01

FOR ADVISERS WHO PROTECT THEIR REPUTATION

A

CAREFUL INTRODUCTION IS A FORM OF JUDGEMENT.

THIS IS ONE YOU CAN MAKE WITH CONFIDENCE.

Pennine Pacific helps established businesses run better and become worth more. We diagnose what is holding them back, implement the priority changes and provide senior leadership support while improvements take hold.

INNOVATION | TRANSFORMATION | RESILIENCE

PENNINEPACIFIC.COM

INTRODUCING PENNINE PACIFIC

BETTER BUSINESS.
MORE VALUE.

RECOVER

VALUE AT RISK

REALISE

UNTAPPED VALUE

A multidisciplinary transformation company working across people, process, systems and leadership.

Pennine Pacific identifies what is constraining performance, implements the priority changes and builds the client team's capability to sustain the gains.

THREE SERVICES / ONE RELATIONSHIP

01

DIAGNOSE

An independent, fixed-fee review that identifies the highest-value issues and gives the client a clear, prioritised plan.

02

FIX

Pennine Pacific works with the client's team to implement the changes the evidence supports across systems, processes, organisation and capability.

03

RUN

Where senior leadership is needed, Pennine Pacific provides fractional executive capability to direct the work, protect the gains and transition accountability back to client leadership.

MANY CLIENTS START WITH THE DIAGNOSTIC.
EACH SERVICE IS SCOPED SEPARATELY; THE CLIENT DECIDES WHETHER TO CONTINUE.

SENIOR OPERATORS / DIRECT ACCOUNTABILITY

EXPERIENCE THAT HOLDS UP.

Pennine Pacific is led by senior operators with enterprise-level experience across technology and commercial leadership. The team has held fractional Chief Technology Officer roles across the NDIS, aged care, home care, healthcare and medical recruitment, and fractional Chief Marketing Officer roles across ecommerce and premium garden and furniture retail. Further engagements span education, financial services, retail and retail pharmacy. At enterprise level, their track record includes conversion and marketing-technology programmes for organisations such as Procter & Gamble and Google, growth leadership that took a mid-market retailer into The Sunday Times Profit Track 100, and a platform that replaced an established industry's manual operating model.

SELECTED EXPERIENCE

PROCTER & GAMBLE + GOOGLE

Enterprise conversion and marketing-technology programmes

A$20M+

Annual marketing budgets managed

THE SUNDAY TIMES PROFIT TRACK 100

Growth leadership that took a mid-market retailer into the ranking

A$115M+

Acquisition experience, alongside significant capital raises

CLIENTS WORK DIRECTLY WITH EXPERIENCED PRINCIPALS

NOT DELEGATED JUNIOR TEAMS

ANONYMISED CLIENT EXAMPLE / INDEPENDENT DIAGNOSTIC

DIAGNOSTIC TIMEFRAME

IN

08

WEEKS

VALUE IDENTIFIED

A$1M-A$2M / YEAR

ANNUAL RECOVERABLE VALUE

A$1.5M-A$3.2M

UNREALISED VALUE

CLIENT PROFILE

SECTOR	OPERATING FOOTPRINT	BUSINESS SCALE
ESTABLISHED EDUCATION PROVIDER	MULTI-SITE OPERATIONS	TENS OF MILLIONS IN ANNUAL REVENUE

HOW WE DIAGNOSED

We gathered evidence from the boardroom to the front line, then tested the interview findings against the business's systems, processes and operating data.

WHAT THE EVIDENCE REVEALED

Growth had outpaced the operating model. Manual workarounds, fragmented data, unclear decision ownership and reliance on a handful of key people were consuming capacity and weakening confidence in performance information. The maturity assessment helped isolate where stronger operating discipline could reduce risk, recover capacity and support growth.

OPERATING MODEL MATURITY

TARGET: LEVEL 3 / SCALE INFORMED BY COBIT PRINCIPLES

0	AD HOC	Dependent on individuals
1	REACTIVE	Reliant on workarounds
2	DEVELOPING	Partly documented
3	DEFINED	Documented and owned

Architecture & systems	0.8
Commercial measurement	1.0
Suppliers & partners	1.0
Decision governance	0.9
Risk & resilience	1.0
Roadmap & prioritisation	1.0

MOST IDENTIFIED OPPORTUNITIES **WERE NOT TECHNOLOGY PROBLEMS**

Indicative diagnostic estimates, subject to confirmation against audited financials. Categories may overlap and should not be added together. This example is not a forecast or guarantee of results for other clients.

SPOT IT IN YOUR CLIENT BASE

WHO TO INTRODUCE

ESTABLISHED, SUBSTANTIAL BUSINESS - NOT A STARTUP

Typically A$5-50m revenue, around 30-500 staff, and enough complexity to span multiple sites, brands, entities or channels. It may be founder- or family-led, growing quickly, or preparing deliberately for its next stage.

WHERE VALUE MAY BE LOST

01 Capable people are stretched by recurring operational issues.

02 Margin is being eroded by errors, delays, or rework.

03 Leadership lacks a timely, reliable view of performance.

04 Critical decisions depend on a small number of key individuals.

WHERE OPPORTUNITY MAY BE MISSED

01 Pricing has not kept pace with the value delivered.

02 Existing platforms or capabilities are underused.

03 A channel, customer segment or product line could contribute more.

04 Available data is not being used to inform decisions.

THE NEED MAY ALREADY BE CLEAR

A HEALTHY BUSINESS IS PREPARING FOR ITS NEXT STAGE.

THE CHANGE IS KNOWN, BUT DELIVERY SUPPORT IS NEEDED.

SENIOR PART-TIME LEADERSHIP IS REQUIRED.

THE BEST TIME TO STRENGTHEN A BUSINESS MAY BE BEFORE THE PRESSURE BUILDS.

WHAT TO EXPECT

A SIMPLE INTRODUCTION. THE RIGHT START.

You do not need to diagnose the problem or select a service. A warm introduction is enough.

01

YOU

INTRODUCE

A warm introduction, with no obligation to proceed.

02

WE

LISTEN

A confidential conversation about the business and its context.

03

WE

AGREE THE SCOPE

Diagnose, Fix or Run, with scope, fees and intended outcomes agreed upfront.

04

WE

DELIVER

Senior accountability, clear communication and delivery against the agreed scope.

YOU OPEN THE CONVERSATION.

WE GUIDE THE NEXT STEP.

REFERRAL ARRANGEMENTS

Where permitted by the introducer's professional obligations and applicable law, any referral arrangement will be agreed and disclosed before the introduction.

MAKE AN INTRODUCTION

START AT PENNINEPACIFIC.COM >