

Surat Basin Energy Conference

WINNING BUSINESS WITH LARGE CORPORATIONS

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AustCoal Consulting Alliance



**How a customer-centric focus
can create competitive
advantage for smaller firms
to win more business**

Our survey showed large companies want their suppliers to demonstrate the following six attributes:

- 1. Hassle free execution and invoicing**
- 2. Delivery as promised**
- 3. An understanding of their business needs**
- 4. Cost effective and reliable services**
- 5. Total Compliance with OH&S and Environmental Legislation**
- 6. ABOVE ALL NO SURPRISES**

These six attributes require the firm to demonstrate customer-centric behaviour.

Customer-centric firms exhibit the following behaviours:

- **The voice of the customer is heard and understood**
- **Looking at issues from the customer's perspective**
- **Seeking absolute clarity in the customer's needs**
- **Highly responsive to serving the customer's needs**
- **Devoted to building sustainable customer relationships**
- **Collaborative interface with customer**
- **Always striving for mutual benefit Win - Win**
- **Willingness to share the risks**

Four Steps to Winning Business with Large Corporations

Step 1 – Invest in People

Step 2 – Invest in Quality

Step 3 – Invest in Improvement

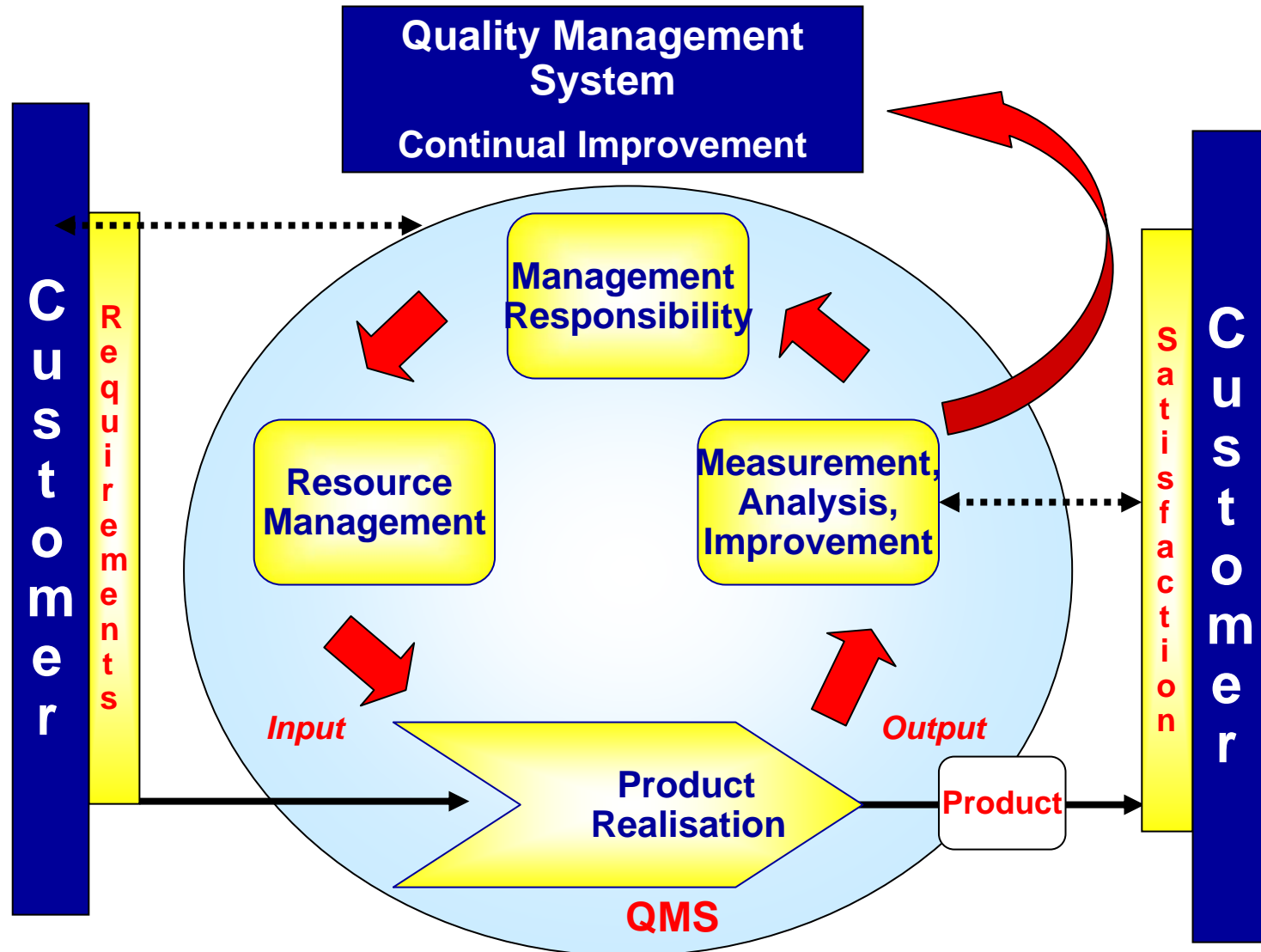
Step 4 – Invest in Business Alliances

Recruitment is a business critical process to select the right people. Michael Minns is a leading HR professional who has developed a selection system which allows for multiple hiring and induction of employees.

- **peers and managers are utilised in the recruitment process**
- **critical competency dimensions are**
 - behaviours, attitude and values
 - individual skills and / or trainability, and
 - personal motivation and cultural fit with peers
- **guiding principal is to hire for attitude first not skills. Michael believes this is a valuable approach in the critical skills shortage impacting on Queensland.**

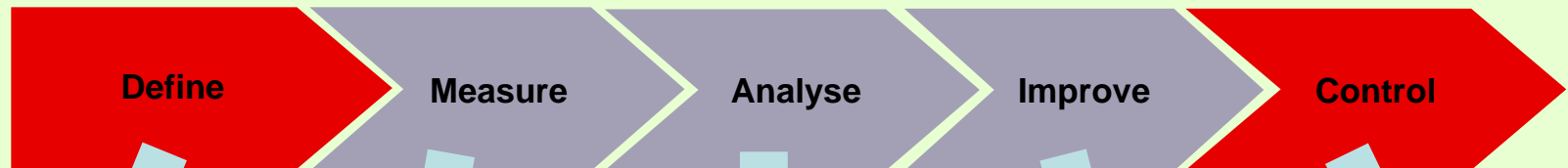
Michael Minns mmhr@bigpond.net.au

STEP 2 - INVEST IN QUALITY





Lean Six Sigma Method



- Define the problem & improvement opportunity
- Define customer requirements
- Define current process (from QMS)

- Identify what to measure
- Understand variation in processes
- Map processes
- Determine baseline

- Analyse data
- Value Stream analysis
- Develop hypothesis around root causes
- Validate root causes via data analysis
- Identify waste

- Generate process improvement based on root causes
- Evaluate & select optimal solution
- Pilot changes

- Review pilot results
- Modify solution if required
- Document new/changed processes (QMS)
- Roll out solution

Synergy method to develop an effective QMS and implement Lean Six Sigma is based on over 80 implementations led by **Jim Laird** Managing Director Synergy Management Consulting Group jim.laird@synergymcg.com

1. **Base the system on your own business, not external standards**
2. **Map current activities as core, support and system processes**
3. **Set business objectives & process performance measures**
4. **Determine the level of control of processes by risk analysis**

Synergy method to develop an effective QMS and implement **Lean Six Sigma - continued**

- 5. Document processes, add ISO9001, OHS & environment requirements**
- 6. Implement new processes with full involvement of your people**
- 7. Improve performance using preventive action and Lean Six Sigma**
- 8. Implement improvements; change management including QMS update**

Free Briefings download from

www.synergymcg.com

AustCoal Consulting Alliance between 12 leading consulting firms focused on meeting the business needs of the Australian coal industry and its service providers

- **Due Diligence**
- **Feasibility Studies**
- **Formation of Joint Ventures**
- **Business Planning and Deployment**
- **OH&S and Environmental Management Systems**

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CCS Alliance formed to drive the commercialization of Carbon Capture & Storage for coal and gas -based power generation

- **Connell Wagner**
- **Minter Ellison Lawyers**
- **MBA Petroleum Consultants**
- **Greenhouse Gas Storage Solutions**
- **Diversified Construction Corporation**
- **Synergy Management Consulting Group**

Burnett River Dam, Queensland

SMEC was part of an Alliance consortium engaged by Burnett Water Pty Ltd to provide design services for the Burnett River Dam to provide water for irrigation, urban and industrial use.

Queensland Government, Tugun Bypass
SMEC was the Principal Designer and Environmental Management Role within the Pacific Link Alliance, which was appointed by the Queensland Government to undertake the design construction and 10 year maintenance of the \$543million Tugun Bypass Project.

LAJV Gateway Upgrade Project, Brisbane
SMEC and Maunsell Aecom are the principal designers for the Leighton Abigroup Joint Venture (LAJV) to construct the \$1.88billion Gateway Upgrade Project, the largest road and bridge project in Queensland's history.

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