Excellence is not achieved by chance or the random application of effort and resources. It is reached by having a clear vision and developing and successfully implementing a set of prioritised strategies, goals and plans to make the vision a reality.

Lead C.I. believes planning and effective plan implementation are critical to creating and maintaining a successful business.

Engaging employees in a cascading and clearly linked planning process is essential.

We understand how important effective planning and implementing a well managed plan are in achieving successful and lasting organisational change. It is also critical in creating an organisational culture that supports achieving your vision and goals.

Our Enabling your Vision to be Achieved (EVA) framework provides a proven roadmap for business owners, CEOs and management teams to identify and address improvement opportunities within their business, and to develop and implement solutions.

We use EVA to tailor management, planning and leadership programs that meet your specific needs and deliver real and measurable business improvements.

We do this by developing your capabilities in management, planning and leadership.

- Facilitate development of clear and prioritised strategies, goals and plans
- Provide hands-on support in effective implementation of strategies and plans
- Deliver targeted training, coaching and mentoring to individuals and teams to develop capabilities while delivering results

Let our leaders help yours
We know what works because we have experienced what doesn’t. Each of our practitioners has more than 20 years’ specific management and leadership experience as an executive or senior leader, working with some of Australia’s most influential companies.
How has Austube Mills developed and communicated its business strategies to the Newcastle team?

Our business strategies are aligned to the organisation’s values of family, change and sustainability. Strong business plan pillars including marketplace, workplace, health, safety and environment, people and organisation, and KPI outcomes form the foundation for our leadership team to build their plan. Each area then develops a departmental strategy with a 90 day action plan which then cascades from the overall Austube Mills business plan to align goals and outcomes. Plans are shared with the workforce via many means of communication including toolbox meetings, notice boards, and television screens at site entry. Plans are reviewed quarterly and tracked by a specific team that includes representatives from wages and salary employees.

What role has leadership played in delivering strategies?

Leadership is about creating a productive culture whilst maintaining and improving our people so they achieve identified objectives and continue to improve. It was critical we had the right leadership team to take us forward which at times meant I had to make some difficult decisions. Our leadership team participated in an open, honest workshop which looked at our past, our present position, and where we need to be in the future to remain competitive in Australian manufacturing. It then set some important shared values for moving forward including integrity, family, loyalty, respect and unity/unified.

How have team and individual priorities and goals been developed to achieve your vision?

Priorities and goals for departments and employees flow directly from our business plan and are reviewed every quarter. We focus on the critical few and ensure we place rigour into no more than three key actions. We believe it is better to set three priority tasks every quarter and achieve 100% completion rather than setting ten and achieving one.

What are your culture and leadership challenges and how are these being managed?

We now have a strong, aligned leadership team who lives and breathes our shared values. Our challenge is to continue to create an environment where our workforce believes in the sustainability of Australian steel manufacturing. We are doing this by communicating our capital investment plans and by making new products and supporting exciting new projects such as solar farms.

We have regular and open communication sessions with our workforce which includes a simple BBQ question and answer opportunity. We also reward and recognise milestones. To maintain a sustainable workforce, we believe it’s important to continue to create a productive work environment with clear succession paths and honest one-on-one reviews.

Where is the business strong and what needs to be worked on?

Our leadership team is now strong with the right people and self-belief in the right roles. We’re now working on succession planning and developing potential leaders and young talent, whilst giving them the right tools for success. Too many times we have placed leaders in roles because they are good people not necessarily good leaders.

We are continuing our one-on-one regular reviews so our people know how they are going, if they are doing well, and what is their future with the company. Our focus is on setting clear training paths which aligns to our vision to multi-skill our workforce during the next three years.

How has external mentoring and support helped your business?

As a leader, mentoring has supported me to create a very strong team and work environment which I believe puts our company in a strong position. Mentoring has given me greater personal confidence in dealing with difficult decisions and confronting issues where previously I used to dwell on them. Our workshops with LEAD C.I. helped our teams to better understand each other’s personality profile which then improves communication and rapport. Building a strong relationship through connection and trust with your mentor is a critical element for success.