

Rethink your Business

Delivering practical benefits through contemporary thinking Integrated Workshop and Mentoring Program (April-June 2010)

The NSW Department of Industry & Investment invites you to an unique Stepping Up Advance Program incorporating a series of three workshops and associated mentoring sessions titled **Rethink your Business**.

Giving small business the BIG ADVANTAGE

This program is aimed at small- and medium-sized firms who have little time to take a sharp, clear, 'outside in' view of their business. Its focus is on three interdependent areas of Strategy & Planning, Innovation & Marketing and Strategy Execution.

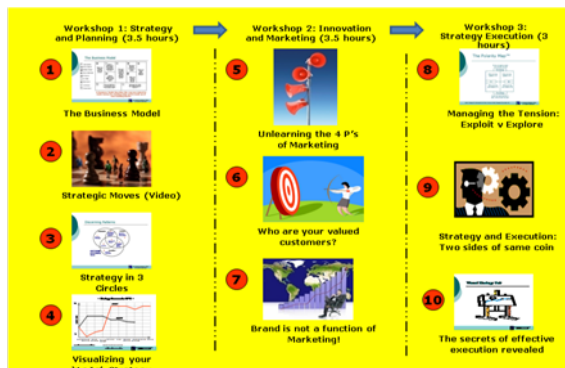
The program encourages business managers to rethink on how they decide on markets, define competition, develop offerings and deliver value to enable top-line and bottom-line results at the same time.

Who should attend?

Owners and senior executives of small, medium or large organisations currently faced with growing competition and eroding margins/market share. The only pre-requisite is for participants to be willing to reassess critically their business.

What will the program cover?

The series of three interrelated workshops will have participants evaluate their current position, explore new avenues as well as exploit existing opportunities. They will also challenge them to think differently about their marketing, branding and strategy execution.



The workshops will be interactive with case studies and videos. Participants will be undertaking group tasks, presenting their work and learning from their interaction with the group and facilitators.

Following each workshop, one-on-one mentoring sessions with nominated executives of each of the firms will help in applying the learnings from the workshops to their own business situation.

What will this program deliver?

The program is designed to build long-term growth and improved profitability. Specific intermediate outcomes will include practical knowledge on how to:

- Identify new avenues for growth that can create future profit potential,
- Eliminate unnecessary costs to improve profitability and/or invest in customer value,
- Align strategy and execution for greater effectiveness and efficiency of initiatives leading to enhanced growth/profitability, and
- Build a powerful brand for future success.

Above all, best-practice thinking and action will be presented in Plain English to suit the needs of practical business people.

Net Cost (including a \$2500 Department subsidy)

\$ 2500 per business for a total of 3 workshops (up to 10 hours) and 3 mentoring sessions (up to 10 hours). Each business can nominate up to 3 executives to each of the workshops and 1 executive for the mentoring sessions.

When

Workshops will be held on Tuesday, April 6, Thursday, April 22 and Tuesday, May 11, 2010. Mentoring sessions will be organised following each workshop to suit mentor/mentee convenience.

Where

Western Sydney Business Centre
NSW Department of Industry and Investment
Level 2, 470 Church Street (Cnr Harold St)
North Parramatta, NSW 2151

For Further information contact

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CV OF CHEENU SRINIVASAN

Cheenu Srinivasan is Director of **Ganges Consulting** with his current focus being business value innovation (based on Blue Ocean Strategy and related frameworks) and strategy execution. He has engineering and business degrees and is a Fellow of Australian Institute of Company Directors.

Cheenu's direct clients at Ganges Consulting include Fonterra Brands NZ (Tip Top), Dell Computers ANZ, Westpac Banking Corporation (Australia), WebMethods (Australia) and Progress Software (ANZ), ndxCards (USA) and Athena Info Consulting (India).

Prior to establishing **Ganges Consulting** in April 2006, Cheenu was Senior Director, Planning and Operations in Oracle's Asia-Pacific Division. He worked closely with the Division's Senior Vice-Presidents and country Managing Directors across Asia-Pacific in the areas of strategy, planning & operations, and sales governance. He ran workshops for senior executives on Blue Ocean Strategy in Oracle in New Zealand, Australia, Korea, Singapore, Philippines, China, Hong Kong, India and Pakistan.

In an earlier role at Oracle, Cheenu was responsible for Planning and Operations in Australasia reporting to the Regional Managing Director. He also managed Oracle's strategic alliances with the Big Four consulting organizations. In addition, he provided advice on Oracle's Strategic Enterprise Management suite of solutions with a focus on the Balanced Scorecard, both within Oracle and to its clients in government, telcos and financial services.

Cheenu has worked in batch and mass manufacturing industries, energy and transit operations and in government policy agencies and Treasury. He has successfully led long term energy planning studies using scenario planning, performed organizational reviews, identified and reconciled organizational dilemmas, and advised on the alignment of their business and IT strategies.

Cheenu brings cross-cultural and multi-sector experience to organizations having worked or undertaken assignments in a number of countries across Asia-Pacific, Canada and France. Cheenu has taught Corporate Strategy in the MBA program of Adelaide University and has been an invited speaker at a number of Asia-Pacific conferences on Business Strategy.

Cheenu is a Member of the Asquith Golf Club (NSW) and South Australian Cricket Association (Adelaide) and on the Board of the Sydney Chapter of TIE (www.sydney.tie.org).

CV OF MAHESH ENJETI

Mahesh Enjeti is an Honours Graduate in Physics, an MBA with Finance and Marketing, a Fellow of the Australian Institute of Management, a Certified Practising Marketer and a Member of the Graduate Management Association of Australia.

He has spent over 34 years in strategic marketing and management, spanning diverse industries and multiple geographies including Australia and South East Asia. Among the many senior positions he held were the Executive Strategic Marketing Manager of TABCORP's casino division and General Manager, Strategic Marketing of Tourism Tasmania.

After nearly 13 years in executive level marketing positions, Mahesh set up his own marketing, brand and business strategy consulting practice, **SAI Marketing Counsel**, in early 2001. His key competencies are strategy, analysis and innovation which represent the letters S, A and I in the business name. Most of Mahesh's projects have focussed on altering business paradigms, building brands, and improving operational and marketing effectiveness/efficiency.

Mahesh's ability to creatively solve the smallest of problems and to apply learnings from one business to another has attracted clients of *all* sizes – from global players to boutique businesses and from *all* sectors - financial services (St. George, VISA, CBA), infrastructure (Tungsten and Infracore), consumer electronics (LG), technology (DOLBY), tourism (Norfolk Island, Hunter Valley, Tourism Australia), beverages (Maxxium), medical research (The George Institute), IT (Samparkit), utilities (RailCorp), economic development (Hunter Region Place Brand) and education (NSW Department of Education).

Mahesh has presented papers, published articles and won prestigious international awards for marketing and business effectiveness, including the Australian Marketing Institute Award for Marketing Excellence (1996 and 2009) and Adrian Advertising and Direct Marketing Awards, New York (on 4 occasions).

Mahesh has been associated with the Australian Graduate School of Management (AGSM) as Adjunct Faculty, Marketing for over 3 years and continues to be involved with Deakin Prime University in student evaluation for CPA Australia's Business Strategy & Leadership module.

Whenever possible, Mahesh is engaged in pro bono strategy consulting for organisations that are involved in promoting causes that are particularly close to his heart.

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