



DAVID
LENNON

TRAINING, COACHING & MENTORING

business improvement packages

About David

Currently a Director of two Australian companies and one in Bahrain, I bring over 25 years experience testing and proving strategies to grow businesses, commercialise new products and programs both in Australia and overseas. I bring a breadth and depth of experience garnered from having several of my own businesses here and in the Middle East as well as having successfully launched 8 start-ups.



I have also held Senior Management and R&D Manager roles for national companies such as SKM, KBR, Amdel, Consultation Manager and Gale Pacific, where I've had to manage multiple, complex internal and external stakeholder relationships to develop and launch a range of different products and services as well as streamline manufacturing operations both in Australian and overseas to deliver profitable, sustainable results.

By working with me you will benefit from the lessons I've learnt through study as well as my own business failures and successes. You will significantly accelerate your performance and I guarantee you will hit new milestones. And it isn't as hard as you may think!

“We will finish 2014/15 up 65% from last year and 25% above forecast.”

Director Scott Howell of DFlector Stone Guards
reporting results after 6hrs of coaching



“

This consulting and mentoring is designed specifically for manufacturing companies who are struggling to grow and be profitable.”

It removes blocks and provides the strategies to help you discover and achieve the unrealised potential – with the efficiencies in your business as well as in yourself as a business owner or leader.

The following examples of consulting and mentoring packages are a combination of coaching and actual doing. You will learn the techniques by actively applying them with me to your business.

A business without a vision and roadmap is a ship without a rudder in a sea of jagged reefs.

/10

Priority level



Your current level of satisfaction

Business Challenge:

No Clarity On The Business Vision, Direction and Roadmap

- Learn what your values, personal & business goals are
- Troubleshoot the business ecosystem of people, processes, product and pricing
- Confirmation of priorities and developing the most sustainable & efficient roadmap
- Implementation, rollout and ongoing support as required

"Within seven weeks of working with David, I generated over \$130K worth of new work and my annual target was only \$60K. Based on this achievement and my new mindset, I achieved my goal of making Senior Partner."

Senior Partner, Mid-tier accounting firm



01



02

The riskiest but potentially most rewarding – finding and creating that uncontested market space, a blue ocean where you are no longer competing head to head with competitors, and price is the only differentiation.

/10

Priority level



Your current level of satisfaction

Business Challenge:

Blue Oceans: Need to Develop New Markets & New Services

- What is a 'blue ocean'? And how to find and create one
- Value innovation – identifying where, how and why
- Minimising innovation risk and cost
- Developing a blue ocean strategy
- Safe but successful execution of your strategy including pivot points and knowing when to pull the pin
- Successful team building and leadership for value innovation and sailing blue oceans

"New markets and new products have been a major focus of my business career. I've launched numerous Australian and world firsts that have been covered by National Geographic, the Guinness Book of Records, CNN, and the BBC. I've learnt many lessons that my clients benefit from when pursuing Blue Oceans."

David Lennon

/10 Priority level

☆☆☆ Your current level
of satisfaction

*"Enjoying my first holiday in 8
years thanks to Dave."*

Automation Engineer

*"Within three months, David has
helped me go from a stress level
of 8/10 to 3-5/10, staff morale
and productivity is back up, I'm
excited about going to work, we
hit \$300K this month for the first
time ever, I'm going to Japan for
a holiday with the wife, and profit
this year is \$240K compared to
\$40K last year."*

**Director and Owner, Steel
Engineering and Fabrication
Company**

Business Challenge:

I'm Spending Far Too Many Hours in the Business

- Where is your time going and why
- Better personal management of time and activities, being more effective
- Adjustment of roles, hiring the right staff, better training
- Systems and procedures so you can take time off and the business still runs well



03

04



/10 Priority level

☆☆☆ Your current level
of satisfaction

Business Challenge:

I'm Not as Effective as a Leader as I'd Like to Be

- Audit of team morale, culture and productivity
- Mastering the four levels of the Critical Alignment Model for building success and a high functioning team
- Implementing the Critical Alignment Model
- How to create change and bring people with you
- Creating an environment where innovation and passion flourishes
- Attracting and retaining the right people

**helping you realise your
unrealised potential...**

david@davidlennon.com.au 0400 520 471



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