



hello, we are
EMERGINATION

WE HELP YOU GROW YOUR BUSINESS

Addressing your business challenges

” Justin’s input enabled us to build a foundation for future growth.

CHRISTOFFER TRISTAND, MANAGING DIRECTOR, DINNERTWIST

In today’s marketplace as a business owner and leader you may be experiencing a lot of noise, with information and content coming at you from all sides about how to improve your business. Yet this advice doesn’t consider to the unique circumstances your business is in.

For many business owners and leaders, this “noise” creates confusion rather than clarity. This leads to focussing on the status quo - or in the parts of the business that the owners feel most comfortable working in. As a result opportunities are missed and money is left on the table.





WE LOVE HELPING CLIENTS DEVELOP AN
EXCITING VISION FOR THEIR BUSINESS
AND HELPING BRING THAT VISION TO LIFE

Strategy Workshops

Striving for increased growth is an objective for most businesses however the path to growth is not always a smooth one. Understanding the products, services, people, industries and market segments that will provide you with the desired growth is the first step.

The second step is developing the strategies that will be required to ensure you achieve your goals. Our approach is practical, helping you to expand and get clarity on a big vision and the steps to get there.

"Justin is a great strategic thinker who is always looking to provide the right outcome for his clients. He often comes up with some out-of-the-box ideas that will provide a competitive edge to commercial business."

ADAM GOLLOW,
MANAGEMENT CONSULTANT



Would you like to...



- Get a better return from your marketing efforts?
- Address long term and possibly succession planning?
- Respond to digital disruption?
- Get a real strategy?
- Decide where to focus for best growth?
- Have less stress - and more fun?

- Increase sales?
- Realign your business to take advantage of changing and more competitive markets?
- Make your business more innovative?
- Manage your time more effectively?
- Grow your team?
- Strengthen your cashflow?
- Identify and secure more profitable clients?



4 Steps to **BUSINESS SUCCESS** _

We facilitate strategic planning and lean startup methods (used by startups and innovative businesses to bring define and bring new products to life). We bring 30 years of experience, an extensive network of expertise, as well as unique resources, training, and technology.

STEP I



BUSINESS REVIEW

A review of your business performance to identify priorities for focus on ten key areas for business success.

STEP II



STRATEGIC PLANNING & WORKSHOPS

Unpick your business issues, set priorities and projects, delivered in a one page plan.

STEP III



IMPLEMENTATION

Implementation support to address your business challenges and to bring your plan and projects to life.

STEP IV



ANNUAL RESET

A plan only valuable when it is living and connected to the business. We review and reset annually.

OUR APPROACH

—
Our approach delivers you a one page strategic plan. You benefit by eliminating complexity and enjoying the focus for business growth.

We focus on understanding your business model, understanding what's working for you and what's not in your business model NOW, gaining clarity to WHERE you want to be in the future and determining the top 3 key strategies as to HOW you will get there.



ONLINE TRAINING PLATFORM

MINDSHOP

Our action-orientated online training addresses your direct learning and development objectives - so you can apply your learning into your business immediately. Choose from a myriad of business and personal development courses, comprising many hundreds of modules and complete them when and where convenient.

MARKETING

- Growth Strategy
- Sales Performance

BUSINESS

- Strategic Planning
- Problem Solving
- Lean Canvas
- Profit Improvement

LEADERSHIP DEVELOPMENT

- Coaching and Developing people
- Leadership Development
- Facilitation Skills
- Personal Growth
- Self Confidence



A DASHBOARD FOR WORKING ON YOUR BUSINESS

Our MSOL platform provides you with a critical advantage in growing your company. Track tasks and actions and access over 140 unique tools to solve your business challenges and drive your business growth.

About US



Managing Director

Justin Davies

Justin is an advisor, business mentor and facilitator with a focus on growing companies. Working with established businesses as well as technology companies, Justin is passionate about how the right combination of business, marketing and digital strategy can effectively and significantly grow businesses.



Marketing Coordinator

Janey Siu

Janey holds a Master's Degree in Marketing and Innovation management and is the recipient of the 2017 Australian Marketing Institute's Postgraduate Award.

In conjunction with Justin, she provides support for Emergination clients and projects that define and realise strategies for business growth.

We are supported by a team of contract staff and service providers that we engage as projects demand.



RECENT SPEAKING AND MENTORING ENGAGEMENTS

Innovator of the Year Mentor 2017, 2018

Curtin Ignition Programme - Mentor and presenter 2011-2018

Stirling Business Centre - Strategic Planning, Growth Planning, Future Proofing Your Business workshops 2018

ECU StartED Commercialisation Workshop 2017

GetLINKED Series Digital Entrepreneurship in Action 2017

Vocus Upstart Mentor 2016

Conference chair CeBIT 2007 to 2015

Andrew Birch | Managing Director

VANTAGE PERFORMANCE

"His oversight of the project enabled us to focus on our core business throughout the project."

Kim Moseley | Managing Director

CHESS MOVING

Justin is our go to advisor on how we market and grow our business. It is a 25 year business relationship.

Richard Johnson | Commercial Director

DTI

"Justin helped us break into a multi-million dollar market in the resources sector."

Clients we have helped:

- Access Analytic
- Atomic Sky
- Change Energy
- Chess Moving
- Curtin Ignition
- Department of Jobs, Tourism, Science and Innovation
- Dinner Twist
- DO Financial
- DTI
- ECU
- Empower Physio
- Helicopter Logistics
- Innovator of the Year
- Moiler Partners
- Northern Eye Surgeons
- Prezentt
- Resources Roadhouse
- Sentient
- Stirling Business Centre
- Virtual Observer
- Vocus Upstart
- Western Power

Contact us for a 20 minute discussion
to find out how we can help you.

EMERGINATION

JUSTIN DAVIES

P | 0414 567 638

justin@emergination.com.au

WWW.EMERGINATION.COM.AU