



**50+ Years Established**

Experienced Senior Team

**Gibsons is trusted**

**to deliver sustainable  
business improvements**

  
**GIBSONS**  
BUILDING BETTER BUSINESSES

Established 1974 and going strong for 50+ years, the Gibsons team are experienced, senior business professionals with proven experience in helping our clients build better businesses, top to bottom.

## The Gibsons Difference

We are a values-led consultancy and a strong desire to see businesses succeed is in our DNA. We will not engage with clients if we don't believe we can help. Our success is totally dependent on yours and we take that very seriously.

Far beyond the mandatory base of theoretical knowledge, Gibsons consultants can confidently advise and help you resolve issues based on years of personal experience, working across scores of sectors and businesses; many of them just like yours.

After we have delivered strategy, we stay on and help you implement it, month to month. We own our results and guarantee our work - we do not walk away from dissatisfied clients.

### EXPERIENCE

All Gibsons consultants have held senior positions in public or private enterprises where they have been personally accountable for results; managing teams of people to achieve outcomes. In addition to their specialities (i.e., HR, Finance, IT, Systems and Processes, Marketing), they have all been responsible for whole-of-business outcomes working across all functions of organisations.

**That means that at any point you engage with a Gibsons consultant, you have someone with your organisation who is immediately seeing "the big picture" and can act as a guiding hand across a range of issues.**

That combination of experience and our access to specialist capabilities through in-house specialists and skilled partners; and our practical approach to consulting allows us to turn strategy into action.

## Above all, we live our values in everything that we do:

**Results focused.** We are here to build a sustainable business by delivering value to our clients.

**Commitment.** We will do what it takes to deliver on our promises and obligations.

**Honesty.** Everything we do is based on sincerity and truthfulness.

**Quality.** Our minimum standards are excellence and consistency.

**Integrity.** We will not engage with you if we can't add value.



We provide practical advice that will help attract and retain staff, deliver productivity increases, create greater efficiency, improve profitability and help you develop and maintain a winning market position.

### METHOD

To help businesses organise and prioritise the complex issues and opportunities they face, we analyse the current business position, establish an overall strategy to guide future development and provide action plans with the granular detail necessary to achieve business goals.

We can then provide the practical advice and experienced guidance through all stages of implementation, across Sales, Marketing, Operations, HR, Process, Systems.

### RECOGNISED QUALITY

Our consultants deliver a range of State Government Programs and regularly assist clients as part of the federally funded Entrepreneur's Program.

# What we do...

## Strategy

All of the work we do circles around these business pillars, driven by a winning strategy, pivotal to success:

### People

Your people are the agents of your purpose. When everyone is in the right place, at the right time, doing the right thing, empowered with shared values and goals, your people can move you forward with momentum. Not quite there yet? We can help with leadership mentoring, org structure, culture, policy and HR frameworks.

### Process

The sequence of internal activities that occurs in delivery of value to customers is of critical importance to any business. Vast efficiencies can be uncovered when a third party, highly experienced in process improvement, reviews these activities. We are experts in process review for efficiency optimisation with a proven track record.

### Marketing

Once upon a time, we would build a product and then "sell" it. The first car, electric light, and combustion engine did not need marketing. Enter COMPETITION and Marketing is now highly reliant on strategy, data and building market-focus into all your operations. Its important develop complete clarity around: What do you do best, who for, and why it matters.

### Profit

Profit (EBIT) is perhaps the one metric that matters most, for most businesses. There are possibly 8 or more ratios that most businesses should keep an eye on and developing the KPIs that will help to drive YOUR business to success is one of our core skills. You have an accountant, but do you have a profit strategy that crosses all functions of your business?

**We demonstrate real solutions across a wide range of assignments including:**

#### MARKETING

- Audit existing marketing activities including digital
- Market research and assessment of client satisfaction
- Market segmentation
- Develop positioning strategy
- Value proposition development
- Product development and pricing strategies
- Create brand identity
- Promotion strategies to establish market position and generate leads
- Distribution strategies including sales planning and management
- Practical development of marketing materials
- Sales training

#### PEOPLE MANAGEMENT

- Identify skills and capability gaps
- Develop organisation structure
- Recruiting and retention strategies
- Performance management, reward and recognition systems
- Employee development
- Developing executive leadership
- Personal and Team Profiling
- Culture change and development
- Develop HR systems and processes
- Succession planning
- Personal and Team Mentoring

#### FINANCIAL MANAGEMENT

- Determine the financial health of the business and implement profit improvement
- Identify critical financial measures
- Product / service costing systems
- Financial reporting systems
- Cost / benefit analyses
- Training key staff to understand financial reports

#### FEASIBILITY STUDIES

- Evaluating new business concepts
- Expanding or amalgamating operating facilities
- New capital projects
- Business mergers and acquisitions
- Entering new markets
- Developing new products

#### BUSINESS PROCESS

- Process audits
- Business process mapping
- Key result areas and key performance indicators
- Lean techniques
- Supply chain management
- Risk management
- Quality Assurance Systems
- Workplace Health & Safety Systems
- Environmental Management Systems
- IT Systems implementation

## OUR CUSTOMER GUARANTEE

**We say what we will deliver.  
We deliver what we say.  
We stay until it is done.**





## Our senior consultants

Our senior consultants are experienced C-Level business managers who have broad functional and people management experience, with specialist areas of expertise.

### PICTURED BELOW FROM LEFT TO RIGHT:

#### **Steve Ross**

Managing Director, Gibsons  
Strategic Financial Management and HR

#### **Jock O'Keeffe**

Corporate Planning and Sales Management

#### **Graham Pridham**

Human Resources Expert and Sales Management



## We've helped many clients build better businesses, including:

Andersons Flooring	LifeFlight
ARC (steel reinforcing)	Lightwave Yachts
Atlas Heavy Engineering	Manufacturing Skills Queensland
Brisbane City Council	McSheds
Cable Laying Products	National Chemical
Cookon (Langford Metals)	North Queensland Cranes
Denning Coaches	Nyholt Constructions
DEEDI and TMR (Qld Govt)	PPW Steel Fabrication & Welding
EHS Manufacturing	QMI Solutions
Gold Coast City Council	Redbourne Business Services
HiTech Tooling	Selected Seeds
Industry Capability Network	Sicada Fire & Safety
Inform Plastics	SSS Strawberries
Jet Engineering	Team Engineering Services
JP Piping	Wilde and Woollard Sydney
Laser Central	



### **GIBSONS BUSINESS CONSULTING**

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