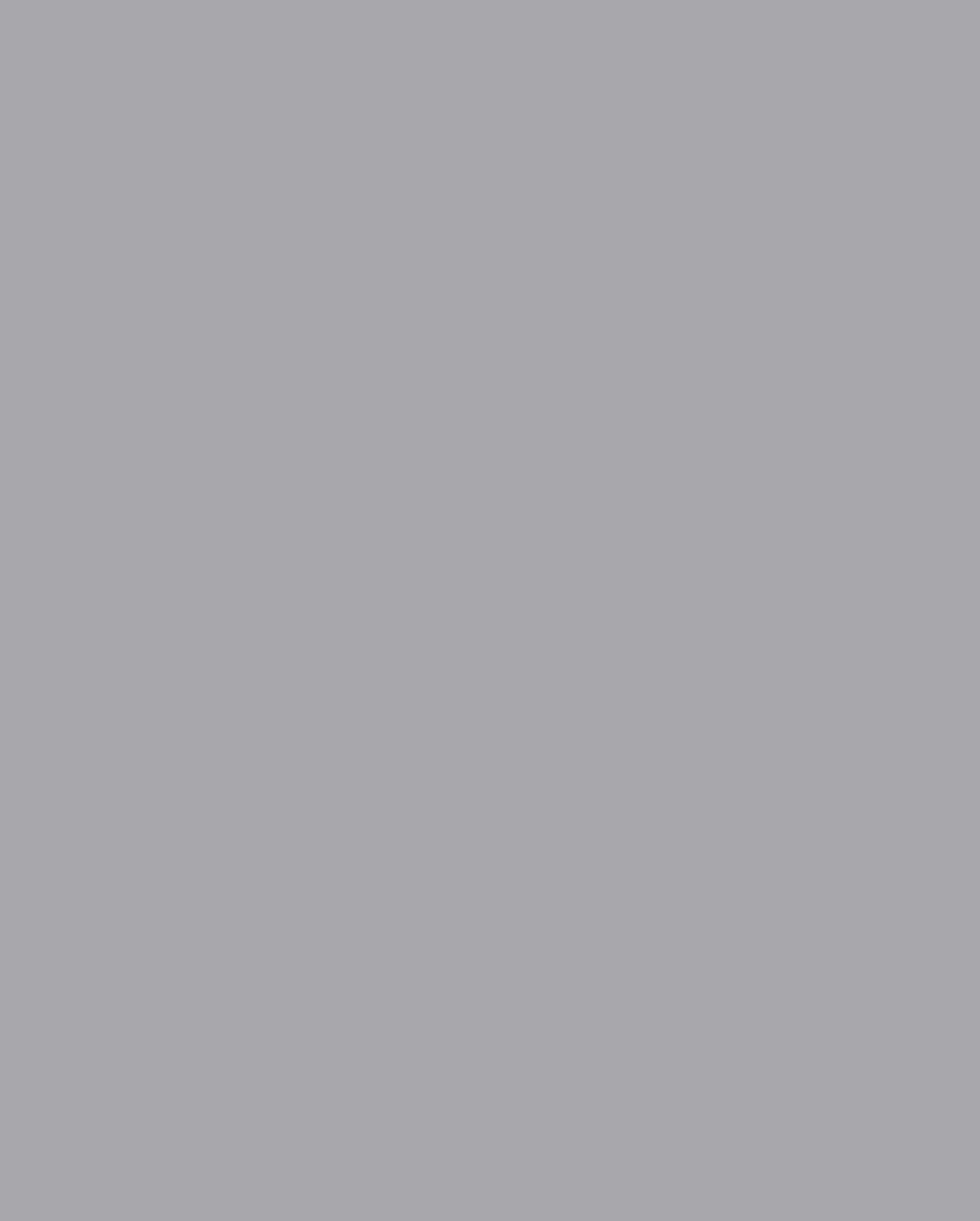


*from where you are....  
to where you want to be in business*

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*from where you are ....  
to where you want to be in business™*

*Business Coaching Systems (BCS) bridges the gap between actual  
and potential performance in businesses, teams and leaders.*

Using proprietary Business Thinking Systems™ methodologies, BCS delivers services including strategic planning, operational excellence, performance management, team building and executive coaching.

BCS has a strong track record of success with organisations like Telstra, PMP Limited, True Blue Chemicals, CareFlight, KPMG, Freedom, Hills Industries, Walker Corporation, Lawler Partners and National Australia Day Council to name a few. While BCS' work with major multinationals is recognised nationally, we have long maintained a specialisation in working with privately owned small and medium enterprises. We have enhanced the performance of over 3,000 organisations throughout Australia, New Zealand and Singapore.

BCS was founded in 1995 by industry pioneer John Vamos. It was Australia's first business coaching organisation. John is a member of the International Coaching Federation, a prominent Director, sought after speaker, published author, Accredited Advisor with Family Business Australia and Professional Certified Coach with the International Coaching Federation.

*it's not what you know.  
it's what you do.*

*In a world of information overload, business success is not about what you don't know; it's about how you act on what you do know.*

While traditional consultants bring data, concepts and theories, BCS takes a completely different approach. We understand that most often the critical skills and knowledge your organisation needs to run at peak efficiency are already within your business.

With a structured and rigorously tested series of questions, our coaches work with your people to draw out solutions based on the best thinking from the whole group.

The result is achievable, measurable action plans authored by the group with mutually agreed ownership of key targets and performance indicators.

Working as a true business partner, we help your people answer their own important questions. Where's your business going, and why? How will you get there? What operational structures will you need? And, how do you achieve more from your most valuable assets – your staff and executives?



### **BCS in Action:** Walker Corporation

*Walker Corporation Pty Ltd is a leading developer of master planned residential communities and retail, commercial and industrial developments.*

Under the leadership of renowned property developer Lang Walker and a team of executives, the business specialises in planning, project management, finance, joint venture and development structures, infrastructure construction and project marketing.

BCS has enjoyed a long term partnership with Lang Walker and Walker Corporation, originally through delivering their Executive Coaching and Family Corporation programs. Over the years the scope of services has grown to include assistance with organisational structure, strategic planning and career development coaching to the Walker Group. BCS looks forward to continuing to work with the business as it moves to the next level of growth.

*"The key to success in an entrepreneurial business is to have all the rigour of corporate structure without the burden of bureaucracy. For a private company, a partnership with BCS gives you exactly that."* Lang Walker, Executive Chairman, Walker Corporation

## *plans into action*

*The thing that sets BCS apart is that once created, our action plans are then followed through to implementation, rather than reported for the filing cabinet.*

BCS takes responsibility for facilitating the development of plans and strategies as well as producing the action plans and guiding their implementation. Our job is not complete until your action plans have been put into place leading to real results.

Whenever you're faced with a change or major decision, BCS can help. Some of the times that our clients call us in include:

*Change management.* Negotiating periods of rapid change and transition.

*Succession planning.* Changing leadership or mentoring emerging leaders into executive roles.

*Management departure.* Helping key managers step back from the day-to-day business without damaging profits.

*Business restructuring.* Surviving and flourishing through changing times.

*Divestment.* Selling strategic divisions to maximise returns and long-term profitability.

*Staff loyalty.* Finding and keeping good staff instead of desperately filling the gaps as they arise.

*Performance management.* Implementing effective systems and KPIs free of complex bureaucracy.

*Rapid growth.* Understanding how to move to the next level and grow rapidly without risking your current business.

*Business development.* Optimising new business pitches and sales conversion rates through targeted training.



### *BCS in Action: Office Brands*

*Office Brands is Australia's largest independent business-to-business provider of office products and business supplies, with more than 170 independent members employing over 1150 people.*

During a period of strategic change, Office Brands, formerly known as Office National, engaged BCS to help facilitate the Board's development of a new strategic direction, vision and organisational structure.

Using its proven Business Thinking Systems™, BCS helped Office Brands create performance contracts for the leadership team, implement a performance scorecard, find and select a new CEO, redevelop the organisational structure and document an actionable strategic vision for the business.

The result has been a unified Board with a clearer vision, a high performing CEO, a framework of accountability for management and a robust business model that has driven strong growth ever since. Following the partnership, John Vamos, Managing Director of BCS, was selected as the official independent Chair of Office Brands.

*"One of the challenges with leading a co-operative is the business of balancing the expectations of over 150 stakeholders all of whom have an equal share of influence. BCS's systems and processes for engaging with the membership and helping our organisation drive strategy create an environment where we can clearly demonstrate our value to stakeholders. And at the same time provide them with a useful and meaningful voice in the design and delivery of strategy."*

Andrew Boath, CEO, Office Brands

## practical programs

*Combining strategy, operations, performance management and executive coaching BCS can help you get more from your people and deliver on your business strategy.*

By developing a consistent, predictable and proven process with measurable outcomes, BCS has elevated the discipline of coaching and facilitation to a science.

## strategic planning 8 Steps to Perfect Business Strategies

*You need to know where you want to go before you can select the strategies that will get you there.  
So how do executives identify their key challenges and make the right strategic choices?*

A comprehensive long-term approach for executive teams, the BCS Strategic Planning program identifies where your business is now, where you want it to be in the future and how best to get there.

In a practical and interactive one or two-day workshop, BCS will facilitate your executive team to identify the key challenges and opportunities facing the business and then frame a strategic direction and plan KPIs for the next 30 days, 12 months and 5 years.

The result is a clear and specific document in which your executive team has shared ownership in the strategic choices and their consequent implementation. Just as importantly, we'll follow up with regular progress meetings with the teams to ensure the plans are being implemented.



### BCS in Action: Bavarian Hospitality Group

*The Bavarian Hospitality Group includes The Löwenbräu Keller Bavarian restaurant, German Beverage Imports, The Uberbar, Bavarian Bier Cafés, Saké and The Argyle Function Centre.*

Having reached a pivotal moment in the business partnership, the Bavarian Hospitality Group CEO John Szangolies turned to BCS to help him develop a bold new strategy. Using the Strategic Planning program, 8 Steps to Perfect Business Strategies, John was able to step back from managing the day-to-day of the business and focus on his passions. This allowed the conception and launch of the Bavarian Bier Cafes with six successful outlets in Sydney.

By both developing the plan and following through until it was implemented, BCS has helped the Bavarian Hospitality Group go from strength to strength in the last eight years.

*"It's the BCS system that has allowed me to bring the best of my skills and all the potentials that my leadership has to offer to the table. From the very beginning when I imagined what our business could be I was confident that we could deliver. I know for certain now that embracing BCS's tools, techniques, systems, strategic thinking and people management have allowed us to get to where we want to be in half the time."*

John Szangolies, CEO, Bavarian Hospitality Group



## *operational planning* *10 Steps to Perfect Business Performance*

*While your senior executive team or departments may be made up of high-performance individuals, it doesn't always translate into operational success and teamwork.*

The BCS Operational Planning program helps leaders create and implement solid operational plans for each task within the group's responsibilities.

In a two-day off-site workshop your BCS facilitator will work with the group to identify the key accountabilities, and develop documented step-by-step action plans with input and consensus from the group.

The result is a more cohesive workgroup with members readily pooling expertise, jointly agreeing the action plans and taking individual ownership of their roles in implementing the plans.

Regular follow up meetings are conducted to overcome any challenges that may arise over time.

### *BCS in Action: Hills Industries*

*Since developing the famous Hills Hoist in 1946, Hills has evolved into a diversified manufacturer of innovative, high quality Australian solutions. Hills now offers a diverse range of home, hardware, eco, electronic security, entertainment, building and industrial products.*

Jenny Hill Ling, Hills Chairperson, and Graham Twartz, Hills CEO, first partnered with BCS on the development of a Board level strategic plan in conjunction with their key operating business units.

Following the success of the first project, BCS and Hills have worked closely to implement strategic planning processes and run Executive Coaching Programs for General Managers enterprise-wide, and develop and roll out performance management and monthly reporting processes to the Board.

*"Having arrived at the leadership role from a finance background, I needed quickly to have tools and systems at my disposal to ensure that the organisational design and human resource leadership of the business could be dealt with. BCS has helped provide our organisation with strategic clarity and has also assisted us to cut through on accountability and organisational design, faster than we anticipated."*

Graham Twartz, CEO, Hills Industries



## executive coaching 4 Steps to Perfect Personal Performance

*True success is achieving your goals in all areas of your life. Success in one area, such as your career, should not sacrifice your success in the others.*

The BCS Executive Coaching program helps leaders make important decisions about personal and professional priorities. Covering four separate areas of your life - finance/career, family/community, personal/spiritual and recreation/restoration - the program enables you to take back control.

The practical and intensive program begins with a one-day off-site session that examines the different aspects of your life and defines your goals in each of them. The result is a professional and personal plan identifying your key challenges and strategies to overcome them.

To ensure long-term changes and life changing results, your BCS coach works closely with you over 6 to 12 months to implement the plan.

*Some 'graduates' of the 4 Step Program talk about its impact....*

*"Helped crystallise, prioritise and focus my activity"*

**David Beak**, Managing Director - Beaks and Johnston

*"A compulsory leadership resource"*

**Richard Allely**, CEO - PMP Limited

*"A compelling and valuable program"*

**David Gallop**, CEO - National Rugby League

*"An invaluable thinking tool"*

**Doug McEwen**,  
Managing Director - Kitchen Group

*"Love the clarity this process brings"*

**Peter James**,  
Former CEO - Adcorp

*"Helped me prove to myself that I can think, focus and act in business, as clearly as I can in the surf!"*

**Layne Beachley**,  
7 time World Surfing Champion

*"Turns objectivity into an asset that can be applied on call"*

**Ric Gros**,  
General Divisional Manager - Hills Industries

*"Extraordinary tool for leaders in creative markets"*

**Richard Lazar**,  
Managing Director - Professional Public Relations

*"I 'travelled' four years professionally in six months"*

**Paul McMahon**,  
Executive Chef - Catalina Restaurant



## performance management 3 Steps to Perfect Performance Management

*The BCS Performance Management program is about closing the performance gap between your people's current performance and their full potential.*

Having worked with over 20,000 individuals in the past decade, we have found that the majority of business processes have the potential for performance improvement. Even without changing the personnel, we believe this is the quickest and easiest way to improve the bottom line in almost all businesses.

This program is designed to achieve improvement through setting up an effective goal setting and job design process coupled with an efficient ongoing performance review system.

Combining an on-site facilitated workshop and follow up meetings, our expert coaches work with teams in a non-confrontational and inclusive way that empowers and inspires the whole group to devise ways to close their own performance gap.

This is an end to end people management tool kit, with versatility to adjust to the level of sophistication that's right for your business. It includes organisational design, performance contracts, job descriptions and easy to use performance review techniques.



### BCS in Action: Lawler Partners

*Lawler Partners is a family business that has emerged as one of Australia's leading accounting and business advisory firms, providing a wide range of specialist business services across many industries.*

BCS is proud to have played an integral role in the expansion of Lawler Partners since they first began working together in 1994.

During this time BCS has delivered dozens of business-critical projects including staff coaching and mentoring programs, development of a focused strategic business plan and alignment of business unit KPIs to achieve this plan. BCS also provides ad-hoc services as needed such as trouble-shooting challenges, assessing opportunities, sales training and chairing and facilitation of many major company leadership and stakeholder meetings.

The result is a mutual trust, commitment and respect based on consistently delivering promised results and significant return on investment.

*"In our journey from an \$8 million fee based practice to a \$25 million plus national organisation, the key to success is having the right answers at the right time in the right order. Thankfully we have had BCS to partner us on this journey and they have always been there with exactly the right questions at the right time."*

Steve Meyn, Managing Director, Lawler Partners



## leadership CEO's Perfect Month

*Using our proprietary Perfect Month methodology, senior managers can maintain maximum influence over the business in the least amount of time, sometimes in less than a day a month.*

Designed for Founders, CEOs or Executive Managers and their direct reports, the BCS Leadership program is a tool that provides a comprehensive and immediate overview of what is happening in the business on a monthly basis.

Delivered by each direct report, the Perfect Month documents summarise results across all key performance areas, detail results for the last 30 days and provide projections for the next 60 days.

This frees up management to do more leading, make more informed decisions and identify and correct potential issues before they become disruptive.

*"It offers a CEO peace of mind. When you're running a business sometimes you spend your life worrying that everyone is doing what they are supposed to be doing and you finish up like a Kelpie herding sheep.*

*Now I sleep very easily at night because I know that we've got the right strategy. I know that each of the business units understands that strategy and I know that they have developed their business plan in line with that strategy having identified all the major risks.*

*I then know that individuals are delivering on their commitments because if they don't, a red flag comes up and I know about it."*

Ian Elliot, entrepreneur, former CEO of George Patterson Bates,  
Non Executive Director Salmat Ltd, Hills Industries Ltd



## family corporations building businesses for generations

*Anyone involved in a family business is faced with unique challenges. On top of the usual business issues, you're dealing with the added complexities that come from working with relatives.*

With a blend of personal and business relationships, commercial and emotional decision-making, and conflicting cross-generational attitudes, a family business operates in a unique environment. Identifying these challenges is not difficult, but understanding and resolving them is. It requires a delicate mix of sensitivity, empathy and independent observation.

To develop sustainable long-term satisfaction and success, family decisions cannot be based purely on business imperatives, and the business plan cannot be dictated purely by family interests. It is essential to bridge the gap between family dynamics and business strategies.

There are many business consultants offering pragmatic business advice, and many counsellors willing to intermedate in family matters, but neither offers a complete solution. That's where BCS is uniquely positioned to help.

After almost two decades helping private family businesses, and being one ourselves, we know exactly how powerful family dynamics work within the business context and have developed a proven system that meets commercial business imperatives while remaining sensitive to the way families behave, communicate, lead and make decisions.

While mixing family and business does add complexity, it is also a highly rewarding business model that can create a rich legacy for future generations.

### **BCS in Action:** Private & Family Owned Corporations

*We have worked with some of Australia's most prominent established family businesses, as well as hundreds of new and growing family businesses across the country.*

This track record gives us a rich reserve of solutions and approaches that can be applied to family businesses today. We are just as comfortable at the kitchen table hosting a family meeting as we are on the shop floor setting key performance indicators for your distribution channels.

Central to our process is the development and facilitation of the Family Council. A formal yet flexible forum, it enables family members to separate family matters from business matters as well as distinguish their involvement as a shareholder from their engagement as an employee.

#### **What BCS offers:**

##### *Family Council*

- Design
- Chair

##### *Family Charter*

- Develop
- Implement

##### *Career Path Management for Family Members*





# why choose BCS?

## business fundamentals

*Most of the time, the best solutions, strategies and ideas will come from the people within your business. It is a leader's job to extract that information from the team.*

Change management is a sociological challenge, not a commercial one. BCS has identified six fundamental principles that can be applied to bring about sustainable change:

### Design = Ownership = Motivation

*People are naturally motivated when given the opportunity to design their own plan for success and put that plan into action. Once they can see the purpose, it's no longer work they're doing but a personal mission where they take ownership for the outcome. Team members at all levels respond the same way. The second best solution designed by the team is better than the best solution imposed by the boss.*

### Know every other player's position

*Teams combine better when everyone has a clear knowledge of everyone else's job definitions. Successful businesses appear to have a higher level of 'collective consciousness' where each team member is aware of the role their colleagues play. This is demonstrated in well documented and understood procedures, induction processes, organisational charts, open communication lines and a meaningful social calendar.*

### In time, right becomes wrong

*Without continual evolution, even the most successful strategies and tactics will fail. What makes you different in the market today is already on its way to obsolescence - faster than you think. We have found that successful companies anticipate change and move on to new ideas even before the old ones become redundant. They listen to their customers, encourage staff input, observe their competitors and don't get attached to stock strategies.*

### Everybody has the right to know the score

*Everyone in your organisation needs to know what success looks like. Start with the end in mind. Your people will be motivated and ultimately satisfied when they're clear on exactly where the business is going and what their specific role is in getting there. Strong businesses have strong reporting processes, clear succession plans, staff development programs and disciplined appraisal processes that tie personal performance with organisational success.*

### A business is a shortcut to an outcome

*The real value of a business is how much time and effort its products or services can save its clients. People choose businesses to help them achieve an outcome faster. That's why successful businesses are always looking for better, faster ways to get the job done. They partner closely with their customers, build solutions based on their changing needs and stay in constant contact.*

### Only do what only you can do

*There's one job that your people can't do for you, and that's leadership. Only one person can take full responsibility for getting people to work as a cohesive team. Rather than micro-manage projects or get caught up in the day-to-day business, it is important that leaders make time to step back listen, think and communicate clear strategies for the future of the business.*

### BCS in Action: True Blue Chemicals

*Australia owned and operated, True Blue Chemicals focuses on manufacturing high quality cleaning and hygiene products.*

Founded by Stuart Macdougall, he and his sons Brad and Ryan keep this family business up and running. BCS is working with True Blue Chemicals to assist them in Strategic Planning, Family Asset Planning and Family Charter.

BCS is also coaching the family on their personal and collective development outside of the business, creating clarity between the two. BCS looks forward to embarking on this journey with the True Blue Chemicals business and family.

*"BCS has the perfect blend of organisational rigour with family business sensitivities, there appears no limit to its application."*

Brad Macdougall, Managing Director, True Blue Chemicals

### BCS in Action: FMayer Imports

*From its humble beginnings operating out of a Darling Point flat, Fred Mayer founded FMayer Imports in 1957. Daily operations are controlled by Fred, Robbie and Sam Mayer, and the business now imports over 1,000 product varieties from Europe, New Zealand and Asia Pacific.*

BCS has worked with this family business for over three years, assisting them in their strategic and operational planning of the business. John Vamos is now working with them to develop their personal aspirations and acting as Chairman of their Family Council Board Meetings and assisting in implementing their Family Charter.

*"BCS is the resource you are looking for. Governance and organisational discipline without nonsense bureaucracy."*

Robbie Mayer, Managing Director, FMayer Imports

## eight reasons to choose BCS

### 1. Strategy into action

We do not merely facilitate discussions; we develop action plans for practical solutions and follow through with you on their implementation.

### 2. Focus

We are skilled at keeping discussions to the challenges at hand and devising specific, actionable outcomes.

### 3. Real-world experience

Having worked with some 3000 businesses and 20,000 individuals, we've seen it all and know what works.

### 4. Simplicity

While the challenges of businesses are complex, the BCS methodology is exceedingly simple and quick to understand and apply.

### 5. Consistency

While our programs are fully tailored for your business, our structured methodology produces predictable outcomes every time.

### 6. Specialist

BCS is a world-class business coaching organisation with unique experience dealing with private businesses.

### 7. Industry leader

BCS partners with the University of Technology, Sydney on the 'The New Discipline of Business Coaching - Research Project', a significant national study into the practices of business coaching.

### 8. Australian made and tested

All our intellectual property was developed in Australia and has been tested and refined through over 4,000 workshops, making it a unique offering on the market.

### BCS in Action: National Australia Day Council

*The National Australia Day Council (NADC) organises many of the celebrations on Australia Day in conjunction with bicentennial community committees across the country.*

Having heard of BCS's success with other organisations, NADC approached BCS to help formalise its strategic planning processes. NADC had identified a series of specific objectives. These included: gaining commitment to their national vision, matching aspirations to available resources, making Australia Day an experience not just an event, projecting a meaningful point of difference and describing the journey of where they wanted to be and how they were going to get there.

To help meet these objectives and develop the strategy, BCS organised a five day conference where they facilitated discussions with all key stakeholders to create a strategic five year vision for the NADC. The next step was to agree on the 12 month milestones required to deliver the vision, including the establishment of ownership and accountability for each team member. The group was delighted with the outcomes.

*"At first exposure to BCS, one gets the impression that the skill of the facilitator is key to the success of the program, but the more exposure you get the faster you realise that while the facilitator is important, it is the thinking systems and structure and the deep thought that has gone into designing the BCS methodologies that help organisations like ours extract the best of their potential."*

Warren Pearson, CEO, National Australia Day Council



## contact us

*To discover how BCS and their proven Business Thinking Systems™ can help your company succeed, contact us today.*

Visit: [www.bcscoach.com.au](http://www.bcscoach.com.au)

