



# OzMosis Leadership

COACHING PERFORMANCE IN HARMONY WITH BUSINESS STRATEGY

**OzMosis Leadership** was originally formed in 1996 with the purpose of assisting organizations in the development and implementation of clear strategic direction and the effective management of change.

The highly competitive and demanding nature of both local and global markets is causing managers everywhere to take stock of their organization. This process inevitably leads to the recognition of the need to change certain aspects of its operation.

**Our** comprehensive and integrated approach counsels its clients to surface and align meaningful business strategy, recruit and develop the right people, streamline internal systems & processes, and ensure appropriate economical technological connectivity amongst all the players. In simple terms, our efforts consistently focus on the four key elements of business vitality:

**PEOPLE**      **PROCESSES**      **STRATEGY**      **TECHNOLOGY**

**Gary Polain**, the founder & principle of **OzMosis**, has over 30 years experience working in major corporations in the USA, UK, Canada, Asia and Australia. To paraphrase our clients, we have a “refreshingly unique approach to business effectiveness”. This is primarily because our experience and knowledge has been gained in the toughest environment of all ... the “real world” ... or, as we affectionately refer as, “*the ruthless rules of reality!*”

Our experiences and collective research has practically demonstrated that if an organization is to realize its full potential, it must be **Innovative**, it must embrace a culture that encourages ideas, decisions and solutions that are **Imaginative, Ingenious, Creative and Resourceful**.

***Innovative Business Strategies . . . Effective Business Solutions.***





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## *“The CEO’s Dilemma”*

Most successful managers are torn between the short-term focus of delivering an impressive bottom line and the long-term focus of leading the organization towards an exceptional future. Often the demands of the present encroach on the time and focus required to create the future.

You instinctively know the importance of developing strategies for the future growth of your business and its people, but finding the time is not always easy. And it is not just a question of finding the time . . . it’s also a question of finding the right way to go about doing it.

At **OzMosis** we believe the best way to develop strategies for the future growth or realignment of your business is to ensure they are created by a process that is:

- **Based on sound proven fundamentals**
- **Personally tailored to your organization’s unique needs**
- **Results driven**
- **Designed to address the demands of the ‘real world’ in which you operate**
- **Structured to ensure that the outcomes are owned by those responsible for their achievement**
- **Seen by those involved as dynamic and inspirational**

***“Control your destiny or somebody else will.  
Don’t manage . . . Lead.  
Change before you have to.”***

Jack Welch Jr.  
Chairman & Chief Executive Officer  
General Electric Corp.





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## *Developing a Successful Future*

In the early 1990's the principles of ***OzMosis Leadership*** were involved in an extensive review of studies carried out in the USA, UK and Australia on the characteristics of successful organizations.

All of these studies emphasized that in successful planning for future growth and development of an organization, it is necessary for a company, and in particular senior management, to:

- **Establish a clear vision for the future of the organization**
- **Develop sound strategies to achieve the desired outcome**
- **Provide a culture that will facilitate the attainment of these predetermined goals and objectives**
- **Employ processes and technology that continually improve quality, productivity and service**

The conclusion drawn from these studies resulted in the development of a methodology that is called the Corporate Focus and Strategy Model.

***“The future is not some place we are going to,  
but one we are creating.  
The paths to it are made, not found, and the activity of  
making them, changes both the maker and the destination.”***

Philip Adams  
Chairman.  
Commission for the Future





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## *The Payback*

The processes and underlying philosophies outlined in the **OzMosis** Corporate Focus and Strategy Model will enable you to create an organization that:

- **Is committed to a clear vision for the future**
- **Has developed a sound strategic direction and effectively communicated it through the entire organization**
- **Is results and achievement driven**
- **Is responsively nimble to an ever changing environment**
- **Is seen as an innovative leader, not a follower, in its particular field of expertise**
- **Understands and responds to the needs of its customers**
- **Sees its people as a major resource and is constantly seeking ways to increase their, and consequently the company's competencies**
- **Is able to satisfy the needs of its key stakeholders**

This in turn will result in an organization that enjoys maximum productivity and is staffed by motivated, empowered employees.

***“Two roads diverged in a wood, and I . . . I took the one less traveled by, and that has made all the difference.”***

Robert Frost





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## ***How OzMosis Works***

In working with an organization we seek to become members of your team and work hard to understand your culture, philosophy and way of doing things. This is reflected in tailor made processes and interventions that embrace the everyday language and terminology used in your organization.

These processes and events are designed to provide you with a solution to your organizational development needs.

The principles of **OzMosis** make themselves personally accountable for the success of each project and are involved in both the development and implementation stages. We also make a commitment to follow every project through until you are completely satisfied with the agreed outcome.

Our fee arrangements are negotiated on a client-by-client basis since no two assignments are ever alike. Our preferred method of operation is to jointly identify a measurable, desired outcome that our organization can practically provide and agree on a fee for the successful delivery of that service. This way you don't feel that every time we have contact, the meter is running.

***Most of all, we thrive on the opportunity to assist senior management in addressing challenging issues and successfully resolving them.***

***“Some men see things as they are and say why.  
I dream of things that have never been and say why not.”***

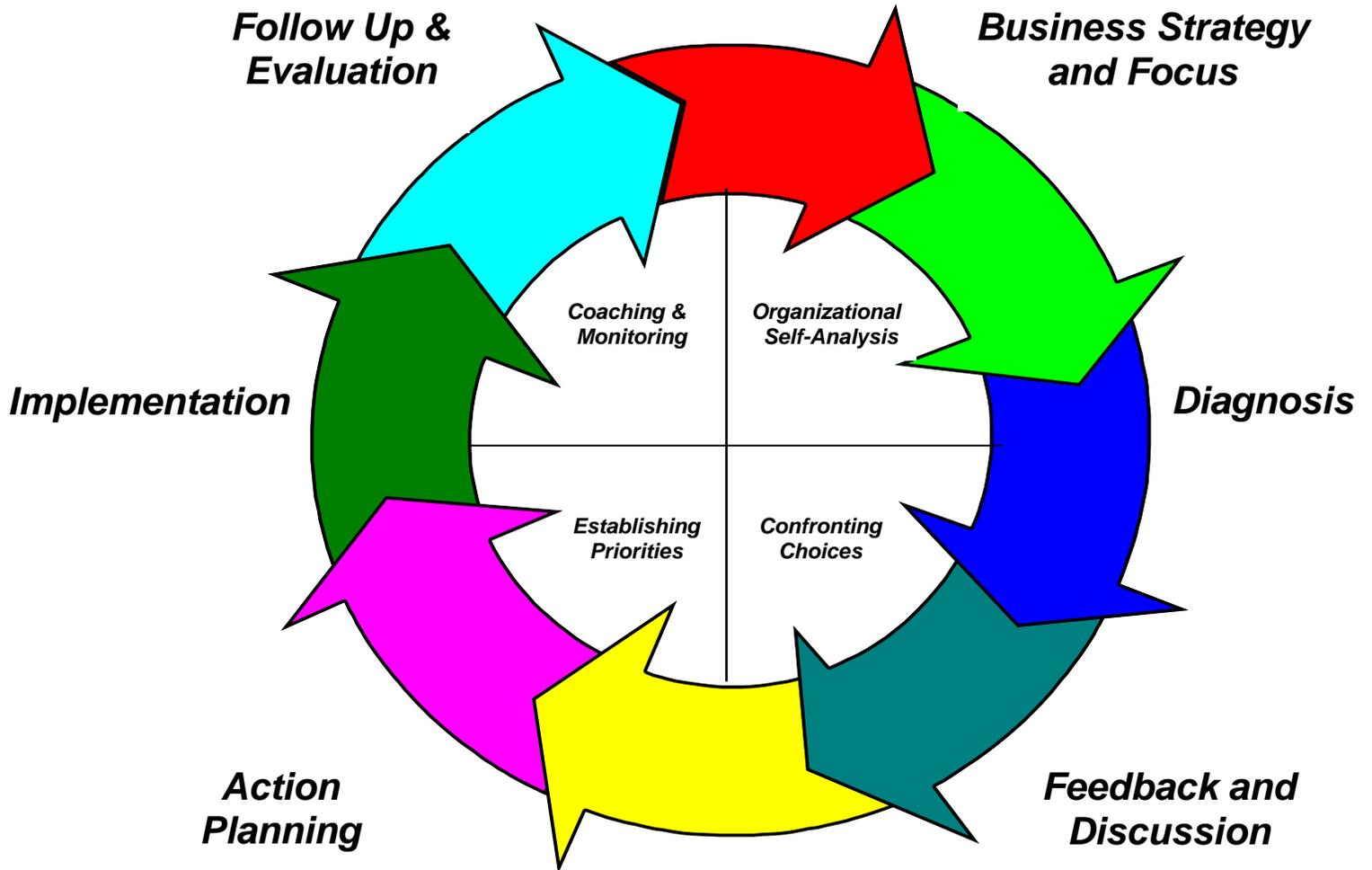
John F. Kenned





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## Corporate Focus and Strategy Model



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## Development Process Outline

### Business Strategy & Focus

We begin by reviewing the company's business strategy and objectives.

Where is the company going and why is it going there?

What is the organization trying to accomplish?

What obstacles are in the way of success?

What action has management taken to overcome these obstacles?

What core competencies do employees need to achieve the company's objectives?

### Diagnosis

Through a flexible diagnostic process of interviews and surveys, we pinpoint the needs of the organization. Data may be collected from employees, managers and supervisors as well as from the company's customers and suppliers, as needed.

### Feedback & Discussion

We provide the management team with a report of the data, guide the team through an analysis, and help them interpret the findings. The management team forms its own conclusions and begins to consciously confront those drivers upon which a new strategic intent will be based.

### Action Planning

A course of action is decided that will accomplish the desired results. This plan also describes the roles and responsibilities of each participating team member and of OZmosis staff. It outlines a communication and change management plan, and it defines the resources necessary to achieve success on time and within budget.

### Implementation

With the active participation and **regular coaching** of the management team, we execute the action plan.

### Follow-up & Evaluation

We evaluate our processes as well as the results of our actions against management's objectives, the project plan and the budget. Modifications are made to the strategy if deemed necessary.

