

Disruption Insight Generation

lifting success to the next level



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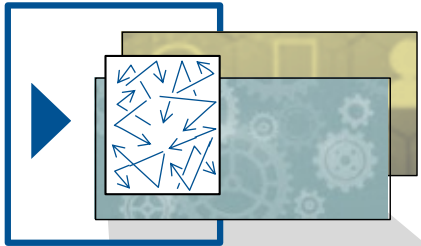
Introduction

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Mark McLean
Founder & Principal Adviser

Need and role



Times arise when lifting success in a business requires new insights.

New insights around a less than straightforward issue of strategy. insights with the potential to disrupt the status quo to advantage: in the business, its industry and markets.

The opportunity to disrupt exists when real opportunity to wrest value goes unseen.

Seizing this opportunity requires seeing what others aren't – seeing the unseen.

To see we must look and therein is where these disruption opportunities arise, as the pervasive approach used to look, of its nature, is predisposed to overlook the unexpected, which is invariably where these opportunities hide.

That pervasive approach is hypothesis testing, 'convergent analysis' in business strategy terms, an otherwise highly efficient and effective approach for most questions and in many hands.

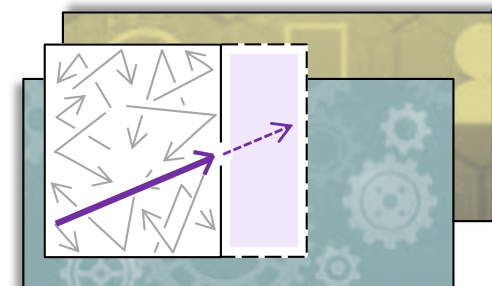
It's specificity of striking a hypothesis is however what blinds it to seeing the unexpected. Whilst it's possible that a hypothesis might hit on the unexpected, the perverse arithmetic is as the specificity of the hypothesis increases, the odds of doing so dwindle.

Finding opportunities to disrupt instead requires 'looking to see what we find'. With no preconception of what's being looked for. Except for a view on the nature of success sought. Then looking to where, how and to what extent it manifests. Crystallizing disruption insights through triangulation.

This is divergent analysis and it is the life blood of realizing disruption potential.

But only when undertaken in experienced hands, able to navigate ambiguity and complexity, necessarily without guidance from hypotheses, nor fettering by them, and without unnecessarily boiling ocean of data available to the business.

Disruption insight generation exercises crystallize these precious insights, bringing decades of experience with divergent analysis, landing these insights, to open the way to the next level of business success, all achieved with efficiency in time and cost, discreetly, and with minimal disruption to the organisation in the process.



Need & role ●

Process ●

Profile ●

Acclaim ●

Contact ●

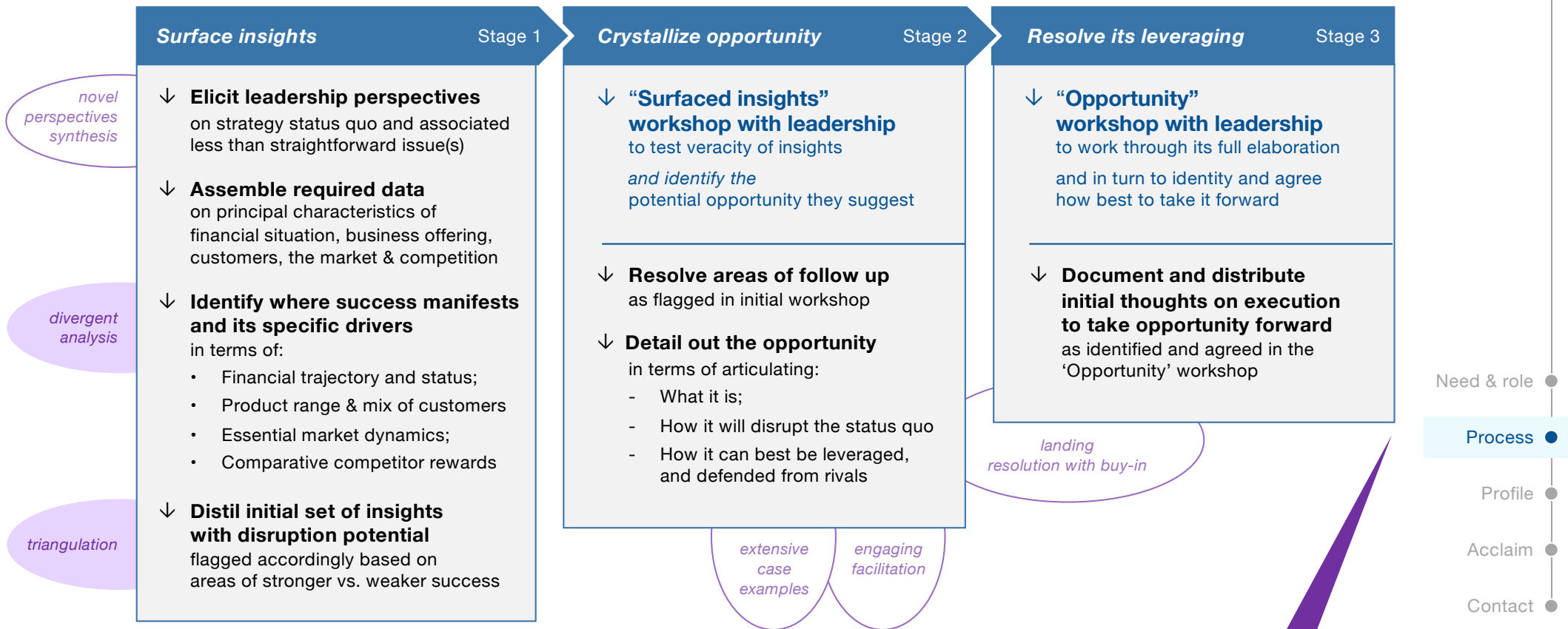
The process

‘**Disruption Insight Generation**’ exercises involve a three-stage process: “surfacing” the insights that have the promise of disruption, “crystallising” the opportunity they suggest, and “resolving” how this opportunity can best be leveraged sustainably.

The two key ingredients for identifying disruption opportunity – to see what isn’t being seen - are integrated into the process. That is “divergent analysis” as the method to look for and find the unseen, and then “triangulation” to crystallize the opportunity indicated.

Collaboration with leadership is vital in the process, two workshoping points utilised accordingly, these in turn leveraging the keys to successful facilitation: resolved team perspective, extensive case examples, engaging facilitation and landing resolution with buy-in.

typically involving from 15 to 45+ consultant days ~ undertaken over 4 to 9 elapsed weeks ~ “45+” if original research required



Profile

lift partners is a boutique strategy practice, specializing in innovative strategic analysis for moving and disrupting industries and markets to advantage, together with facilitating creative and impactful intellectual engagement within leadership stakeholder groups.

The practice was founded by Mark McLean over three decades ago.

Mark's earlier career was spent across three leading international management consultancies, and most formatively with the, strategy specialist Pappas Carter Evans & Koop (PCEK), an off spin of BCG and McKinsey, PCEK becoming BCG's Australasian offices.

The experience of the practice spans all the fundamental challenges of strategy confronted by Boards and Leadership Teams, across a diversity of organisational types, business models, industry sectors & settings, *a sampling provided below.*

Industry sectors	Leadership challenges	Business models	Organisational types	
<ul style="list-style-type: none"> - food & agriculture - packaging & closures - educational services - health services <ul style="list-style-type: none"> > medical devices > dental > complementary > medical research > public - membership services - property investment, services & operations - financial services <ul style="list-style-type: none"> > superannuation > funds management > insurance > research > corporate services, tax, accounting > education services - specialist recruitment 	<ul style="list-style-type: none"> - industrial services - manufacturing - enforcement services - human resource consulting & services - security - it digital - creative services - sports administration - environmental assets management - metals recycling - travel - publishing - apparel - furnishings - motoring & related products & services 	<ul style="list-style-type: none"> - optimisation - growth - turnaround - competition mastery - disruption - new business development - merger & acquisition optimisation - strategic due diligence - collaboration - CEO transitioning - technology leveraging - leadership development - strategic metrics - initiating new operation - high stakes pitching for major new business - investor presentations 	<ul style="list-style-type: none"> - retail - wholesale - service - manufacturer - outsource provider - start up - alliance / JV - private equity investee company 	<ul style="list-style-type: none"> - private - public - mutual / not for profit - government - offshore entity / multi-national 'local in country' operation

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Acclaim

“Disruption Insight Generation (DIG)” exercises find application across a diversity of organizational settings and business challenges. And frequently that are undertaken in combination with our “Clean Canvas Retreats (CCR).

Ultimately, the best arbiters of the value they generate – alone and in combination - are those who apply them.

Below are “assessments of value generated” from a sampling of arbiters, across DIGs and CCR’s.

*Chairman
Resources*

“We got very much further than we could have alone. It provided an excellent launch program for our new CEO.”

*CEO
Packaging*

“Thank you for your superb effort yesterday. I was delighted with the progress made during the day and with the conclusions reached by the Board.”

*Global CEO
Corporate
Services*

“Mark is one of the best strategy/management consultants I have had the pleasure to work with. He will interrogate the numbers more, and add value through insights on the business, financial ratios, quality of earnings and so on.”

*Chairman
Superannuation
Services*

“You did a really excellent job. Not only did you bring a great summary document together in very short order, but you and your process guided us to positive outcomes. You showed great tenacity to get there, resilience and a lot of common sense and insight.”

*Director
Educational
Services*

“Just a quick note to express my appreciation for your able facilitation of the Retreat. Leaving aside the insightful business analytics that were compiled in a relatively short timeframe, I found the graphic presentation and modelling of complex relationships most impressive.”

*CEO
Manufacturing*

“Watching your process of ‘bringing everyone along’ was a pleasure to see unfold. This, and the other observations you shared with me preceding yesterday have also been very beneficial for me in terms of understanding how powerful good management style can be to achieve outcomes.”

*MD
Private Equity
Investee*

“Our private equity directors were very impressed with the briefing pack and your facilitation of the Retreat.”

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Contact

There is considerable flexibility in the approach that can be used for these exercises, to align to your specific objectives.

If you see a potential role for a 'Disruption Insight Generation' exercise with your colleagues and business, and would like to explore how the process might be tailored to your organization and business, please don't hesitate to reach out.

We very much look forward to the opportunity to make your acquaintance.



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