



SRDconsulting

Exceptional insight. Proven performance.

## In the words of our clients



Our SRD consultant consistently enabled our business teams to improve their results. The changes made continue to be self-sustaining – long after the engagement was complete. I wish all our consultants could deliver the same value.

*- Former COO Procurement, BHP*

I want to personally thank you for an outstanding job! I have been continually impressed with your ability to influence others, listen closely to our concerns and develop behavioural solutions that will be essential to change. You do an excellent job taking complex issues and streamlining them into concise decisions.

*- Strategic Business Unit President at Major Oil Company*





## Reliable guidance through an ever-changing landscape

With business moving at breakneck speed, few things are certain. Here's one that is: for your company, maintaining the status quo is no longer an option. You hear it every day, in no uncertain terms: Build it better. Do it faster. Make it cost less. If you don't, someone else will. No time to waste.

So what's your next big challenge? Streamlining a bloated process? Reorganising in a tough market? Or setting off a company-wide transformation? You may know where you want to go, but the path remains obscured. We can be your guide. We're SRD Consulting.

For more than 25 years, Australia's industry leaders have trusted us to overcome their toughest problems with innovative, yet practical solutions that produce positive, sustainable outcomes. In other words, we get things done. We make a real difference, and we make it happen fast.

Let us show you how.

# Experience to Lead. Wisdom to Adapt.

## Grey hair has its benefits

Self-proclaimed consultants are everywhere. But how do you know who's really qualified to give you advice? To SRD, consulting means bringing many years of hard-earned experience to bear on challenges we've seen and conquered before. We've been in the trenches and learned from mistakes – our own and those of others. And we've been around long enough to know that the right way to solve a problem isn't always the easy way.

As consultants go, you might say we're pioneers. Through the years, we've introduced our clients to the most progressive management tools and techniques of the day, from Total Quality Management, to public-private alliancing, to organisational engineering. And we've improved upon them – not just on paper – but through the trials of urgent and complex client projects.

Our senior-level consultants wear their "grey" like a badge of honour, because they've earned a seat at the big table. At the same time, they serve as mentors to SRD's next generation of razor sharp, highly motivated professionals.

## New solutions to age-old problems

Improving business performance – like the invention of the wheel, it all comes down to finding a more efficient means to an end. Only now there are intricate corporate hierarchies, cloud-based IT systems and shifting financial regulations involved. While operational challenges may share similar roots, the solutions are constantly evolving. Today's tried-and-true method could be obsolete tomorrow.

There's no stopping change, which is why SRD believes flexibility and foresight are just as important as our past experience. We pair our existing knowledge with innovative methods and technologies, such as project stage-gating, human simulation science and process redesign. And we're always on the verge of the next productivity breakthrough.

Put another way, we're a blend of old and new, sage and savvy – a deliberate combination that brings maximum value to our clients.



"I think of SRD in simple terms. We are problem solvers and change agents. We work quickly and decisively, and prove the results to our clients. Most importantly, we do what we say, and we don't make promises we can't deliver."

Malcolm Washbourne  
SRD Founder and  
Principal Consultant

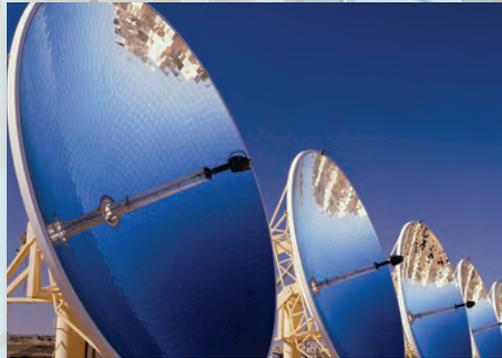


## Australian aptitude

In a globally connected economy, a lot of people will tell you geography is irrelevant. We beg to differ. Doing business in Australia isn't the same as everywhere else. We know because we live here, and we've worked with some of Australia's biggest companies for decades. They call on us repeatedly because we speak their language and share their unique perspective.

# Pathways to Improvement

Over a quarter-century in the consulting business, you come to realise something: you can't be everything to everyone. That's why SRD chooses to focus on what we do best, where our clients need us most. We offer a specific range of specialised services to optimise your organisation for growth and profitability.



## Sustaining the change

It's human nature – people are resistant to change. The more ambitious your ideas, the more pushback you'll face. But SRD can help with that, too. We believe change management should be a component of every major business initiative, because it can only succeed if employees get on board and stay there. We'll help you articulate the value of your project, communicate it clearly, and engage your target audience to ensure the "old way" remains in the past.



## SRD Strategy

Revealing the course to long-term prosperity

**Your business has a destination in mind.** But perhaps you lack a roadmap. SRD Consulting can light the way. We get to know your organisation – your leadership team, your goals and frustrations, your customers and employees. We follow with data-driven analysis and a detailed strategic plan to enhance your competitive edge – and keep it sharp for the foreseeable future.



## SRD Delivery

Getting maximum value from major projects

**When a capital project must succeed unequivocally, bring us in early.** SRD works with your project team to identify bottlenecks and break down barriers, so the job – however colossal – comes in on time and lands within budget. We use a proprietary system of value improvement practices and assurance reviews that are statistically correlated with enhanced project outcomes. Through an end-to-end stage-gating methodology, we help you ensure that decision-makers are aligned, resources are managed effectively, funding is in place, and key milestones are met. The end result – a healthy return on investment.



## SRD Envision

Predicting real-world people performance

**Your project plan might look great on paper.** But wouldn't it be nice to have a crystal ball? To know if your project was destined to flourish or fail? Actually, seeing the future isn't all that far-fetched.

SRD is one of a few consulting firms in the world capable of using human simulation science, a computational modelling methodology that quantifies the ability of your people to deliver on your plan. We test your ideas and help you engineer your organisation and processes for optimal efficiency. With SRD Envision, foresight is 20/20.



## SRD Advisors

Industry experts on call

**Many industrial companies suffer from a skill gap in middle management** when seasoned executives retire or leave the business. Their younger successors, whilst talented, often lack the practical experience to get results at the highest levels.

We created SRD Advisors to close that gap. We take proven executives with decades of experience in your industry, and assign them to coach your up-and-coming leaders. Whether embedded in your workplace or a phone call away, your SRD advisor provides shrewd counsel when the decisions don't come easy.

# Built on Principles

## Earning our clients' trust

It's no coincidence that many of our clients have called on SRD Consulting year after year. We believe there are two main reasons for that.

First is our personalised approach to client service. SRD clients aren't just another number. On the contrary, we're in business to build meaningful, mutually rewarding partnerships with the companies we serve. That means treating our clients with respect, following through on our promises, and never putting short-term profits ahead of long-term success.

Second is our commitment to achieving measurable results. We use hard numbers to prove to our clients that their organisations perform better after engaging our services. In fact, we put our money where our mouth is – we are willing to risk some of our compensation on your satisfaction. We benefit when you benefit.

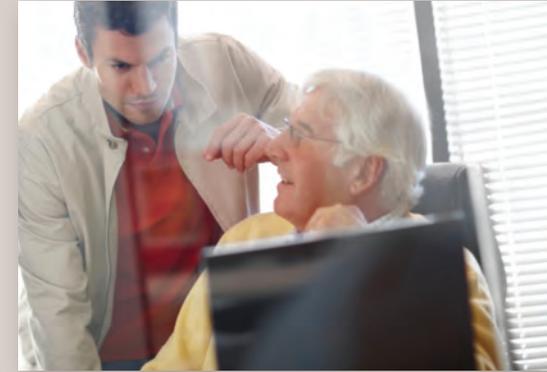
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Our goal on every project is to make our client look good. We've done our job when the client can't wait to share the results with executives and shareholders.

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- SRD MANAGING DIRECTOR

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# Empowered to Achieve

## Driving excellence from within

Our strength as a company starts with great consultants. So we're not shy about sharing our hiring philosophies. We strive to maintain a diverse group of professionals of varied ages, backgrounds, and areas of expertise; it ensures our consulting teams are compatible with client needs.

Working at SRD requires a personal commitment – to outstanding client service, attention to detail, and accountability for the results we produce. In return, our consultants enjoy an environment where their experience is valued and high performance is rewarded.

It's true – happy employees make happy customers. And we smile a lot around here.

SRD allows me to work alongside some of the most experienced and respected business minds in Australia, without feeling overshadowed. From day one I've felt empowered to make an immediate and significant impact on our clients' success.

- SRD CONSULTANT



# Embrace the Challenge

With knowledge and skill comes confidence. Above all else, confidence is what we provide to our clients – a feeling of assurance that the job will be done, and done right. With confidence, mistakes can be avoided. Uncertainties can be managed. The vision can become reality.





SRD has become a trusted and valued business partner. They are easy to work with and bring experience and skills that can be applied directly to critically important tasks that drive the success of our business.

SRD has been instrumental in establishing a value improvement framework that has led to huge savings that have by far exceeded our original targets. We now have a strong relationship, and we rely on SRD to bring structure and discipline, but also innovation to the way we deliver value improvement.

*- Rod Smith, Development Integration Manager,  
Australia Pacific LNG*



