and thank you for considering Ideology Consulting.

Kind regards

Mark Overton

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Effective and Affordable Customised education?

Every business needs to train their staff. It's what makes you different. Good focused and needs specific education can be hard to arrange, but Ideology Consulting can help.

How do we do it?

- We come to your business or preferred location. This minimizes down-time and you can get the whole team involved
- We deliver the education you need now. No waiting for other peoples programs to roll around.
- We focus specifically on your team and situation.
- You decide how much you need or how long the training goes for.
- There are no contracts, agreements, memberships, or other obligations.

The Topics

Tell us what you need and we will deliver it for you. Popular subjects include:

- Improving Customer Service and Care
- Leading Successful Change
- Why and How People Buy
- Team Performance Essentials
- Business Basics

Costs

- 2 hours training at your business = \$550 inc GST
- A full day at your business or other location = \$1,100 inc GST
- We can customize times and locations to suit your needs. There is no limit on staff numbers attending
- Any associated expenses for travel and facilities are charged at cost. Melbourne metro area at no extra charge

Our Experience

Education is delivered by experienced and highly qualified staff with a detailed knowledge of the optical industry. Ideology staff have delivered education at under-graduate, post-graduate levels in universities, and at local and international professional conferences.

How to Book Education

To book an education session please complete and return the attached form and we will get back to you very quickly to confirm details or simply send an email and we will call to discuss your requirements.

Contact Details

Ideology Consulting

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