



Strategic Canvas

2012 – 2014

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g w o l f g

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Vision Statement

'Inspiring people and business excellence'

Mission Statement

We work as a partner to design and maintain organisational and business solutions to create a high performing workplace

Our Partners & Supporters

We would like to acknowledge and thank our partners and supporters. With their professional support of Amovita's systems and frameworks we have grown significantly over the last 12 months. Alyte Creative for our web design and support, Kersley Financial for business planning and support, EZ IT for IT support, Wardle Partners our business Accountants, Vanbloom our graphic designer and Enhancing Community Business partnering in the delivery of tender writing training.



Kersley Financial



Executive Summary

Amovita Consulting is a leading management & HR consulting, mediation and training business that provides a wide range of services and programs aimed at supporting organisations, businesses and companies to develop and maintain high performance outcomes in the workplace.

Known for our unique business approach incorporating Blue Ocean philosophy, we provide all our services and products based on high performance principles. Working with over forty businesses and organisations spanning Government, Corporate, the No for Profit sectors, we service over seventy clients.

Based in South East Queensland, Amovita's team of Consultants travel throughout Queensland and interstate to provide service excellence. Our client base includes local, interstate and international clients. We pride our business success in our service excellence by travelling to our clients. We draw on our expertise across the team to ensure that our clients receive the best quality service available. Currently holding small business status, Amovita continues to grow and strengthen our product and service range and our team depth and breadth.

Our Consultants are the best in their field of practice. They are proven leaders and are selected to be part of our dynamic team for their commitment to ongoing professional development and study, research, working from an evidence based practice paradigm and possessing high performance thinking. Our team also present at conferences in recognition of the work they engage in to contribute to the research base on various areas of practice.

Amovita's success has been recognised as the recipient of the Australian Business Industry Leaders Awards for Service Excellence. From a field of 1,016 applications in all categories and 236 applicants in the Service Excellence category, Amovita was awarded as the leading business in Australia for service excellence in its field. Amovita was then nominated in the local Quest Awards and was the recipient of the Professional Services Award.

Amovita Consulting provides a valuable range of services and programs that include:

- Executive & Management Consulting
- Team excellence programs developing and maintaining high performing teams
- HR Consultancy and Support (Performance management, complex staffing issues, workplace investigations, workplace dispute resolution services ie mediation and consulting, family and employee counselling programs and services, interviewing, transitioning and exiting staff
- Professional practice and clinical supervision (human services, social work, psychology, community services)
- Professional development and accredited training programs

Do not follow where the path may lead. Go instead where there is no path and leave a trail. Dwight D. Eisenhower

- Change management programs
- Business Consulting (business and organisational excellence, Blue Ocean strategic canvassing, policy development, policy review and consultancy, relicensing programs)

Our Culture & Leadership

Amovita has excelled in its service delivery principles through its high performance framework. We have a culture that ensures all our Consultants and Operational Support team are high performance thinkers, entrepreneurial in nature and are not risk adverse.

Our positive mindset is focused on our client providing solutions and support to meet their needs. We find a way to make the *impossible, possible*, and our clients are the reason Amovita continues to grow and excel.

We are aware of our language framework and choose to use language that reflects high performance thinking filtering through our services, our programs and conversations. This is also reflected across our promotional and marketing domains, our website, our services, programs and strategic canvas. High performance principles play an important part in our recruitment and retention framework ensuring we strive to build our team in this way as well. We lead by example and through *being* a positive example.



Executive Director Report

On behalf of the Amovita Consulting team, I am pleased to bring to you our 2012 - 2014 Strategic Canvas. The last year will be remembered by many across Queensland and Australia for the floods that many of us experienced. I remember well in January 2011 as the floods hit Queensland and then in February as the quake hit Christchurch and then the floods in Tasmania that there were some of our family members and friends that needed additional support during this very difficult time.

Travelling to Christchurch and visiting with people who were devastated by the quake was a very humbling experience both personally and as a professional. Listening to the many stories of survival, listening to their personal stories was all part of ensuring their experience was heard and was in some way a small part of moving through their grief. Our thoughts and best wishes continue to go out to those families and in particular to those we have provided services and support to during the last year.

Amovita has had a highly productive 2010-2011 business year in delivering a wide range of services, programs and products to the marketplace. Commencing in 2011 with a small team juggling the demands of a small business to now have grown to a team of eight, we are very grateful to our client group for supporting us in our endeavour to be a leading consultancy business providing Blue Ocean services and programs.

Our successes have been many and varied during 2011 and have assisted us to evolve and change to meet the changing needs of our clients in what has been an economically difficult and nervous year for many business and organisations. Despite the many challenges and barriers that have presented, Amovita Consulting has continued to grow and move with these changes well.

During 2010-2011 we transformed our service structure to include three key business areas: Corporate and Management Consulting Division, Professional Development and Accredited Training Division and our HR Consulting Division. This also included assigning three Senior Consultants to manage these three key business areas.

Another highlight during the 2010-2011 year was our nomination and success in being awarded the 2011 Australian Business Award for Service Excellence. Notified in July, 103 organisations or businesses across 20 business and product award categories were honoured Australia wide. From a field of 1016 nominations throughout Australia across all categories, there were 236 nominations for the Service Excellence category of which Amovita was successful in winning the award.

Amovita Consulting was also nominated and successful at winning the 2011 Quest Business Award for Professional Services. We thank our clients for being chosen for this award and I am humbled at the number of clients that have contacted us to say they voted for us in this award wanting to be part of

Amovita's growth and future. Without our clients having a voice in this award process we certainly would not be where we are today.

Amovita has also been invited to present at a number of key professional conferences this year of which has been testament to our dedication to high performance in the workplace.

Engaging in action research we have been able to present our research to key professionals and leaders of the possibilities of developing and maintaining high performance teams in the workplace. This assists to increase productivity and manage through tough economic and global challenges that many organisations and businesses have faced over the last few years.

We know that workplaces continue to be challenged with the health and well-being of their culture and teams and Amovita has been instrumental in working closely with businesses and organisations to impact directly on these key target areas.

Another milestone for Amovita this year was to host our inaugural 2011 Amovita Awards Evening. Showcasing ten of our clients who have been with Amovita since we commenced it was a humbling experience to share our success and to know that we have made a difference in each and every workplace. Amovita engages a partnership approach that is incorporated throughout all of our services and programs to be a unique business model and service approach.

During the 2010 -2011 year building on our client portfolio, we branched into the global market and now have clients in both Hong Kong and France.

Our business achievements have also included:

- 11 proposals per month
- 66% success rate
- 30% continue to await outcome
- 6360 client service hours
- Facilitated and delivered 15 Strategic Plans across our client group
- Delivered over training programs each month
- During 2011 provided 55 various training program areas
- Increased our business performance by over 50%
- Increased website visitors by over 52.78%
- Utilising social media as a key performance area
- 15 professionals contacting Amovita requesting to join the team



Amovita Consulting was also invited by Marcus Evans Group from Sydney to be part of the HR Summit in 2012. The HR Summit showcases small to larger businesses with the sole aim of assertively accelerating growth and achievement by linking in with the top 100 companies in Australia. This has

been a significant achievement by Amovita to be referred to Marcus Evans with the view for us to move to the next phase of our business plan.

Moving forward into 2011-2012 we will continue to strengthen our business goals by the positive and high level relationships we have in the market place, the opportunities to increase our breath of service and business delivery and continue to increase our high performance team.

I would like to thank our dynamic and high performing team. Their dedication, support and commitment to providing a high level and blue ocean services to our clients is one of the things that sets us apart from other consulting businesses. We also thank all of our client's, our success is because of your continued support.

Amovita Consulting looks forward to the year ahead with much confidence and assurance continuing to set us apart as a niche service in the market and sector.



Tracey Harris
Executive Director



The Amovita Team

Tracey Harris - Executive Director

BSW DipSoc MAASW (Acc) FRDP (Acc) BSZ MPhil (Current)



Tracey is the Executive Director of Amovita and is a leading speaker and professional on how to develop and maintain high performance in the workplace.

Tracey has worked in the field of human services specialising in organisational and business excellence, leadership and executive performance for over 25 years.

Tracey has worked in senior ministerial policy positions, senior management and clinical practice. Tracey leads the Management Consulting Division of Amovita providing management and executive consulting, strategic and business canvassing, training, public speaking, professional supervision, staff performance and business coaching. She has previously worked in Tasmania in Housing Tasmania, for the Federal Member of Braddon and Parliamentary Secretary Peter 'Sid' Sidebottom and in NSW for the Minister for Housing and Mental Health. She was instrumental in heading up the policy reform for West Dubbo whilst working in NSW.

Tracey provides lectureship to the Australian Catholic University in the areas of public and social policy and student field education and mediation. Tracey is currently undertaking her MPhil/PhD study in the area of supervision for high performance in the workplace.

Sally Cooper - Senior Consultant

Ma Couns, Ba Soc Sci: PACFA & QCA (Acc)

Sally is a Senior Consultant with Amovita and leads the HR Division of Amovita Consulting. She is a leading clinical Family and Employee Support Program professional working across the private, corporate, not for profit and government sectors.



Sally's skills and knowledge are instrumental in providing a range of effective HR solutions including workplace counselling, workplace investigations staff performance.

Sally leads Amovita's Engage and Activate programs working with Family & Employee Support Programs to maintain high performing and healthy workplaces.

Sally's counselling expertise has included working with carers who dedicate their lives to loved ones with mental, cognitive and physical health impairments. Sally's professional rapport with General Practitioners and Medical Specialists in Brisbane is an integral aspect in her framework with individuals and families, as they journey through the grief process.

Some of Sally's career highlights have included working in the Far North Queensland communities providing counselling and community recovery post Cyclone Larry and for the various communities in central Queensland devastated by floods in recent years.

Lara Denman - Senior Consultant
BSW TAA



Lara is a Senior Consultant with Amovita and has an extensive knowledge and expertise in a wide range of professional areas including health, mental health and training arenas. She has worked across a number of high-level governmental projects and has been instrumental in orchestrating and sustaining change at the senior and executive level.

Lara expertise lies within high level project management; educational design and facilitation (accredited and non-accredited); initiating, planning and evaluating structured approaches to service improvement and orchestrating sustainable change in a way that assists individuals, teams and organisations to become more resilient and productive. She also provides professional supervision, coaching and mentoring.

Lara guest lectures at the Qld University of Technology, Griffith University and the University of Qld on a wide range of topics relating to Mental Health and Social Work. With a creative, innovative and professional approach, Lara supports individuals, organisations and corporate clients in professional mastery using resources and providing a toolkit of skills, knowledge and programs.

Some of her career highlights so far have included contributing to the development of the Queensland Transcultural Mental Health Centre's District Partnership model, establishment of Australia's only operational deafness and Mental Health Centre of Excellence and has been the recipient of international film industry awards as a Creative Director in Special Effects.

Nicola Payne - Senior Consultant
Marketing & Communications

As Amovita's Senior Marketing and Communications Consultant, Nicola has extensive in marketing, communications, media, public relations, publications, grant writing, sponsorship and copy writing, spanning her 16-year career.

She has worked beside and within government, private, corporate and not for profit sectors and has a passion for supporting the human services industry by providing high level and professional marketing and communication solutions and strategies, assisting organisations to evolve and grow.



Nicola's expertise lies in the multimedia, communications and marketing areas including creating websites, development of strategic plans and presentations, creating television and radio commercials, designing corporate publications and brochures and managing high profile events for a virtual who's who of Queensland government and community sectors, including Tourism Queensland, Queensland Health, The Coffee Club, The Endeavour Foundation, The Smith Family and Open Minds. Her career highlights have included completing marketing re-branding for three organisations and businesses, event management of the QLD Tourism State Conference and International Rotarian Golfing Championship and Australia Day Ceremony and awards.

Rebecca Stephens - Senior Consultant

MA (Education & Training), BSW (Aust) AASW & PTASW (UK) MAASW

Rebecca is a Senior Consultant with Amovita and has a wealth of experience and expertise both internationally and here in Australia through consultancy services, education and training.



As a social work professional, Rebecca specialises in organisational development and consultancy for high performance. She is a leading speaker and professional on workforce design, planning and performance, and is widely recognized and appreciated across businesses and organisations for her multi-media training mediums. She consults and trains organisations the art of interactional high performance activities in the organisational or corporate workplace. Rebecca also provides clinical and professional supervision to staff across human services. Rebecca has extensive experience in Australian and in the UK working in government, non-government, community and private sector organisations.

Rebecca is a Lecturer in the social work program with both the Australian Catholic University and Griffith University lecturing in the area of social work theory and practice, group work and field education.

As a Senior Consultant with Amovita Consulting, Rebecca develops and facilitates a range of professional development and training programs and professional practice supervision.

Andrew Purcell - Consultant - Media & Videography, Real Media Productions

Andrew commenced his career in the Human Services and has worked throughout Australia and the United Kingdom where he began event photography and videography.

Returning to Australia in 2008 to work as a Program Manager for a not for profit organisation he branched into media and videography starting Real Media Productions in 2010.

Andrew partners with Amovita Consulting to provide media, photography and videography across Amovita's services and programs.

Andrew provides services including:

- Videography & Presentations
- Photography & Editing

Our Business Award Achievements

In July 2011 Amovita's success was recognised as the recipient of the Australian Business Industry Leaders Awards for Service Excellence and then again in August 2011 as the recipient of the Quest Newspaper Professional Services Award.

Australian Business Award - Service Excellence

Now in its sixth year, the Australian Business Awards program recognises organisations that demonstrates the core values of business excellence, product excellence, corporate responsibility, sustainability and commercial success in their respective industries. A total of 103 recipients were honoured across Australia.



The Australian Business Award for Service excellence recognizes organizations that deliver outstanding customer service. From a field of 1,016 applications in all categories and 236 applicants in the Service Excellence category, Amovita was awarded as the leading business for service excellence in its field.

Quest Newspaper Award - Professional Services

The Quest Business Achiever Awards are supported by a valued array of corporate and government sponsors with the goal to empower readers in recognising and rewarding local businesses for providing top quality service. The Awards offer small business a marketing edge and conversely offer sponsors the opportunity to be directly involved with potential clients in a positive and celebratory atmosphere.



“These awards reinforce our commitment to professional service excellence. We value and appreciate our customers and clients. Amovita is a relatively young business and we have a zealous and high performance approach to provide a professional service to our clients and in 2011 we were delighted to be recognised for this commitment and attention to our most important asset - our clients” Tracey Harris, Executive Director.

2011 Client Awards

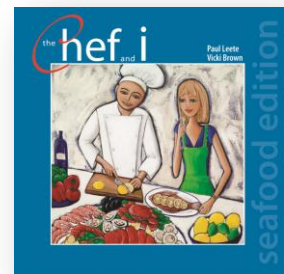
In November Amovita held its inaugural 2011 Amovita awards. Amovita showcased ten of our client organisations recognising their valued work and support of Amovita Consulting.

Held at the Story Bridge Hotel in Brisbane, we focused on our clients from the human and community services sectors that have supported Amovita and have been part of our success.

Vicki Brown from Mooloolaba, a successful business woman and accomplished successful best-selling author inspired our guests as she spoke about her career and success behind her recently published book, "The Chef and I". Her enthusiasm and positive professional style was inspiring and motivating.

During the evening we acknowledged:

1. Open Minds
2. Youth Care Support Services
3. Uniting Care Community
4. Youth Emergency Services
5. North West Youth Accommodation Service
6. Gold Coast Employment Services
7. St Barts, Nathanael House
8. Qld Community Housing Coalition
9. Salvation Army, Glenhaven
10. Bayside Family Day Care

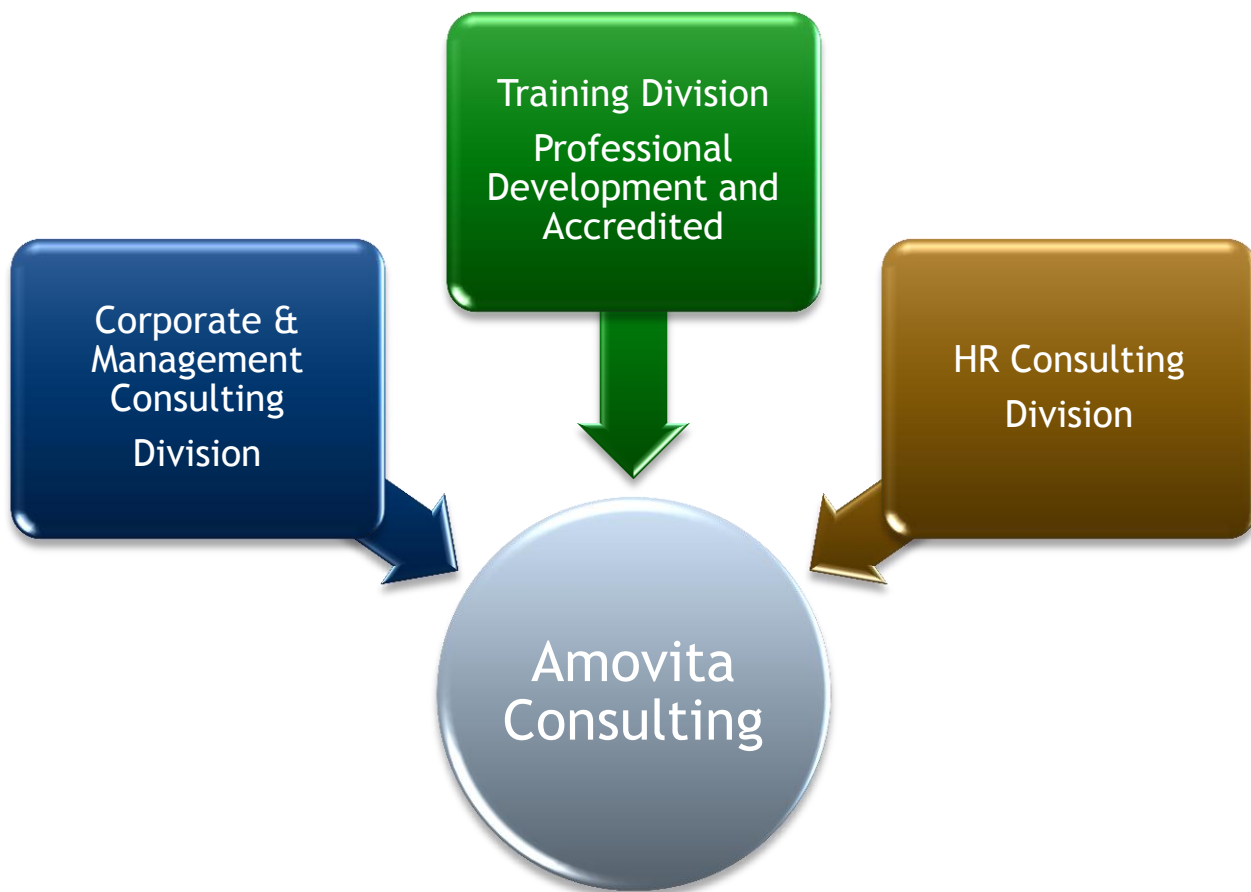


Thank you to our event sponsors Alyte Creative, Kersley Financial Services and Real Media Productions.

Amovita Consulting Services & Programs

Amovita Consulting develops and delivers a range of services and programs through three business key delivery areas.

- 1 Corporate & Management Consulting Division
- 2 Professional Development and Accredited Training Division
- 3 HR Consulting Division



1. Corporate & Management Consulting Division

At Amovita we believe that all executives and managers need to be zealous about their leadership, passionate and persistent in their focus and be able to inspire others to dream and set their goals high. Great leaders create the drive and passion so that others want to follow the quest before them.

To be successful and achieve high results in any senior or executive role or in one's own business means possessing a key set of skills and a high performance mindset to ensure success for the organisation or business and also for the team.

Our mindset creates and delivers our future and the having the right team in place is the vehicle by which to achieve this.

Our Corporate & Management Consulting Division provides:

- Executive and management consulting and coaching
- Blue Ocean Strategic Canvassing
- CEO & Executive Leadership retreats
- Management and executive team excellence programs
- Change Management
- Policy review and development
- Professional supervision for high performance

We bring leaders together in an environment that allows them to stop and reflect on their executive and leadership practices and to hear from others about their path and experiences. We also bring in highly successful leaders to inspire the group and share their stories of success.

Our executive and management coaching program focuses on:

- Developing a high performance mindset for success
- Transactional vs Transformational Leadership
- Strategy canvassing and planning
- Recruiting for success
- Driving 'Formula 1' outcomes
- Breakthrough to limiting beliefs that influence success
- Management style assessment
- Business planning for the Blue Ocean
- Leadership for positive influence
- Mastermind groups
- Rewiring for a masterful mindset



2. Training Division - Professional Development & Accredited

Amovita has a comprehensive training division that provides a range of professional development and accredited training programs. As part of our professional development presentations Amovita offers:

- Development of in company/organisational training
- Amovita's Public Training Program
- 'YES Minister' - Strategic Communications in the Political Arena
- Mediating Conflictual Situations in the Workplace
- Professional Supervision for High Performance
- Blue Ocean Strategic Planning
- Leading for Excellence and High Performance Outcomes
- 'A Way with Words' - Tender Writing for High Performance

Our range of accredited training programs include:

- Diploma Community Services Coordination
- Cert IV Community Services

Training Division
Professional
Development &
Accredited
Training

Amovita
Consulting

"Amovita has been working alongside our organisation for more than 2 years and has proved time and time again they provide a valuable and consistent service that is highly professional. We use the services of Amovita in the areas of EAP services, training, staff investigations, professional supervision and executive coaching.

Comments from staff include, 'Amovita is so engaging and informative in all our training sessions'. Amovita continues to work with us to build a staff team that is positive and enables our staff to be some of the best in the field. Amovita's staff always go beyond what they are required to do, are very positive and are ready for any challenge we bring to them."

Open Minds



3. HR Consulting Division

Having the right HR outcomes saves organisations and businesses time, resources and lost productivity. It is often more cost and resource effective to engage an external consultant to support your HR outcomes. Developing and maintaining a resilient and highly effective workforce is one of today's contemporary organisational and business requirements.

Stress and burn out is among one of the most common reasons for HR involvement and can be often misunderstood as performance concerns. Amovita's suite of HR Consulting solutions is a must for any business or organisation. We provide excellence in service and our results across our services and products in our HR Consulting Division speak for themselves.

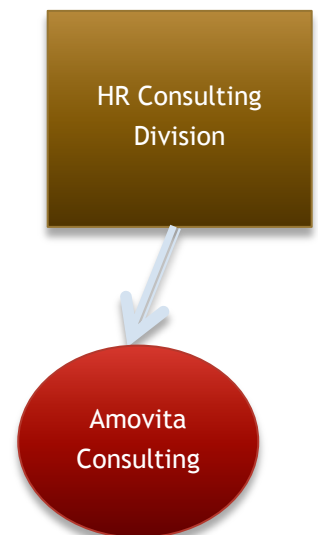
Amovita provides services across the following HR areas:

- Activate & Engage Programs - Family & Employee Support Programs
- Workplace dispute resolution (Mediation)
- Psychological First Aid - Critical Incident Debriefing
- Performance Consulting
- Performance Appraisal Development and Facilitation
- Transition and Exiting of Staff
- Change Management

Two of our flagship programs are vital to the bottom line. Amovita's **ENGAGE PROGRAM** ensures employees are continually learning about the benefits of maintaining their own psychological, physical and emotional wellbeing, with the goal of reducing the risk of unnecessary absenteeism of workplace conflict.

Amovita works with both managers and staff through the **ENGAGE PROGRAM** and our mediation program ensures the workplace remains healthy and high performing. We encourage staff to utilise the **ENGAGE PROGRAM** at a proactive state instead of the restorative stage restoring workplace health and wellbeing back into place in a timely manner.

Amovita Consulting's **ENGAGE PROGRAM** provides a positive, proactive, confidential and professional service to your workplace and managers through flexible and responsive workplace support, counselling and educational services.



From the mining sector to human service organisations, Amovita provides confidential counselling, coaching and support for staff and their families regarding any workplace or life's challenges.

Amovita's Family & Employee Support Programs offer:

- Independence from the workplace
- Services that are highly confidential
- A range of counselling approaches and models
- The opportunity self-refer or be referred by your workplace
- A tailored F&ESP specifically designed for your organisation
- A nominated number of sessions or over a particular time frame
- Highly trained professionals such as psychologists and social workers
- Culturally appropriate counselling when requested
- Access to our legal service
- Critical incident debriefing and support



Amovita provides Family & Employee Support Programs across a number of personal and workplace challenges including:

- Interpersonal and workplace conflicts
- Skills to deal with workplace stressors
- Organisational culture
- Work/life balance and career planning
- Working through change
- Dealing with relationship breakdown and divorce
- Returning to work after a workplace injury
- Health and well-being concerns
- Career planning
- Relationship skill development
- Grief, depression, anxiety and health issues
- Workplace conflict



Activate Program

Check, Connect and See

This program is for transient staff where they relocate regularly, live away from family or identify ongoing complex issues, then ACTIVATE Program is the 12-week practical course for families in your workplace.

Check Up:

- Learn about your family's communicating style and how this impacts on daily tasks as well as long term goals
- Investing time in assessing the areas of strength in your family unit
- Gaining an awareness and understanding of the areas of your family's challenge and how to best work together for positive change.

Connect In:

- Hear about the great resources and supports available for all members of your immediate family
- Understand the value of connecting into local services and supports to sustain your family now and in the future
- Engage with other local families to develop new relationships and reduce isolation
- Regular contact with your Amovita Consultant to ensure support is available for all family members.
- Telephone, Face to face, Skype, Webinars

See the changes:

- Learn how to review the changes as a family unit and continue to set new goals
- Celebrate successes as a family unit



Governance & Strategic Canvas Framework

Amovita's Governance and organisational structural process is premised on high performance principles. Having a team that is entrepreneurial in mindset and aptitude allows us to draw from our expertise and talent in driving our business goals and achievements. It is vital that our business and strategic framework is robust, accountable and reportable.

Amovita's Governance and Strategic Framework includes risk awareness, quality improvement, professional development, professional memberships and health and well-being. Our Senior Consultant team comprising of Directors across our HR, Management Consulting and Training Divisions are the leading team in decision making, planning and accountability. The role of this team includes:

- Ensuring and maintaining sound governance through leadership and management theory and our policy framework
- To maintain fiduciary duties through appropriate laws and legislative frameworks
- Ensuring Amovita Consulting is financially viable, solvent and sustainable to ensure continued future growth and market share
- To monitor strategic and operational performance across all key business and service areas
- To ensure effective and efficient management of all risk and asset areas
- To maintain optimal utilisation of the company assets and resources
- Monitor and maintain high performance of our team and individual members

The Amovita Consulting team is also committed to environmental awareness and the communities in which we live and work. This includes how we engage with and deliver services to our clients both here in Australia and overseas.



Organisational Structure

The Governance and organisational structural success is managed and overseen by the SLT (Senior Leadership Team) within Amovita Consulting. This comprises of a voluntary Leaders of Excellence Group who assist with business planning and leadership as well as the Executive Director and Senior Consultants.

The Amovita Consulting Governance framework is drawn from the ASX Governance Principles in relation to the nature of corporate governance and how the company's business principles are developed, implemented and evaluated. It is vital that Amovita Consulting's Governance structure is robust, accountable, transparent and reported. The Governance framework also includes risk management and quality improvement.

The role of the Leaders of Excellence, Executive Director and Senior Consultants in line with Governance includes:

- *Ensure and maintain sound governance through leadership and Amovita Consulting's policy framework*
- *Maintain fiduciary duties through relevant laws and legislative frameworks*
- *Ensure the company is financially viable, solvent and sustainable to ensure future growth and market share*
- *Monitor performance both on a monthly and annual basis against strategic plans and budgetary frameworks*
- *Ensure effective management of risk and assets*
- *Maintain optimal utilisation of the company's assets and resources*
- Corporate Social Responsibility

The Senior Leadership Team recognise and are committed to the environment and community in how it conducts its activities and provides services to its clients.

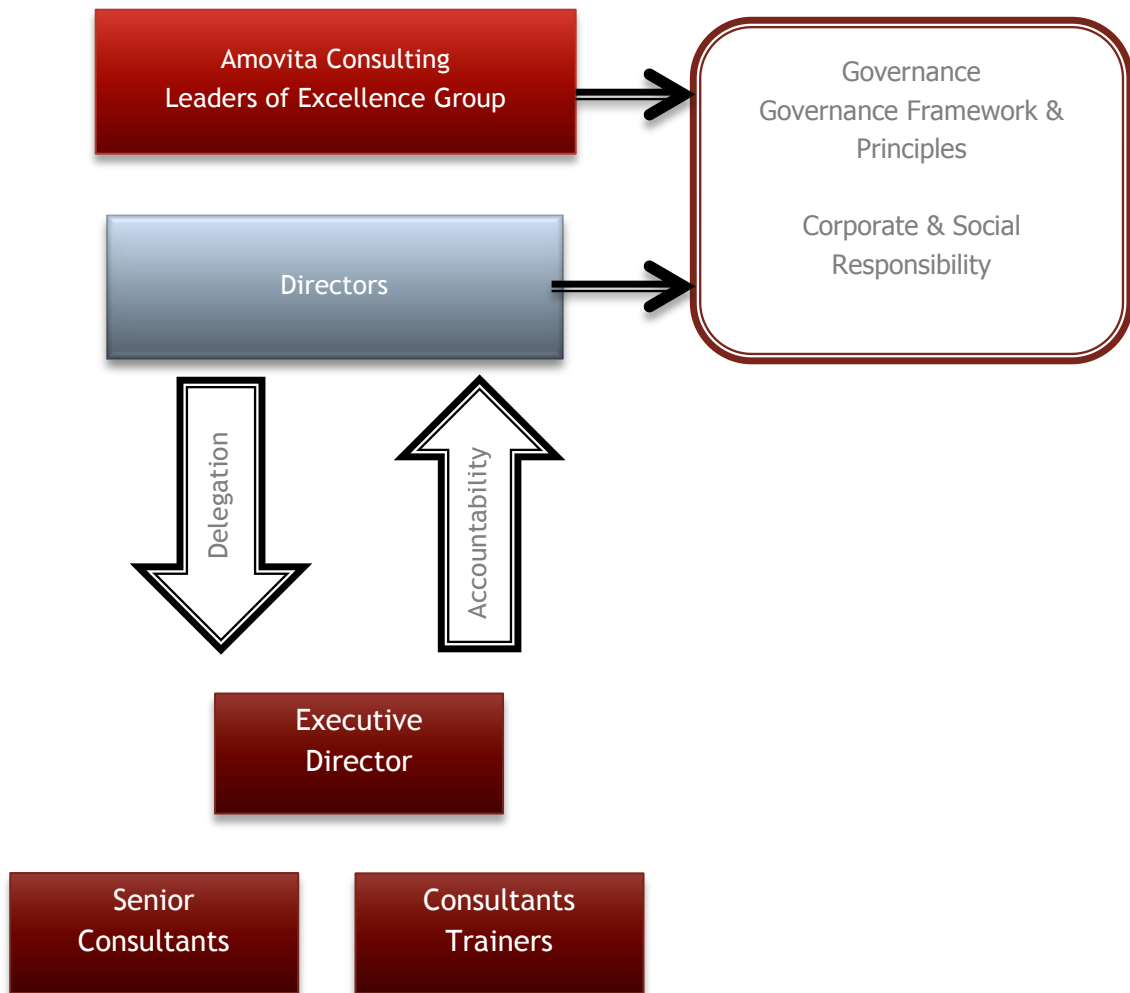
We also participate in community events in pursuit of our own health and well-being and encourage our team to increase and maintain a healthy lifestyle and balance.

Amovita Consulting's Company structure is based on a collective decision making model. The Executive Director provides leadership and strategic direction for the Company and services Amovita

provides and the Senior Consultants provide leadership, development and delivery of services and programs. All team members engage in research and development as part of our growth and sustainability strategy.

We also engage in student placements as they are available to assist our programs and services and to ensure we are contributing to education and facilitated learning.

AMOVITA CONSULTING ORGANISATIONAL STRUCTURE



Key Achievements

Growth & Sustainability	<ul style="list-style-type: none"> ~ Developed and maintained growth strategy to over 50% ~ Delivered over 6360 direct client service hours ~ Facilitatd and delivered 15 Strategic Plans across client portfolio ~ Delivered 55 various training program areas ~ Increased website activity by over 52.78% ~ Secured two internal clients in Hong Kong and France
Team Growth	~ Continued to incrementally grow team membership to support Company growth and sustainability
Service Structure	~ Reviewed and redeveloped service structure to focus on three key service areas
Business Awards	<ul style="list-style-type: none"> ~ Nominations and success in being awarded two business awards for 2011: <ul style="list-style-type: none"> • 2011 Business Industry Leaders Award for Service Excellence, • Quest Business Award for Professional Service
Conference Presentations	~ Successful abstracts and presentations at two key conferences
Amovita Awards Evening	~ Showcased ten of our clients across human services at Amovita's inaugural Awards Evening
HR Summit	~ Invited by Marcus Evans Group to showcase Amovita Consulting at the 2012 HR Executive Summit
Partnerships	~ Developed partnership with Enhancing Community Business to deliver Tender Writing Workshops in 2012
New Program Areas	~ Developed Blue Ocean F&ESP with the launch in 2012 of Amovita's Engage and Activate Programs to be delivered in Rockhampton, Townsville, Bowen and Gladstone
Promotion/ Marketing	~ Continued growth and development of Amovita's website including our e-news, blogs, introduction of promoting Amovita through social media sites including Twitter, Facebook, Ecademy, LinkedIn, Youtube.
Client Portfolio	~ Breadth of client reach across corporate, Government, non-government and human service sectors

Blue Ocean Strategic Viewpoint

Amovita's Vision and Values bring together the way we approach our business perspicacity and service to our client portfolio. Our strategic viewpoint is an integral part of how we strategically plan and vision as well as operationally deliver our services and programs locally and internationally.

Amovita delivers all its services and programs based on **Blue Ocean** philosophy. We also deliver services to our clients through this framework as well. Developed by W. Chan Kim and Renee Mauborgne in the US Blue Ocean is a business and strategic model that provides a high performance approach to how we strategically develop and deliver consultancy services for our clients.

Amovita has created a **Blue Ocean** in the market place through a range of initiatives and creating and settling into a niche space of which as been acknowledgement through two business awards.

We have through **Blue Ocean's** six principles reconstructed our market boundaries, focused on the strategic viewpoint for the future growth of our business, reached beyond the existing demand in the market place, set the strategic sequence, built the right execution and eliminated any perceived or real barriers (Blue Ocean 2010)

Through **Blue Oceans** Four Actions Framework, we have captured a blue coean as the way forward to prepare for our future success, we only engage in high performance thinking, have translated the patterns and principles that create successful **Blue oceans** for all of our services and programs and developed the analysis and action to act on our insight (Blue Ocean 2010).

Our Strategic Canvas for 2012-2014 is ambitious and precise. We will through our dedication, commitment, masterful mindset, team approach and continuing to attract more likeminded consultants to meet the growth of the company, meet our goals and continue to secure Amovita's growth and success in the **Blue Ocean** it has created and **in the Blue Oceans we are yet to create.**



Vision: *Inspiring people and business excellence*

Mission: *We work as a partner to design and maintain organisational and business solutions to create a high performing workplace*

Strategic Canvas 2012 - 2014

Amovita Consulting's 2012-2014 Strategic Canvas is comprehensive and ambitious. It will take our dedication, a team effort and **Blue Ocean** approach. We will need to be highly focused and keep our vision in the forefront of our minds as we move to implement our goals. Our key indicators will challenge us yet they are highly achievable. Our positive mindset, our positive energy and determination will ensure that Amovita continues to grow to secure further market share.

Key Priority Areas

1. Growth & Market Positioning

Amovita Consulting positions itself in the market to ensure continued growth and sustainability as a leading provider of Management and HR Consulting, Mediation and Training services and programs.

2. Research & Development

Conduct and participate in research and product/service development. Publish on best practice as a leader in the marketplace.

3. Governance & Administration

Our administrative and governance frameworks provide a robust structure in which to govern and administer our services and clients to our client portfolio.

4. Programs & Services

Continue to provide service excellence, best practice and evidence based services and programs to our client portfolio



References

The following strategic frameworks and references inform the work undertaken by Amovita Consulting and are a reference for our team in their work with our clients.

Blue Ocean Strategy (2011). *Blue Ocean Strategy*.

Retrieved from www.blueoceanstrategy.com on 20 February 2011.

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