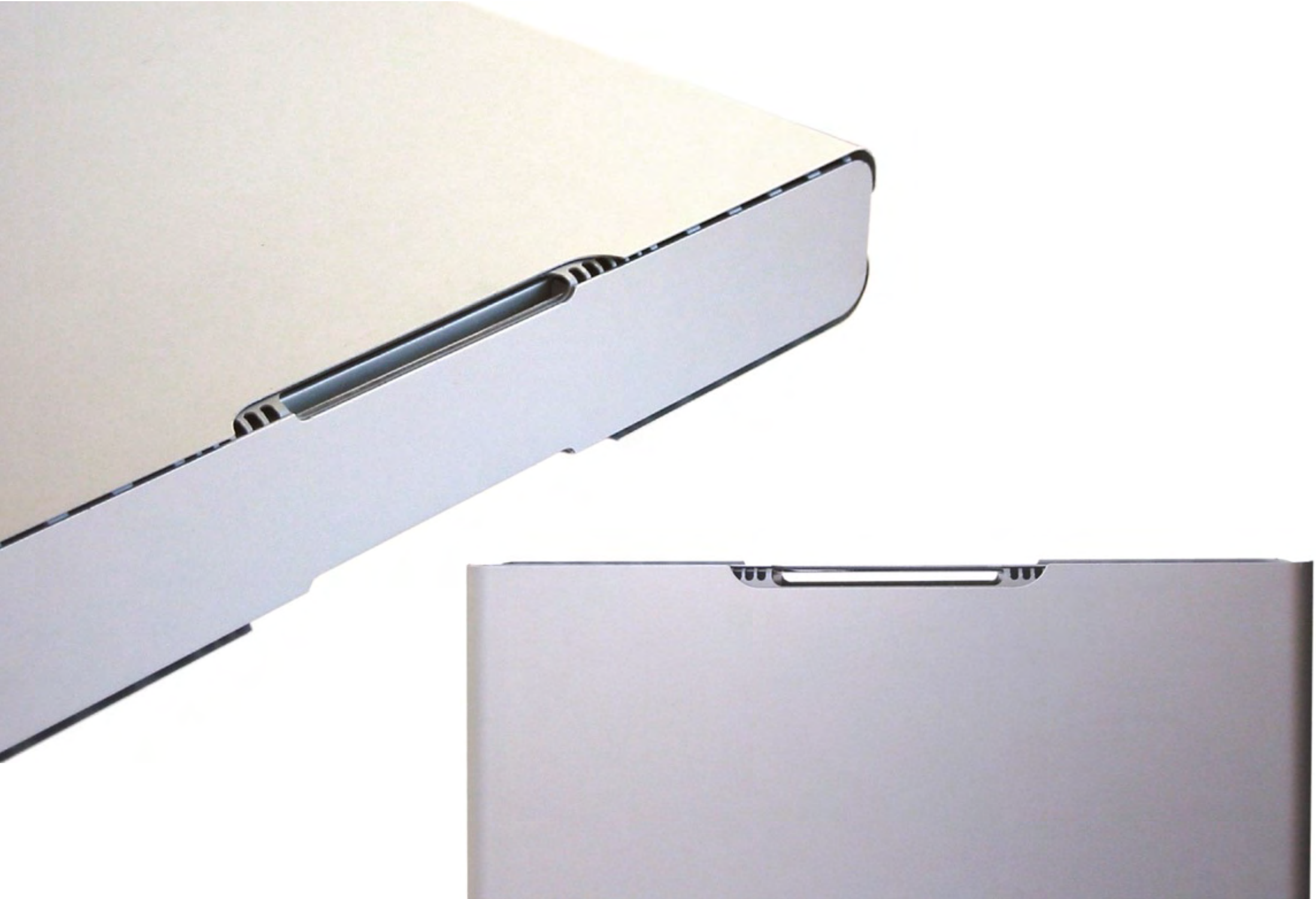


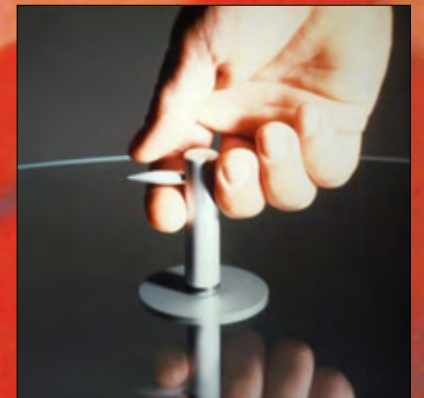
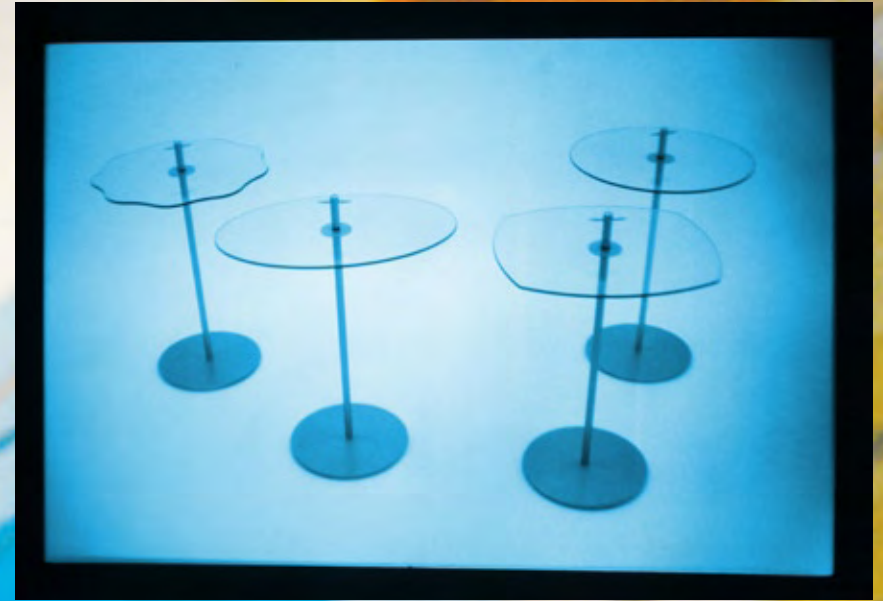
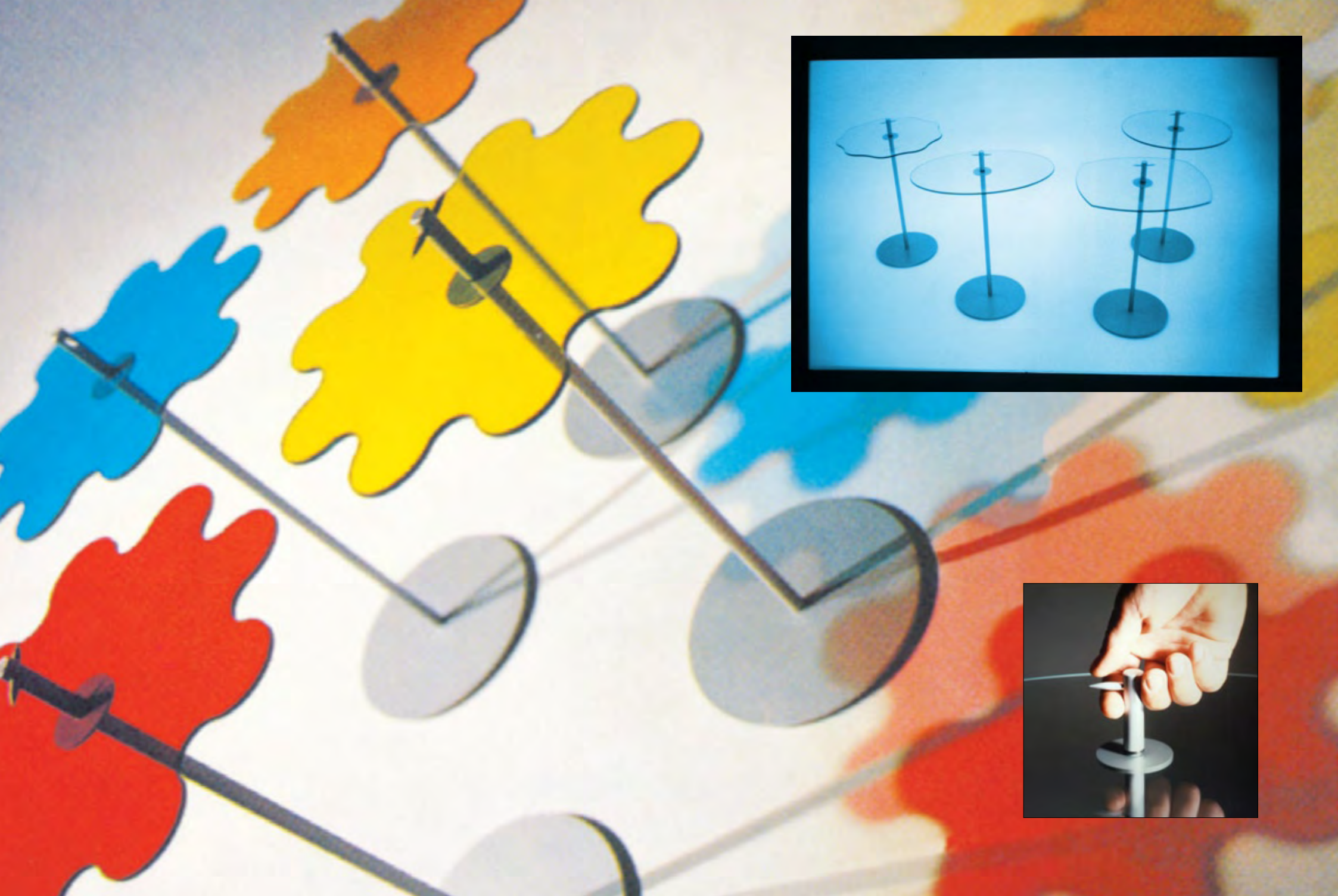
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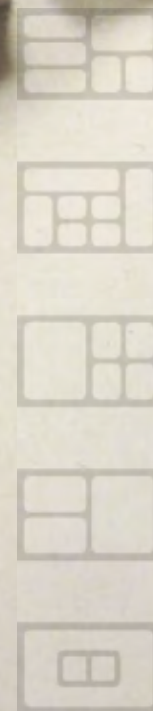
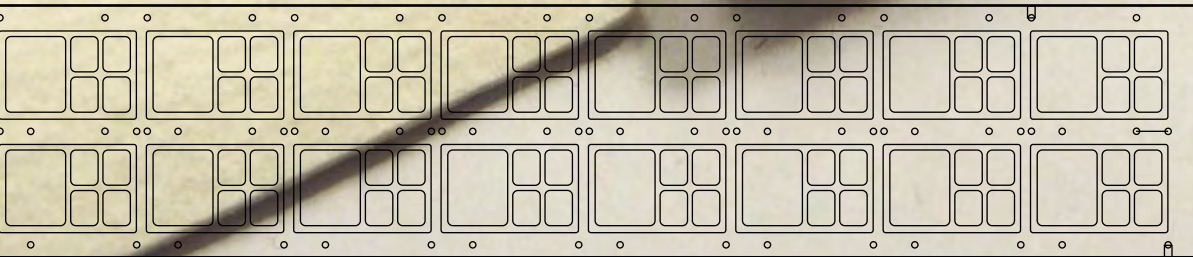
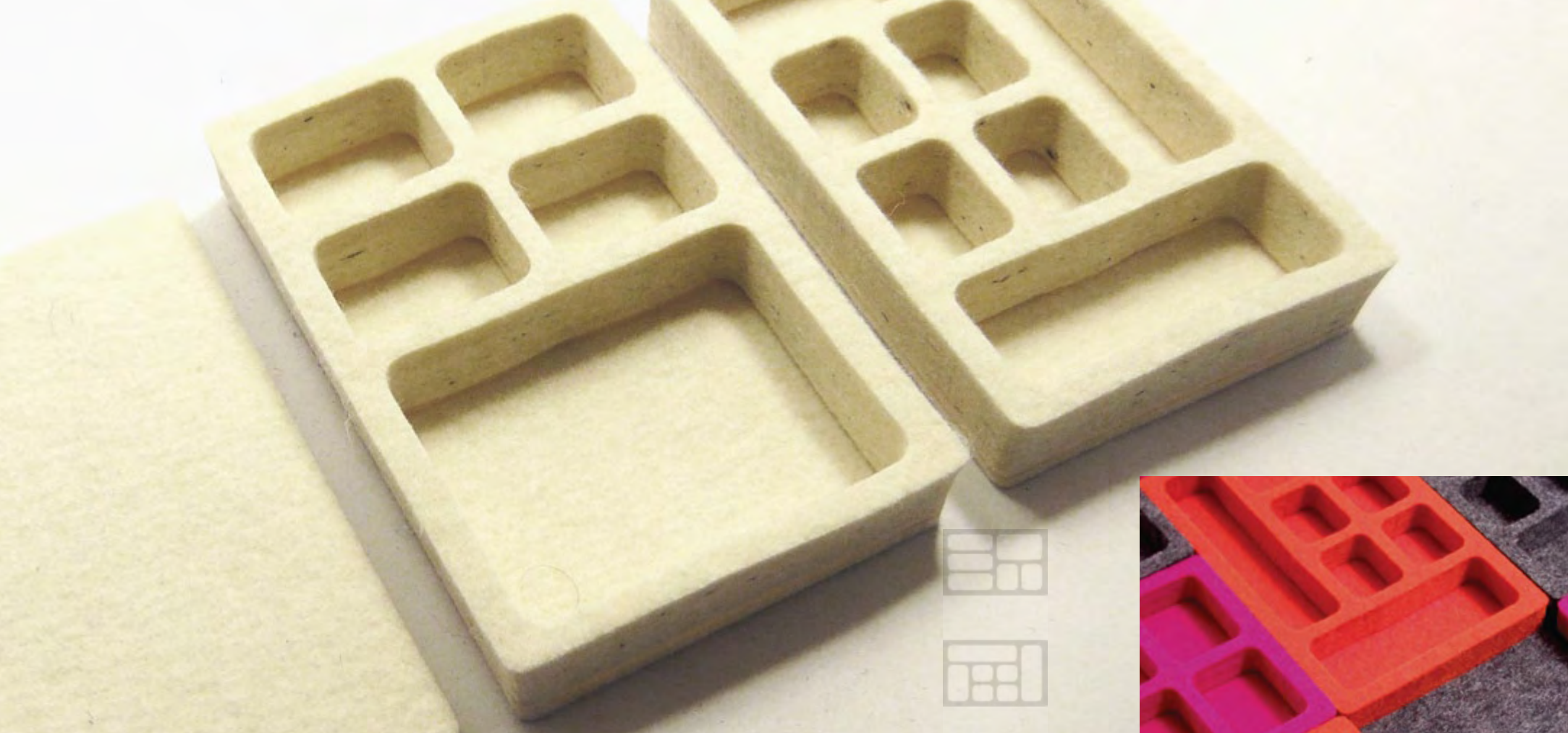
Representative work, all disciplines

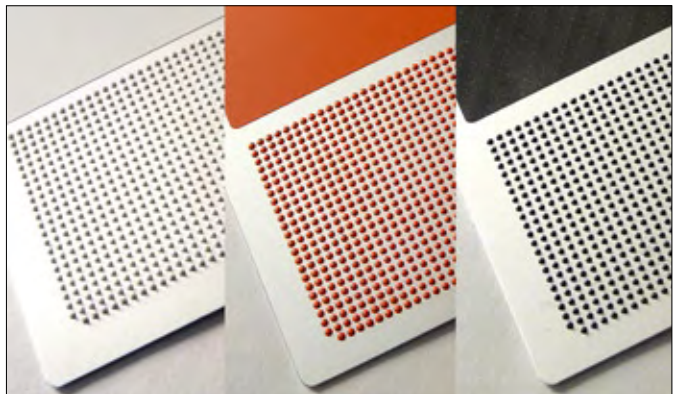
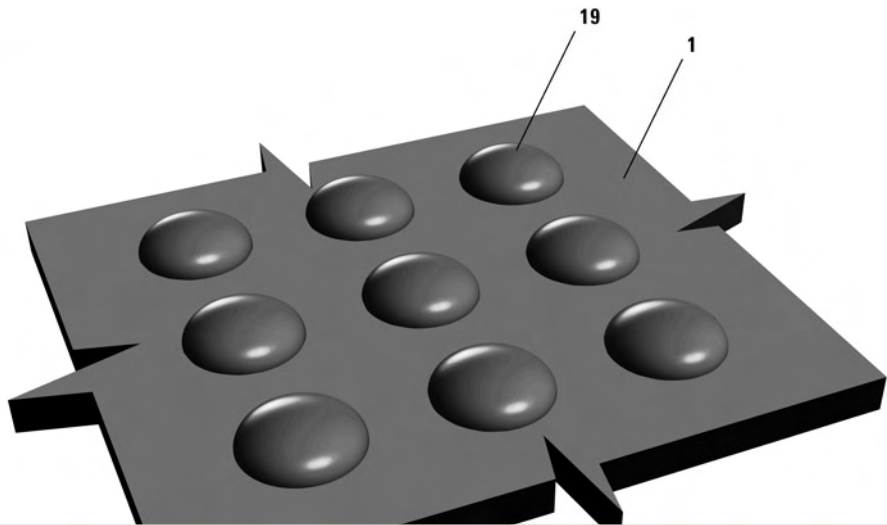




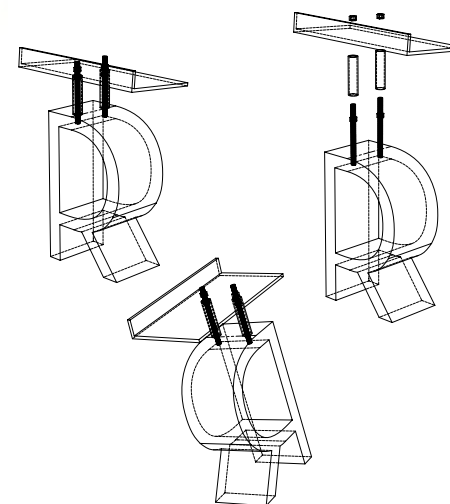
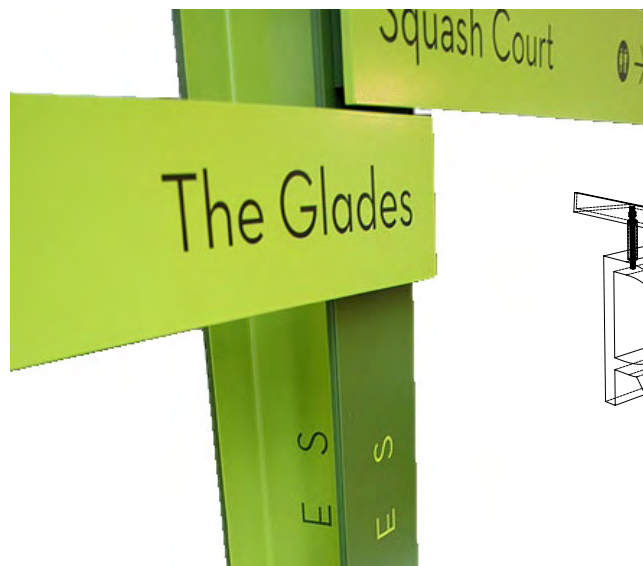
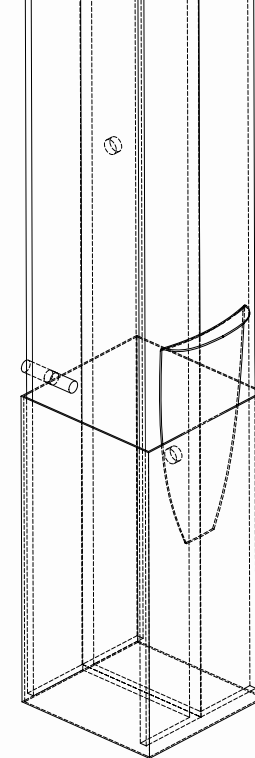
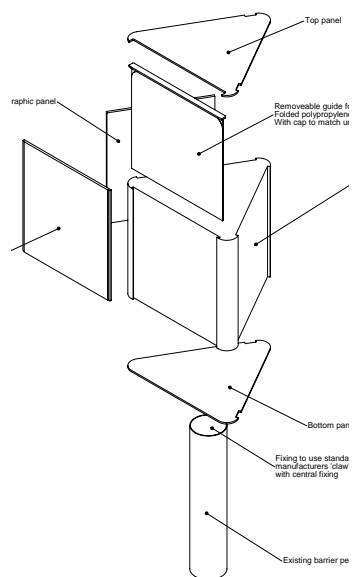
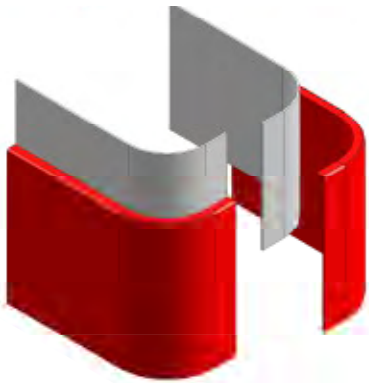


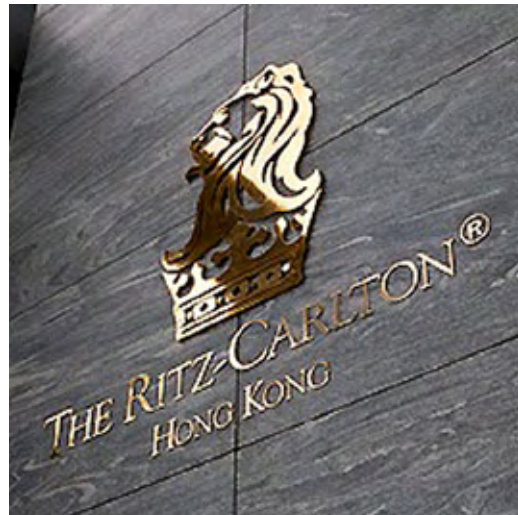
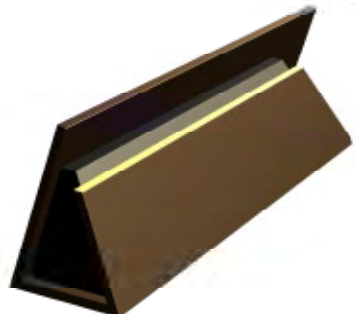
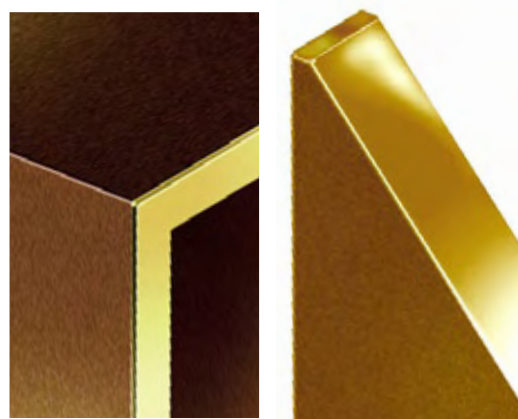
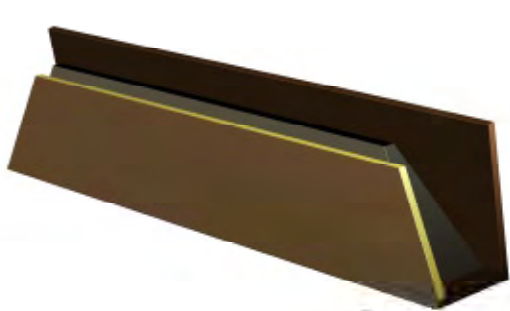


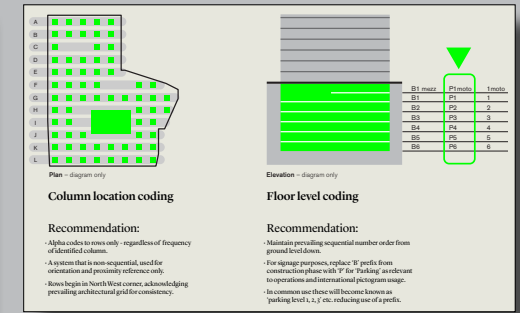
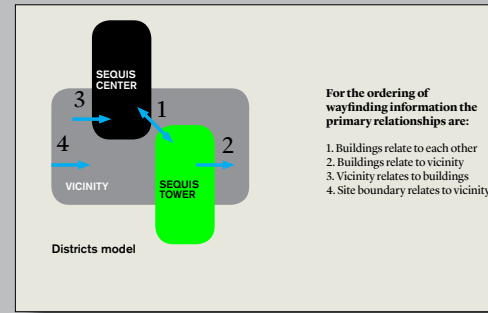
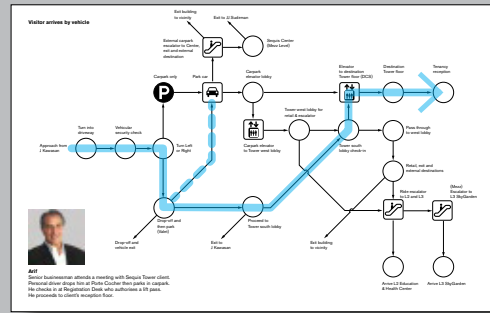
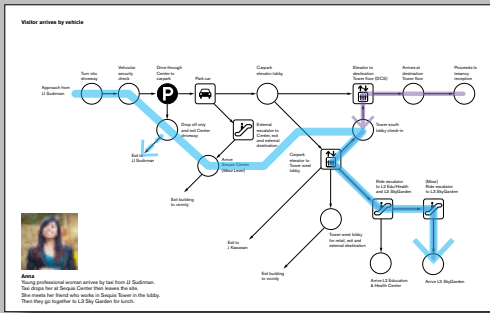






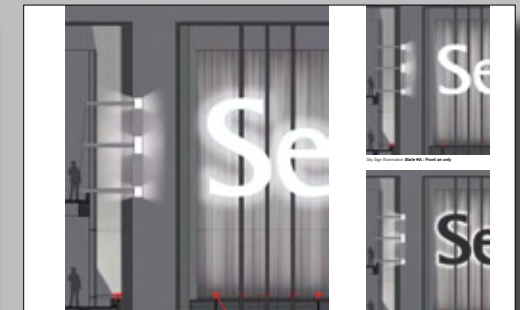
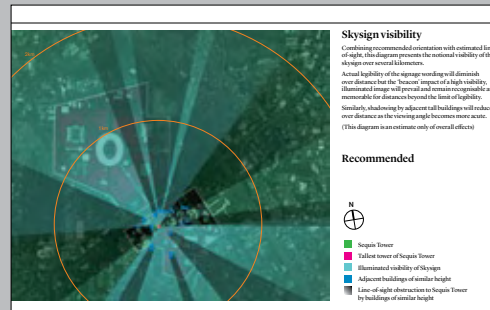
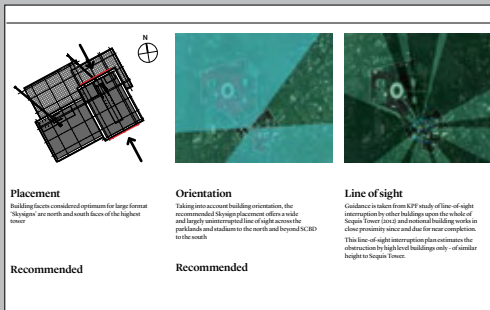






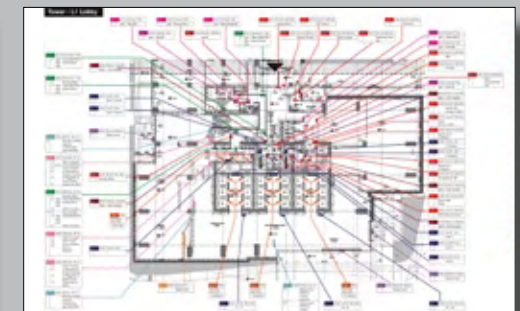
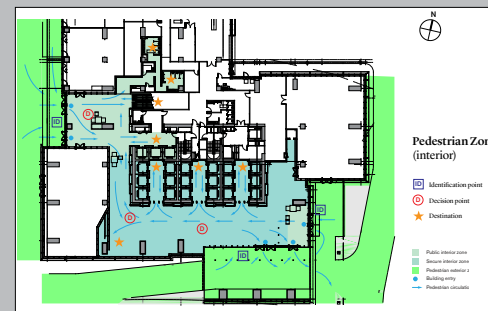
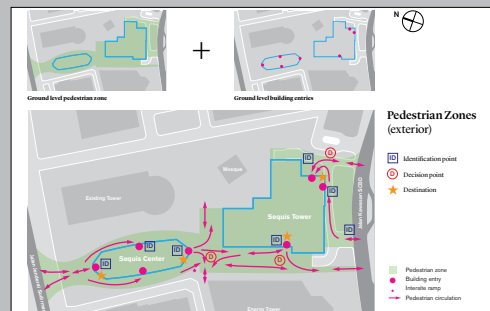
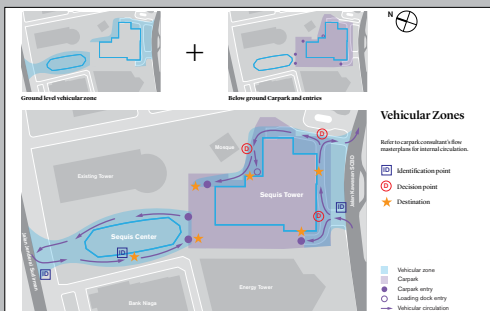
JOURNEY MAPPING / PERSONAS

SYSTEM DESIGN



ENVIRONMENTAL IMPACT

ENGINEERING DESIGN INTENT

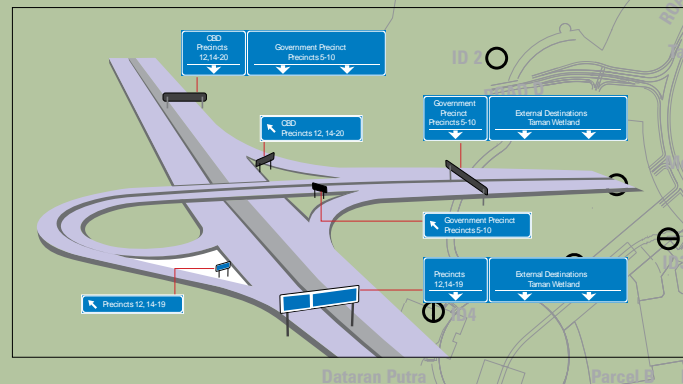
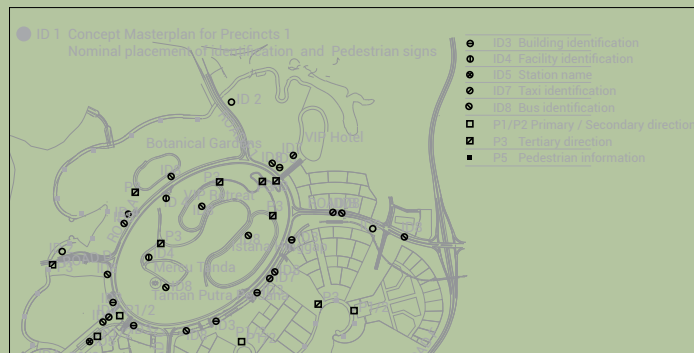
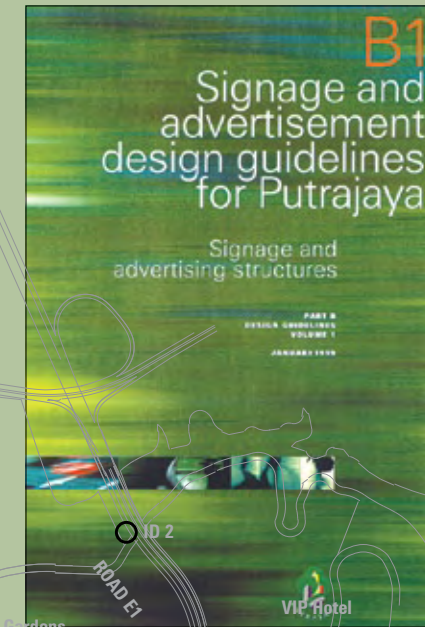
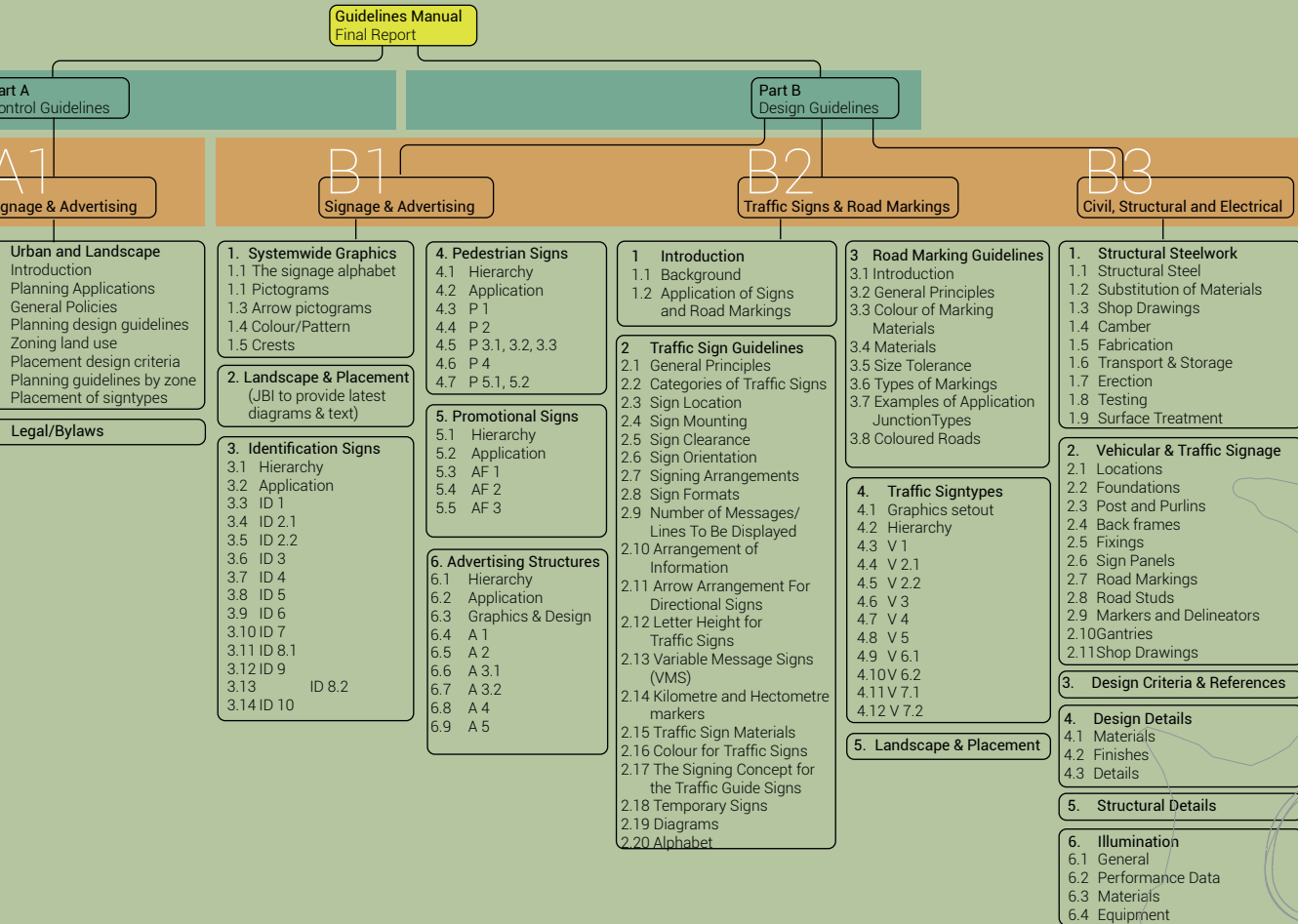


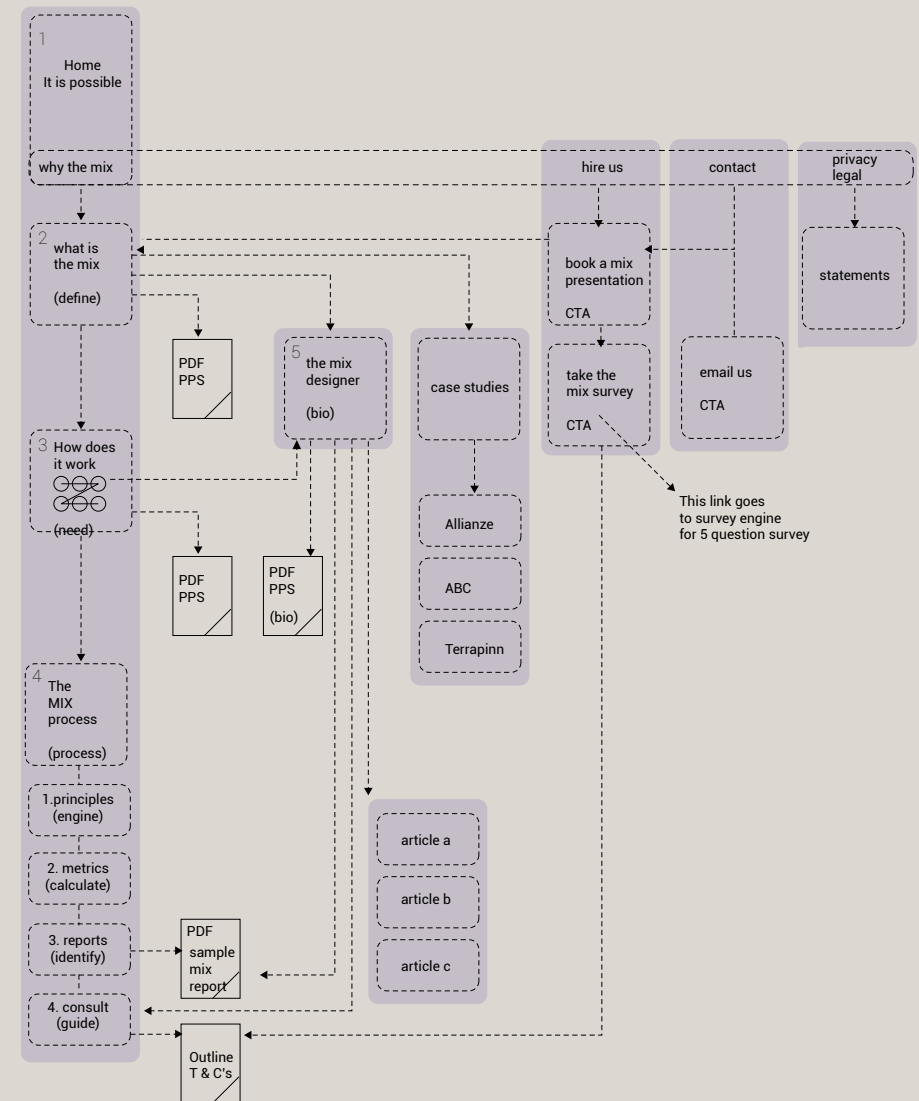
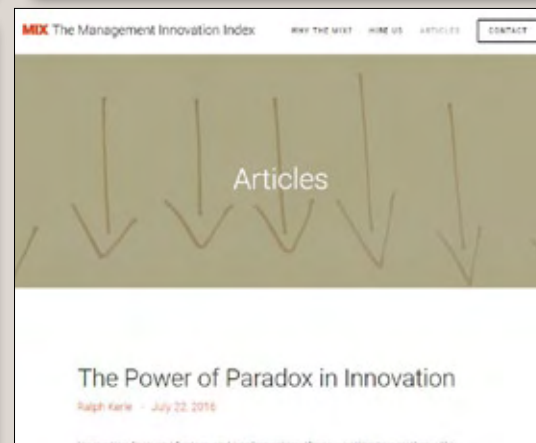
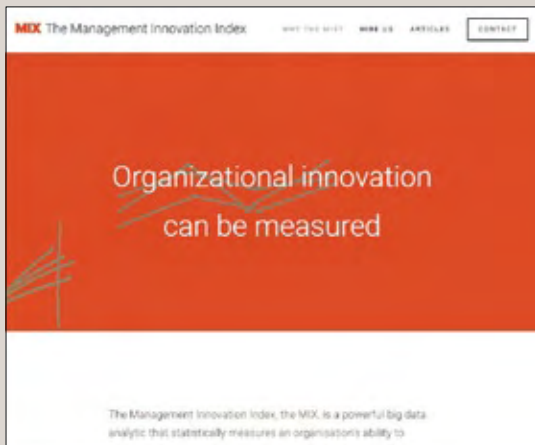
PUBLIC INFORMATION & WAYFINDING

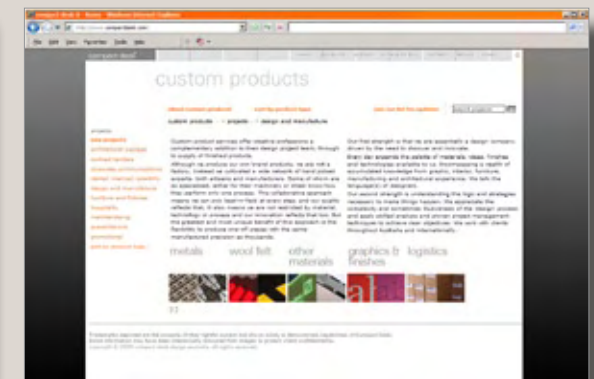
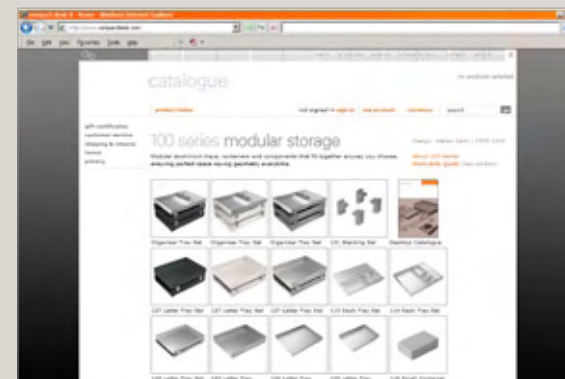
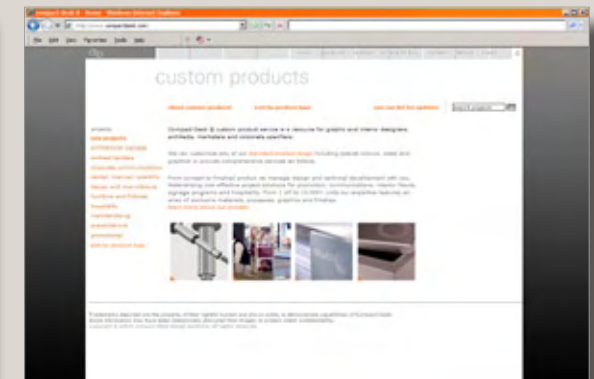
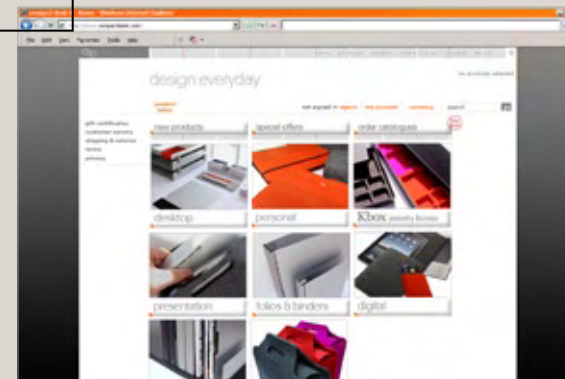
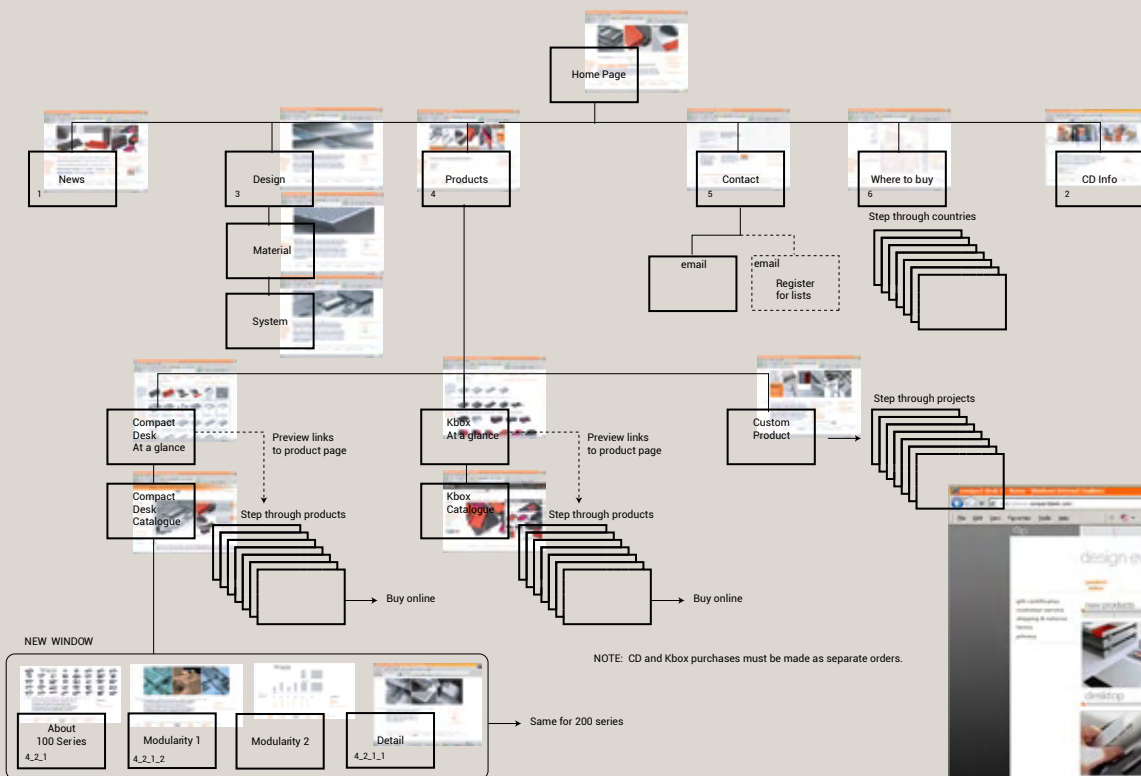
MASTERPLANNING

GUIDELINES CONTENT STRUCTURE

SIGNAGE AND ADVERTISEMENT DESIGN GUIDELINES MANUAL FOR PUTRAJAYA, MALAYSIA





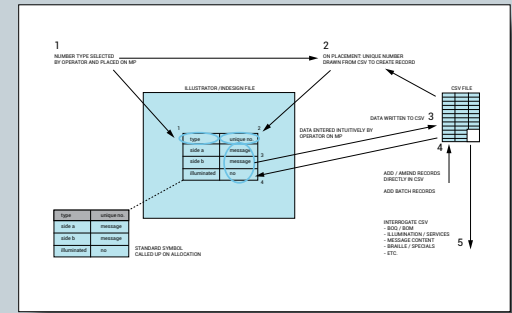
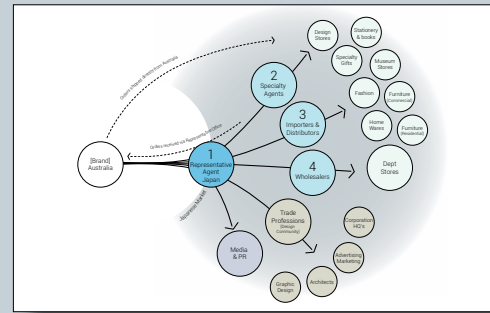
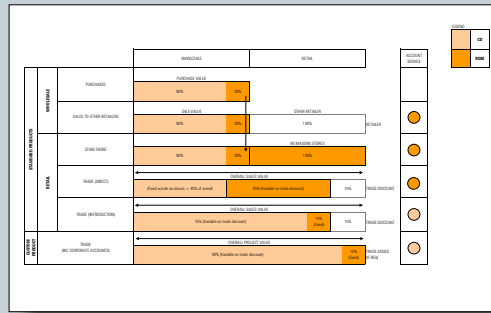
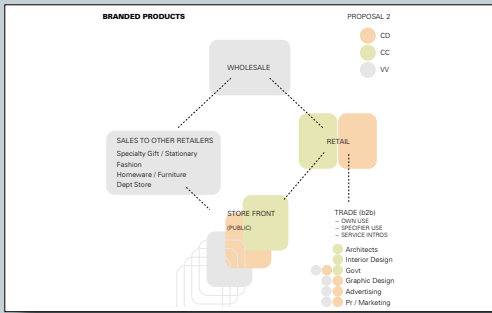


EDM : B2B & B2C

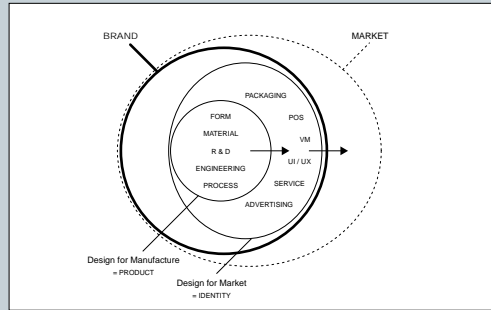
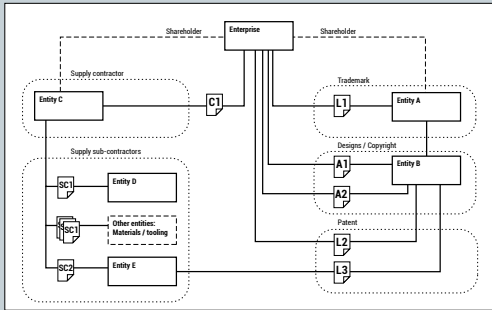
Wholesale portal

B2C ecommerce

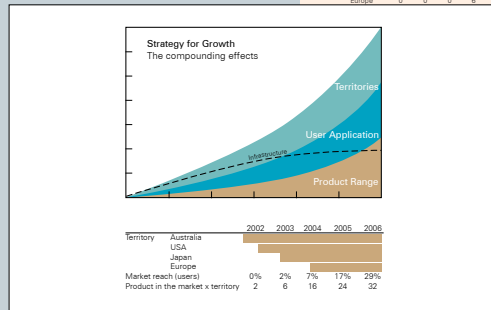
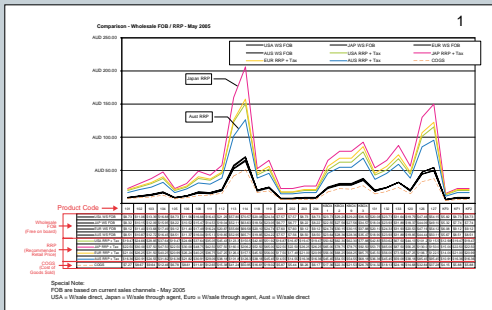
B2B project portal



MARKET INSIGHTS



ORGANISATIONAL STRUCTURES



PROCESS MAPPING

Appendix E2

OPERATIONS IN DETAIL

Sales Channels

The table below profiles sales channel on effort, profitability and volume.

Channel	Effort	Profitability	Volume
Global	High	Low	High
Local	Low	High	Low
Regional	Medium	Medium	Medium

Appendix B1

COMPETITOR PROFILES IN DETAIL

Company	Origin	Est	Products	Markets	Sales Channels	Comment
Helit	Germany	1970	Desk accessories	Global	Prestige retailers only	Key association w Norman Foster
Helit.com	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Use leading name designers
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Manufactures in own factory
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Material: plastics but some aluminium
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Narrow distribution but highly specialised
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Typical rrp AUD\$60 to \$350 per item
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Wide variety of 'design' products
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Use leading name designers
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Manufactures by contract in Asia
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Material: plastics but some aluminium
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Broad distribution through regional agents
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Typical rrp AUD\$25 to \$150 per item
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Wide variety of 'design' products
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Use leading name designers
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Manufactures in own factory and in Italy
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Material: plastics but some aluminium
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Est revenue Euro 7m. (Print only)
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Typical rrp AUD\$12 to \$500
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Use leading name designers
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Manufactures in own factory
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Extensive range commercial accessories
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Material: plastics but some aluminium
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Have several 'iconic' products
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Typical rrp AUD\$50 to \$1000
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Specialise in aluminium products
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Manufactures in own factory
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Narrow distribution - primarily USA
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Offers custom product capability
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Material: only aluminium
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Not available in Australia but typical rrp is AUD\$40 to \$300
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Typically high volume low-cost products
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Low on design, reliability and quality
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Main competitor: aluminium specialists
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	Typical product collections uncohesive
Global	Germany	1970	Desk accessories	Global	Corp & Trade specifiers	focus on colour and quality

Appendix A1

MARKET & SALES MODEL IN DETAIL

Assumptions

Volume

Consumer product series active per territory

Territory	FY02	FY03	FY04	FY05	FY06
Australia	1	1	4	6	8
USA	1	1	4	6	8
Japan	0	0	4	6	8
Europe	0	0	0	6	8

Scale

(Retail) Consumer

Stock purchase per store, per product series

Product Series	Scale
SpecialtyDesign	x4
Furniture/Homeware	x3
Stationery/Book	x4
Fashion	x4
Department Stores	x4

Territory

Market Size multiples

Factor used to estimate other territories

See Page 6 and 9 for principles of assumption.

Territory	Factor x
Australia	x1
USA	x8
Japan	x6
Europe	x7

Market Share

Percentage of allocated market reached

Territory	FY02	FY03	FY04	FY05	FY06
Australia	1.0%	2%	10%	20%	30%
USA	0.1%	0.2%	1%	8%	25%
Japan	0%	0%	1%	8%	25%
Europe	0%	0%	1%	5%	10%
Average	0.3%	1.3%	6.1%	14.8%	27.5%

Internet Sales

Single visit totals allocated as potential sales

Territory	FY02	FY03	FY04	FY05	FY06
Australia	0	0	5000	15000	40000
USA	0	0	10000	30000	75000
Japan	0	0	0	0	0
Europe	0	0	10000	18000	48000

% of potential visits converted to sales

Normal purchase per online sale

3%

27%

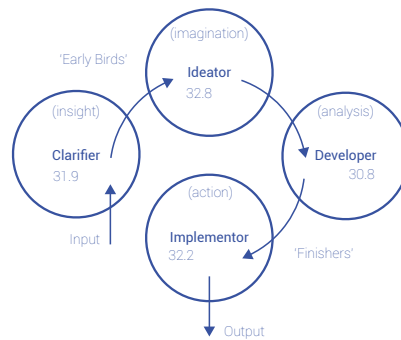
FINANCIAL & DATA MODELING

BUSINESS ANALYSIS & STRATEGIC PLANS

Workshop Themes



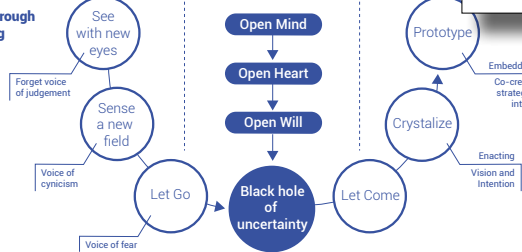
Creative Thinking Style - Personality Types



Business-As-Usual Thinking



Breakthrough Thinking

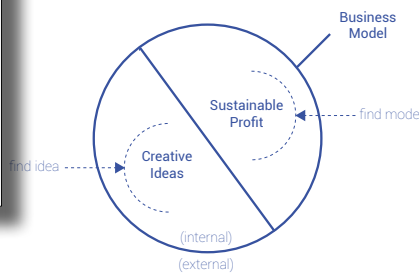


Pain Points and Pain Relief

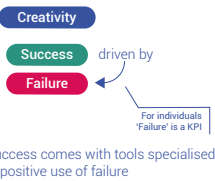


- How do I translate ideas into revenue or growth
- How do I capture all the ideas
- Where are the idea and implementation blockages
- What should I be doing to allow creative flow
- What are the key differentiators in my organization to attract the right innovation talent?

Model of Innovation



Individual (Leader)



- Imagination
- Dreaming
- Risk
- Iteration (trial & error)
- Adaptation
- Solution finding
- Problem solving

Organisation



- Strategy
- Deliberate Design
- Human Centred Design
- Technology
- Agility
- Persistence
- Discipline

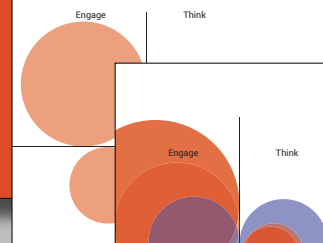
Creative Leadership Capability Assessment

Compiled by Dr Ralph Kerle & Associates for:

Is it possible to measure the affects of creativity in leadership teams?

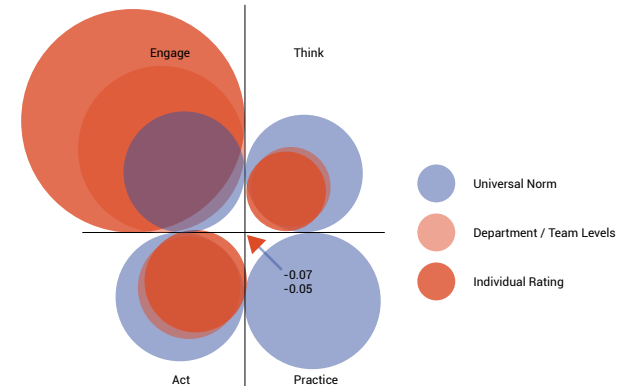
Department / Team Levels

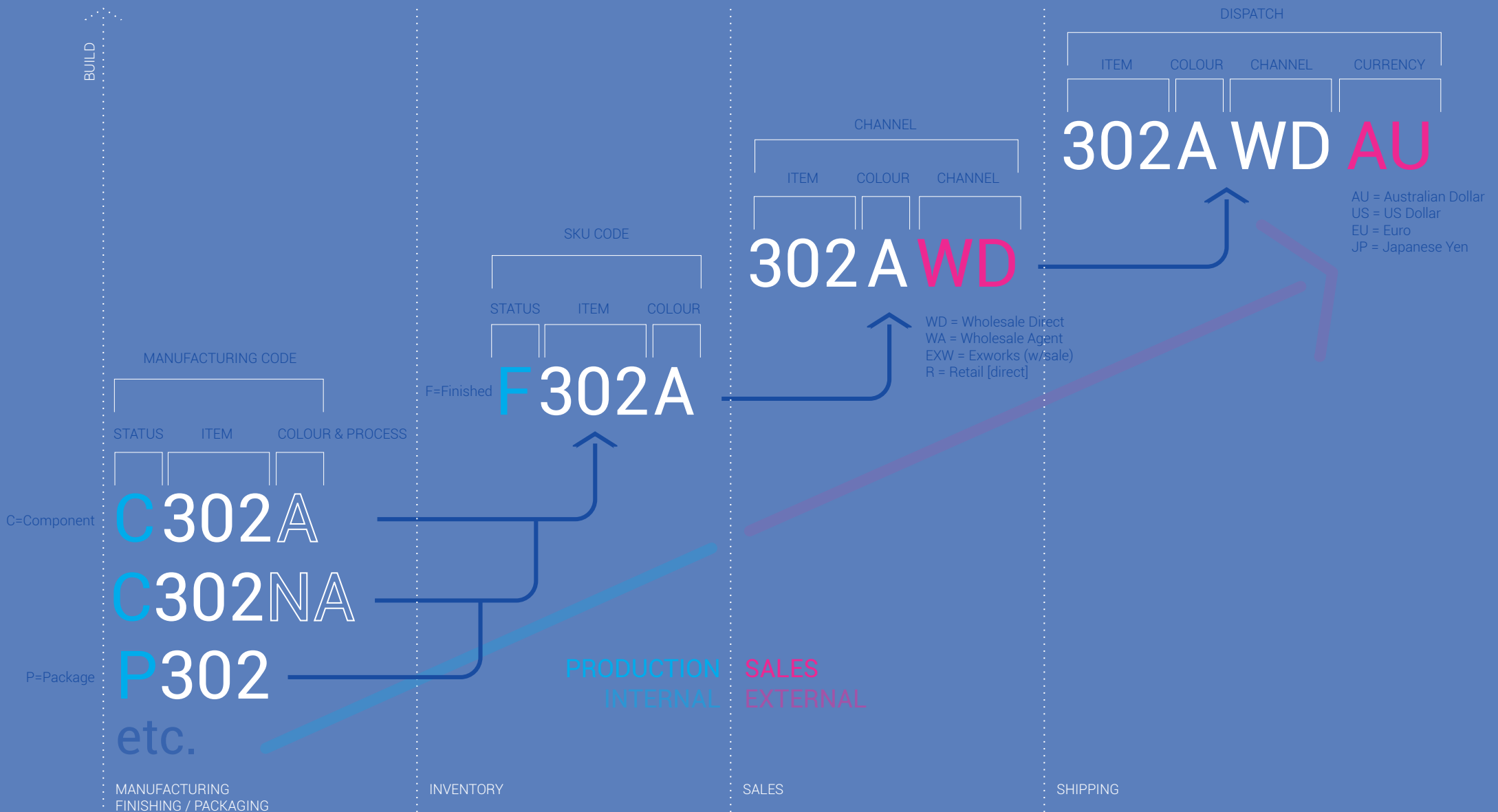
Your team Creative Leadership Profile

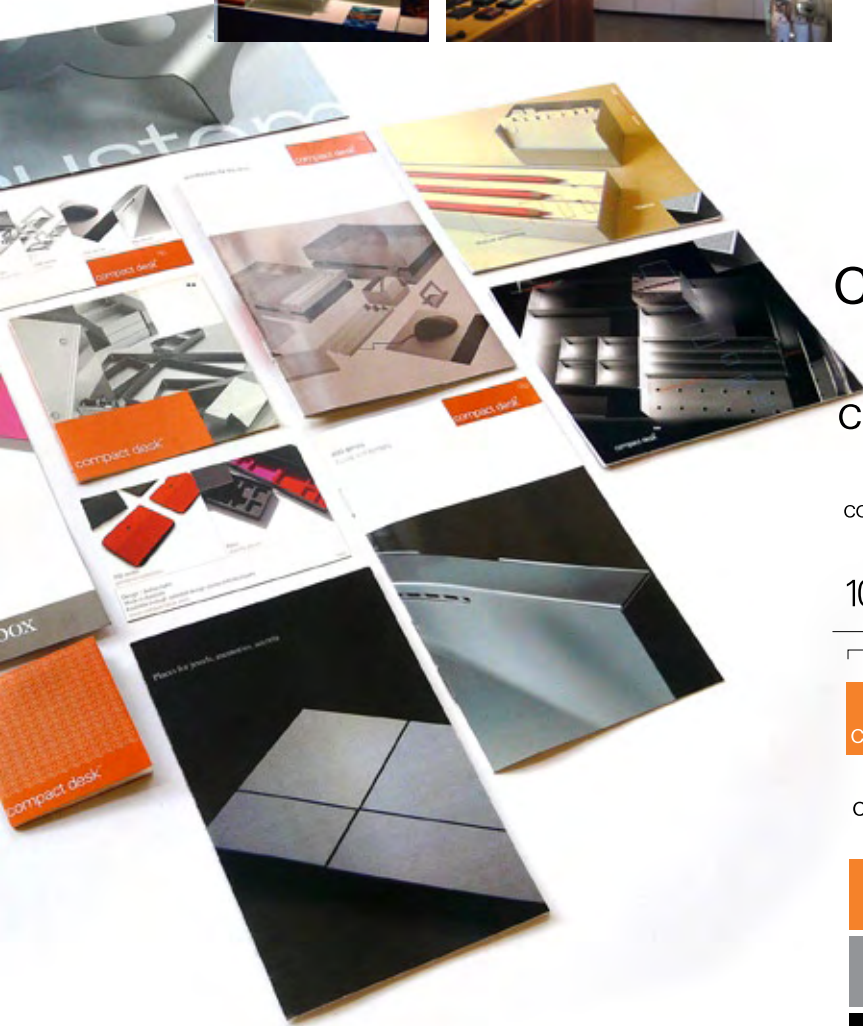
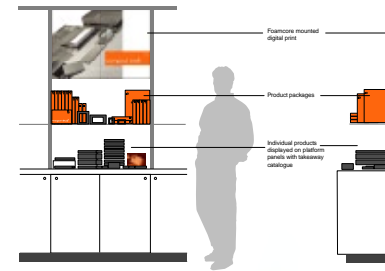
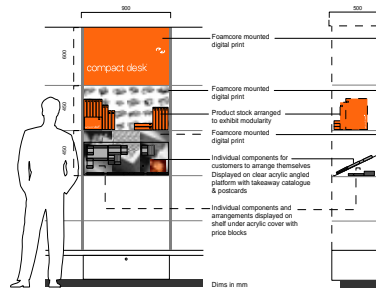


Where you are in the Creative Leadership ecology

Combined Creative Ecologies







Reference only
(not part of logo)

compact desk®

Reference only
(not part of logo)

compact desk®

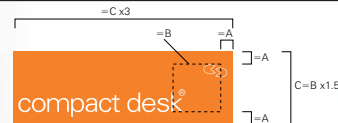
Medium to small logotype
(note proportion and position of symbol)

compact desk®

Small logotype
(without symbol)

100 series

200 series



compact desk®

