

A blurred photograph of several business professionals in a meeting, with their legs and feet visible as they move. The image is overlaid with teal curved shapes.

IMPROVING BUSINESS IN A CHANGING ENVIRONMENT

Laney Pickett Thomas
consultants to management



STRATEGIC MANAGEMENT AND MARKETING

**WORKING TO
IMPROVE YOUR
BUSINESS
PERFORMANCE**

WE ARE:

- Objective, independent advisors
- Skilled experienced professionals with a track record

WE DO:

- Grow businesses in competitive markets
- Analyse, plan, advise and facilitate implementation

**DEVELOPING
LONG TERM
RELATIONSHIPS
BUILT ON
KNOWLEDGE AND
TRUST**

OUR FOCUS:

- Manufacturing, technology and business services
- Business units and independent operations

THE BENEFITS:

- Development of realistic and long term growth programs
- Increasing the value of your business



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STRATEGIC MANAGEMENT AND MARKETING

“We assist our clients to improve their business performance in highly competitive and challenging environments”

“We have all owned and run companies and have decades of experience in senior executive roles”

The success of our business depends entirely on assisting our clients to improve their business performance in a highly competitive and challenging environment.

The combined and independent expertise of the Laney Pickett Thomas corporate consulting team sets an enviable benchmark amongst industry peers, with the experience and accumulated knowledge of the principals spanning decades of hard core, practical business involvement at all levels of management.

Added to this Laney Pickett Thomas have assisted and supported many hundreds of business clients across a wide range of industrial and commercial industry sectors that include: manufacturing, technology and service providers.

The broad diversity of these industries adds value to the knowledge base and ongoing development of the group.

The Laney Pickett Thomas consulting team are well qualified and have previously owned and operated their own independent businesses, as well as holding senior executive and director roles in both private and public companies.

Laney Pickett Thomas develops and facilitates corporate training workshops, in-house marketing, strategic management and continuous improvement programs, including business conferences and seminars.

The group also has close links with Monash University Department of Marketing including lecturing and assisting in the development of selected programs.



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OUR CORPORATE COMPETENCIES INCLUDE:

BUSINESS ASSESSMENT

Situation analysis
Operational audits
Marketing audits
Analysis of financial performance
Employee attitude & culture surveys

MARKET ANALYSIS

Desk research and analysis
Qualitative and quantitative research
B2B depth interviews and focus groups
Industrial and commercial market research
Customer surveys
Competitor research and analysis
Assessment of marketing performance
Shareholder value added

STRATEGY DEVELOPMENT & PLANNING

Workshop facilitation
Identification of competitive advantage
Identification & development of growth options
Development of marketing strategies
Development of supporting / operational strategies
Business and corporate planning

PROGRAM IMPLEMENTATION

Marketing management (interim roles)
Change management programs
Formation and facilitation of project teams
Development and use of KPI's
KPI performance reporting and action planning

MENTORING AND COUNSELLING

Management development and training
Ongoing monitoring of business performance
Facilitation and participation with management and Boards

GRANT APPLICATIONS AND PROGRAM MANAGEMENT

Development of applications
Assistance in meeting guidelines
Program management
Examples:
- Commercial Ready (R&D)
- Export Market Development
- State Government industry programs
- Specialised Federal Government programs

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