

Business Insight Series – Chapter 9

Steps to Successful Business Strategies



Mark Jeffery - ODG Solutions

- Bachelor of Psychology
- Specialist in Work and Organisational Psychology
- Consults, Trains and Coaches in:
 - Culture Change
 - Strategy Development and Execution
 - Leadership Development
- Memberships:
 - Australian Institute of Company Directors
 - TEC - The Executive Connection
- Sits on 2 Not-For-Profit
 - Chair GenWHY Mental Health Support Groups
 - Deputy Chair GP Down South: Youth Health, Youth Mental Health and Indigenous Health



Steven Brown & Agnes McKay- Lynn & Brown



- Admitted as a lawyer in 1997
- Director of Lynn & Brown Lawyers

Specialties include:

- Commercial Law
- Commercial Litigation
- Estate Planning
- Business Structure
- Property Law
- Contracts and tender
- Mediation of Disputes
- Deceased Estates advice



- 30 years' of experience as a lawyer.
- Leads the growing Employment Law division at Lynn & Brown.
- Main areas of practice are Workplace Relations and Occupational Health and Safety Law.
- Extensive experience in commercial law.

Aggressive Growth Strategies



Aggressive Growth Strategies

Resourcing your
team members

Casuals

Outsourcing to
overseas
workforces

Contractors

Partnerships

JV's

Innovation, Diversification and New Directions

Shifting the Business Model



Creation or Adoption of Technology

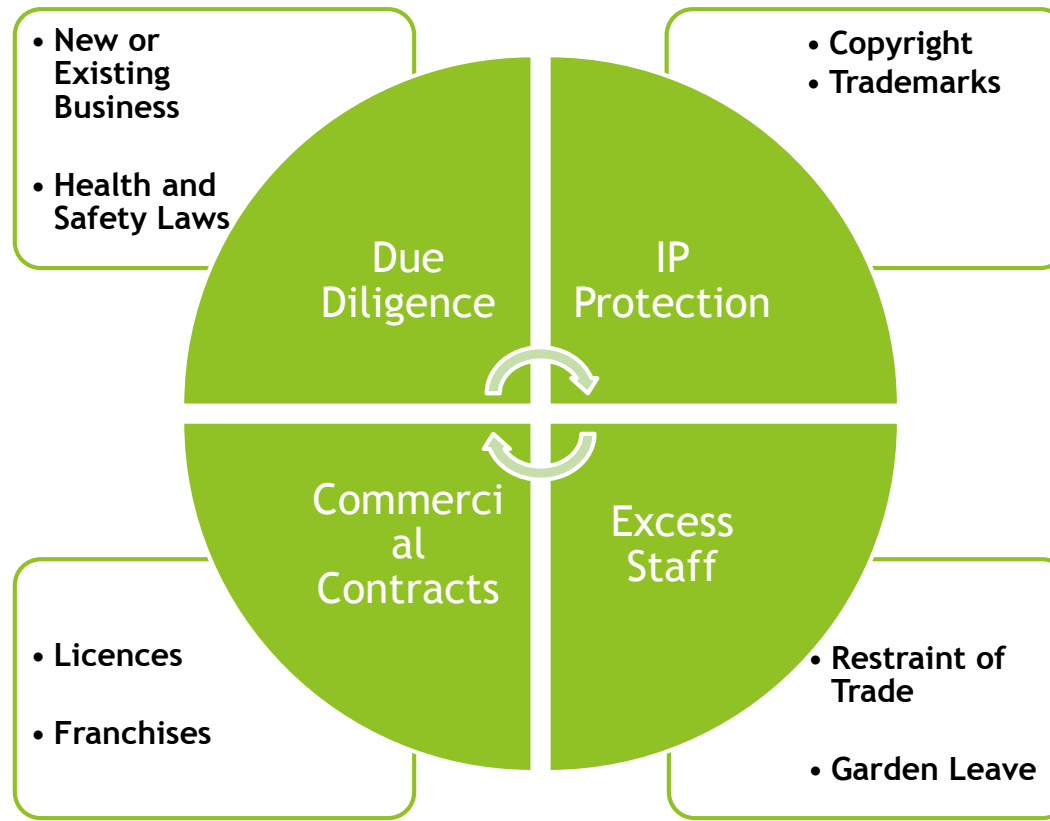
Research and Development



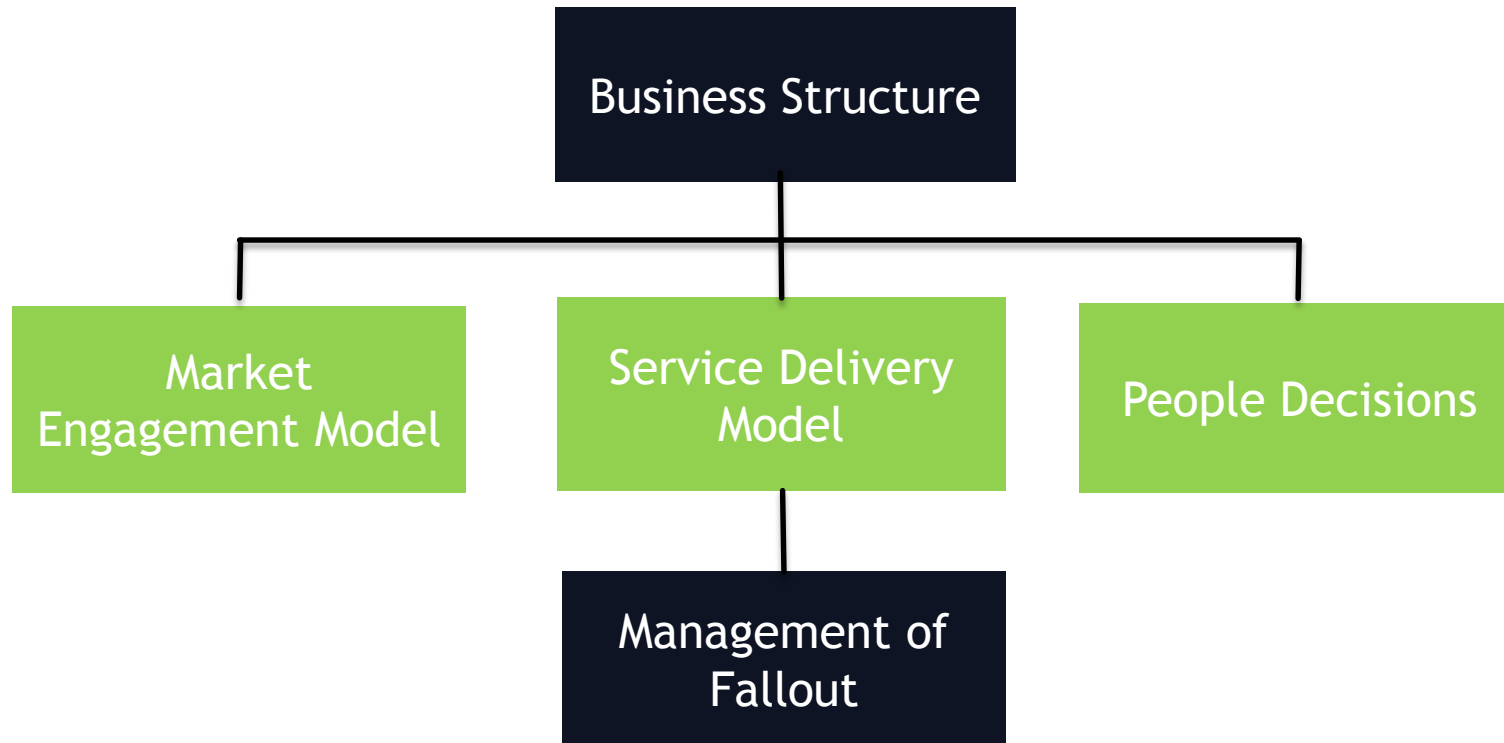
Mindset of a Startup Business



Legal Strategies



People and Structures



Restructuring & Redundancies- Legal Strategies

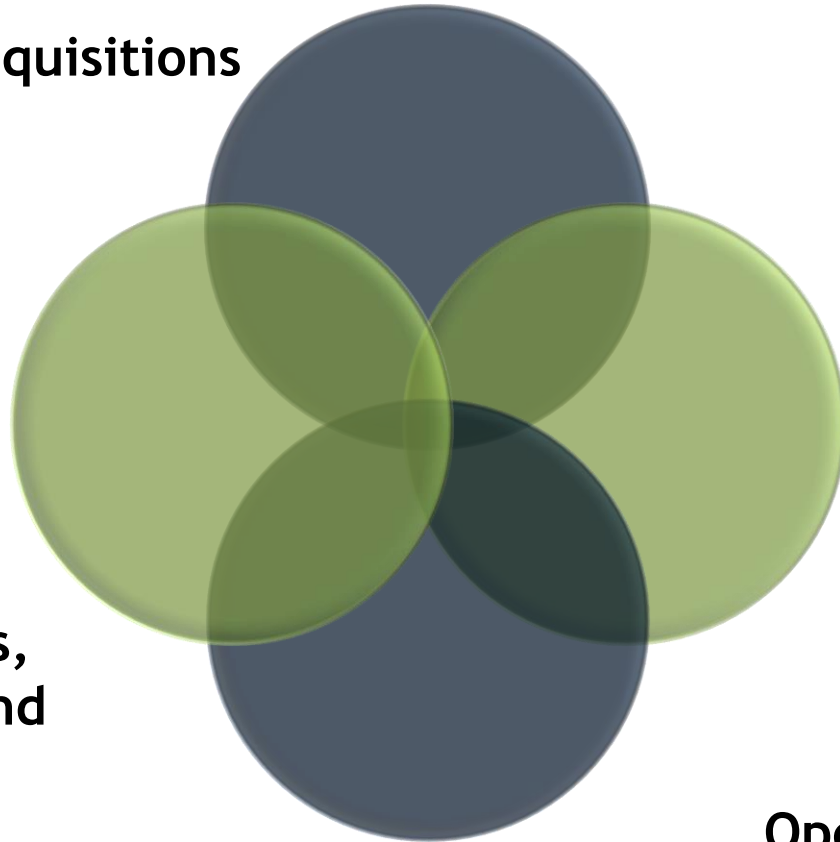


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Clive Palmer company Queensland Nickel makes 200 workers
redundant - January 15th 2016 The Courier Mail

Mergers, Acquisitions and Alliances

Openness to Acquisitions



Openness to Mergers

Joint Ventures,
Partnerships and
Alliances

Openness to Being
Acquired

Strategic Considerations

- Are you seeking 100% or just control?
- Friendly or hostile deal?
- Due diligence requirements?
- Are you buying assets or shares?



Summary

- There has never been a better time to be conservative... but realistically there has never been a better time to be bold and take some risks.
- Aggressive growth with well considered strategies can be fruitful.
- Good consideration of strategy, culture and current organizational capacity is critical.
- Put in place the necessary legal strategies to ensure the greatest level of protection from the beginning.

Questions & Discussion

Steps to Successful Business Strategies



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THANK YOU

Business Insight Series – Chapter 10

Leading Your Organisation Effectively Through Change

On Wednesday 20th April 2016