



THE NFP FORUM

Opportunities to Grow
for NFP specialists

**Better connections and better relationships
lead to better outcomes.**

**The NFP Forum is focused on enhancing the core
components you will need to keep ahead of the pack
in today's fast paced business environment and be
your most effective Business Development strategy
for the NFP sector.**



OUR FOUNDATION PARTNERS

The NFP Forum is proud to be associated with our Foundation Partners. Through these partnerships, all our group members will have access to expertise in the banking, legal and governance, all vital to the ongoing growth and success of your business and your clients.

Hopgood Ganim

Westpac

Effective Governance

A PLATFORM TO CONNECT WITH THE NFP SECTOR

WHAT IS THE NFP FORUM

We provide a platform to make direct connections with high profile NFP organisations and service providers via participation in the NFP Hub.

We are here to show you a way to more effectively connect and win more business and grow exponentially by implementing a variety of strategies including drawing on a network of accountants utilising the BSTAR NFP advisory system which utilises the Hub as a source of NFP expertise.

This offer is limited to firms with the ability to add value and a unique service to the NFP Hub.

An investment in this program will enable you to get better returns from your BD expenditure that is also industry specific and recurrent in value.

WHY WE DO IT

When formulating a growth strategy, NFPs need to work efficiently and effectively.

In other words if NFPs are to flourish, they need to find better ways of doing business. NFPs need to understand where they are over spending and where they are under performing.

The ability to innovate, diversify and be disruptive will create opportunities to achieve efficiencies and find new revenue streams.

We are passionate about helping NFP Boards and Executives build a sustainable, efficient and growing organisation with diverse revenue streams. To do so we need a network of like minded experts across a broad range of services.

WHAT IS THE NFP ADVISORY HUB

The NFP Advisory Hub is a group of businesses with expertise to assist NFPs discover better ways of doing business. By analysing an NFPs business processes, we understand where an organisation is over spending and under performing.

We connect the NFP team to our Advisory Hub of industry experts that offer premium advice delivery and best practice outcomes. Our experts then do the heavy lifting for them.

The NFP Advisory Hub brings together expert industry partners with NFP industry leaders to share their combined knowledge of trends, issues and opportunities.

Hub members represent experts from the following fields:

- Utilities — telecommunications, electricity
- Marketing and Communication
- Digital Marketing- CRM and workflow automation
- Accounting Systems and Book keeping
- IT and Data Security
- Corporate Governance
- Executive Leadership and Transition Management
- Insurance and Risk Management
- Finance
- Property Advisory
- Asset Management eg vehicle tracking
- Property Maintenance

WHO WE DO IT FOR

This solution is offered to firms that have the capacity to add value and a unique service to the NFP Hub.

The Hub would appeal to businesses that have one of the following traits:

- a)** A business in fast growth mode which has identified NFPs as a vertical they wish to develop. The business will offer sound solutions ideally suited to the NFP sector.
- b)** Mature business, that already has a foothold in the NFP sector (specifically aged care, NDIS or education) and is ready to grow exponentially by forming strategic relationships with other firms and open to connections with high profile NFP organisations.

YOU ARE INTERESTED IN:

- Building connections with organisations such as Westpac, Effective Governance, Hopgood Ganim.

- Establishing relationships with high profile organisations such as Mercy Aged Care, Carers Queensland, Churches of Christ, St Vincent de Paul Society, National Seniors, Southern Cross Care.

THE REAL COST OF NEW CLIENT ACQUISITION

Have you considered the cost of making a quality connection in a high profile organisation?

The costs involved in marketing, time and lost opportunities.

This program will help you cut through and connect in record time.

WHEN SHOULD YOU CONSIDER THIS PROGRAM?

When your firm wants to fast track their growth into the NFP sector.

The NFP Hub exists to connect NFP teams with industry best practice; to facilitate diversification, innovation and collaboration to create opportunities to achieve efficiencies and find new revenue streams

KEY BENEFITS FROM THIS PROGRAM

The NFP Forum is focused on enhancing the core components every business leader needs to keep ahead of the pack, in today's fast paced business environment and fast track your growth in the aged care, retirement, disability and education sectors.

- You will focus on Projects that will generate new revenue, save time and money, be scalable, and are commercially viable. Not theory... real issues and solutions.
- Join a peer group of other Business Leaders that will collaborate with you to solve complex challenges, create implementable plans, and take advantage of current opportunities that may otherwise be ignored.
- Be held accountable to drive your business forward.
- Have the opportunity to connect with like minded Business owners and professionals to have more meaningful, productive and profitable conversations. You will have access to each other's valuable knowledge and wisdom.
- Build trust, from working collaboratively on each other's challenges and opportunities. Confidentiality will be a key part of the experience.
- Learn how to "Break out of the Sea of Sameness" and have your voice heard in your market place
- Supercharge your network from within the Forum and access to "The Consecutive"
- Have access to a Panel of Business Thought Leaders who will inspire, inform and provide insights so you can benefit from their experience in your business.
- Develop your Innovation Toolkit to learn how to do things better and differently. Research shows that the ROI from innovative processes far exceeds that from new products.
- Be provided with real world Collaboration Skills, to maximise the potential of your business.
- Gain a greater entrepreneurial spirit, essential for proactive growth.
- Be introduced to the BSTAR* accounting network as an expert in your field. Accountants require access to quality service providers to assist clients where they have identified a need /opportunity for improvement.



Bringing Leadership and Opportunities together via Collaboration

KEY CHALLENGES BUSINESS LEADERS FACE TODAY

BUSY BEING BUSY

The greatest challenge for most leaders is they rarely have time to work on proactive projects that will propel their business forward. They get stuck doing the doing, the low value tasks that keep them busy but not productive.

INSULATED FROM THE OUTSIDE WORLD

Most leaders don't truly know what is going on in their industry and rarely make the time to look at what other Leaders or Industries are doing to succeed. They get isolated from innovation through lack of contact with other leaders, industry experts and having access to a network of professionals for alternative insights.

SOLVE NEW PROBLEMS WITH OLD THINKING

The business world is changing quickly, which means leaders must change even quicker. If leaders have little exposure to different models, mindsets,

methods and messages, they then have no great perspective on what is required to fix what may not be broken... YET!

WHO TO TURN TO

Being isolated, business leaders often lack a sounding board of trusted peers to speak and confide with about opportunities and challenges.

STOP GROWING PROFESSIONALLY

Marshall Goldsmith made a brilliant quote... "What got us here, won't get us there!" If you want to take your business to a different level, you need to shift your thinking first.

All too often, leaders stop adapting and growing because they don't continue to invest in themselves, whether that is by reading, listening, reflecting or being mentored by a coach or colleague. How many mentors have you had to use as a sounding board?

DON'T KNOW HOW TO CHANGE

Most leaders know they need to change, but don't believe they have the time, or know where or how to change. Too often change is left too late.

Leaders benefit from being put in environments where they receive insights, and are held accountable to peers to move forward faster.

FOCUSING ON THE RIGHT THINGS CONSISTENTLY

The ability to focus on the right things at the right time is critical. However, it is difficult when there are so many distractions and every priority seems urgent!

UP TO 80% OF STRATEGY IS NOT IMPLEMENTED

Leaders benefit from having peers who keep them accountable to strategies that will take their business forward.

NFP FORUM COMPONENTS



LEARNING AND GROWTH

You will develop your skills and knowledge and mindset as a Business Leader and Innovator.



CONNECTING

Build relationships with other businesses and high profile organisations and be provided executive level access.



MENTORING

You will be mentored on a regular basis by the Program Facilitators and always will have access to a Panel of Business Thought Leaders.



COLLABORATING and INNOVATING

Find ways to cut through, connect and grow. An invitation to participate in an NFP Tech Showcase.



STRATEGISING

You will create clearly defined strategies. You then will be accountable to the group for strategy implementation.



SHOWCASE

Participate in the NFP Tech Summit.

NFP FORUM 1 DAY WORKSHOP AGENDA

ACCOUNTABILITY

Checking in on Each Leader's Progress

- The Leader will present to their Forum colleagues the 3 key priorities or projects they have completed in the past 90 days.
- Each Leader will provide insights and a reflection on what they learnt about themselves and what they would do differently next time.
- The group will discuss any additional personal or professional goals they have achieved in the past 90 days.

GROWTH

Gaining Greater Business Insights from the "Learning Lab"

- We will review real business case studies and look at how each individual could approach the challenge differently to create a better outcome.
- Leaders also will be asked to share insights gained through their career that would benefit their Forum throughout colleagues.
- A range of thought leaders will provide insights on topics of interest, to enhance capability.

MOMENTUM

Moving Your Business Forward. The "Opportunity Hot Seat"

- Leaders will present to the group their key opportunities and ideas to grow their businesses. The group will provide feedback and alternatives.
- Opportunity Hot Seat will allow Leaders to share a challenge and gain different perspectives prior to planning their strategy.

PROJECT PITCH

- Leaders will have the opportunity to practise in front of the group and gain feedback; e. g., product pitch

STRATEGY

Defining the Plan for the Next 90 Days

- Each Leader will plan out their next 90 days and define specific goals, projects and priorities.
- Each Leader will then present their quarterly plan to the group for feedback and suggestions.
- Appropriated adjustments will be made
- Based on the goals and priorities set, a list of daily rituals /habits and behaviours will be developed to support achievement of the quarterly plan.

“ *What Got You Here Won't Get You There*

Marshall Goldsmith

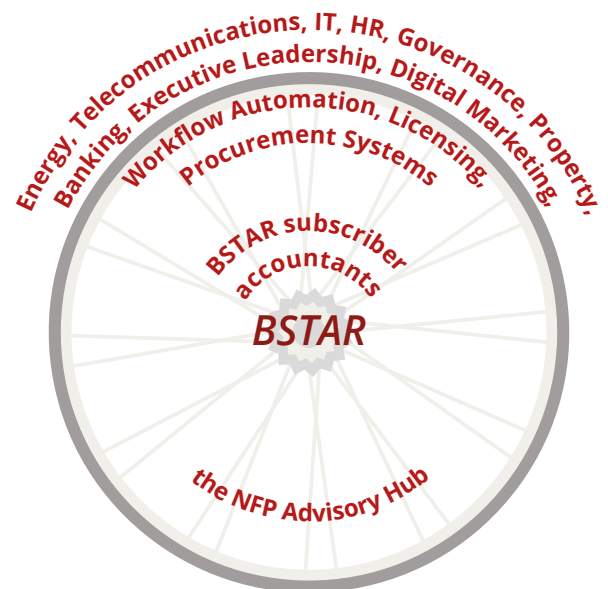
THE CONSECUTIVE

The Power of the Ripple Effect 1 = 2 = 10

The value of connections, referrals and collaboration is well known.

In addition to the opportunities created from within the group, members will be provided with access to "The Consecutive" which explains the power and strategies behind, what we call, Consecutive Networking. Our model has been developed to harness the momentum that comes from using a sequential process to build networks and relationships. "The Consecutive" includes multi layered networks from a broad range of participants including the facilitators, industry experts, professionals and service providers.

Leaders also will be shown, and experience, the value of the Ripple Effect – where ideas, concepts, solutions and personal brands (reputations) gain momentum as they spread outward across multiple networks. The Ripple Effect is particularly powerful when innovation, collaboration and personal growth combine with purpose and focus. Drop a pebble and watch it spread!



Networks + Innovation + Collaboration = Growth



During his business career, Matt has become known as the "guy who gets things done". One key element is Matt's ability to build relationships (connections), by applying a vertical integration strategy to fast track the process. Matt has evolved his process into, what we refer to as, "Consecutive Networking". Matt has applied it successfully across a variety of sectors including: business, the professions, not for profits, education, hospitality, sport and technology.

The Roundtable will not only show you how to replicate this approach and organically improve your own network, but also how to access the networks of Matt and the other facilitators and experts.

NFP FORUM: YOUR INVESTMENT

THE NFP FORUM OPERATES ON A QUARTERLY CYCLE
Each cycle has 3 parts

1. Full day work shop



The 4X One Day Workshops

- a. Accountability Session: reflect and report on key objectives from the last 90 days
- b. Learning Lab: discuss a big project or big idea in depth.
- c. Opportunity Hot Seat: each participant shares an update on current projects/challenges.
- d. Project Pitch... An opportunity for our Leaders to present their Project concept or results and answer any questions from the group.
- e. Key Objectives: plan and document key objectives for the next 90 days.

2. One on one Mentoring Session



4X Ongoing Mentoring Sessions with Participants

Mentoring meetings with each Leader to provide feedback about their approach, areas for improvement and strategies to capitalise on their projects.

3. Insight Sessions



4X Business Insight Lunches

Each quarter, the group will get together in a Boardroom or venue to hear from thought leaders or industry experts to provide participants an opportunity to learn and expand their networks.

Plus:

- All program materials and resources.
- Books, support tools and diagnostics.
- Personal access to program facilitators.

**Total investment per leader
\$12,000 + GST**

TESTIMONIALS



I was fortunate to attend the pilot program of the NFP Leaders Roundtable and was impressed by Matt's ability to bring together high calibre business leaders with extensive experience in this sector.

I met people with an intimate understanding of the challenges and opportunities for the Community Sector in the current market.

At the conclusion of the meeting two people from a major bank sat beside me and we spoke for a while. Their introduction resulted in us being appointed to a Gold Coast property. More than five opportunities have come from that first meeting so I am looking forward to our continued involvement in the NFP Leaders Roundtable to broaden and deepen our understanding of further NFP opportunities."

Robert Dunne
Director Commercial Sales
Savills Australia



The Inaugural NFP Leaders Roundtable facilitated by Matt Brannelly at Orbit Strategies provided me with the opportunity to connect and create meaningful relationships with key influential professionals in the NFP sector.

As a result from the roundtable, I connected with an IT Director who offered his skills and resources and was the keynote speaker at a NFP event at a large accounting firm. I also connected with a director of a Commercial property agent who I referred to one of my valued clients — as a result of the referral, the agent is now assisting the customer with the sale of their commercial properties.

I am grateful to Matt who has enabled me to meet key influencers and individuals who are passionate about the sector and understand the challenges and opportunities that are present."

Danielle Nguyen
Industry Senior Relationship Manager,
Commercial Banking Westpac



The calibre of the people I met at the NFP Leaders Roundtable are amongst the highest in their respective fields.

Not only do these people have a genuine drive to help the NFP sector, they have authority to make things happen.

As a result of the NFP Leaders Roundtable, I was invited to present to combination of clients from a large accounting firm and from one of the big four banks.

In addition to the NFP Leaders Roundtable, Matt's introduction to another high- calibre firm has resulted in us being appointed to provide on-going services."

Sean Dendle
CEO Cymax

ABOUT MATT BRANNELLY

B.Econ
Leader Innovator Collaborator

“Simply, Matt is the guy who gets things done

Mark Paddenburg
CEO Innovation Centre Sunshine Coast

Matt Brannelly is setting new benchmarks in innovative growth strategies, providing a complete solution as a strategist, facilitator, marketer and ‘rainmaker’.

Matt is not a talker, but very much a do'er, with the credentials to back up his advice. With an Economics Degree and 30 years of industry experience, Matt has evolved his strategies over several decades in real practice. Previous roles include Founder of the Brisbane Junior Chamber of Commerce, Chairman of the Brisbane Bandits professional baseball team; Director of Commerce Queensland and 25 years developing a niche, high profile advisory firm specialising in the health professions.

Rest assured, Matt's strategies are not based on theory, but proven methods that he personally has achieved. With every challenge Matt sets for your business, he has the genuine credibility and experience to help you achieve it. Matt has a rare talent for what American's call “Rainmaking” which is the ability to connect to create business opportunities. His results are nothing short of outstanding.

Matt is one of those rare individuals who can see the hidden opportunities for growth within an organisation's current circumstances, remove obstacles, create solutions and align every fibre of the firm to grow in extremely prosperous new directions that you never may have dreamed of.

After building his own successful company in the finance industry, Matt began creating networks in the 1990's of legal firms, accounting firms and financial advisors to work collaboratively and leverage from each other's high net worth connections. The results party hugely exceeded all expectations. This success was the beginning of Matt's quest to develop today's full spectrum of innovative strategies, that are now driving significant growth across a variety of industries including telecommunications, energy, technology, funds management, accounting and Not For Profits (NFP's).

Over the past 2 years, Matt has been applying his skills to develop innovative approaches for achieving growth in the NFP sector. This has resulted in a variety of new ideas for efficiency and revenue streams, and the formation of the Orbit NFP Advisory Hub. This Hub is a network of experts wich accountants use to access assistance for NFP clients. Matt also is responsible for developing a CEO support group for Aspirations for Kids in Sport, chaired by Ian Healy. Known as the Captains Club, it is well on its way to reaching 100 members and raising \$ 500,000 in revenue.

People come to Matt because he is “the guy who gets things done.”



WHAT OTHERS SAY

Keith Abraham

**Multi Award Winning Keynote Speaker
Founder of Passionate Performance Inc**

For the past 30 years Matt Brannelly has been leading and managing teams of people, clients, business associations and community organisations. Matt has been responsible for creating compelling and innovative product offerings with clients and the markets connected with specific target groups.

Matt has never shied away from a challenge and he has this unique ability to think beyond the challenge, using a combination of curiosity and lateral thinking that sets him apart from most business leaders. When you add this to his ability to work across Finance, Law, Accounting, Sport and Not for Profits then combine that with work he has done with the Brisbane Junior Chamber in his 20's; the QLD Chamber of Commerce in his 30's and now the work he is doing with Charitable Foundations in his 50's, it provides him with a well rounded ability to lead leaders, lead volunteers and to lead clients.

On a personal level, Matt is a leader that believes in service above self and to add value to people first before you expect anything in return.

Robert Dunne

**Director
Commercial Sales
Savills Australia**

Matt has demonstrated a natural curiosity and inquisitiveness right from the start. He was an ideas man long before it became fashionable. His generous nature has resulted in him sharing his ideas and insights to the substantial benefit of the many people and organisations that have benefited from his involvement.

Jason Titman

Managing Director – integr8 Investment Group

Matt is a tenacious business operator who has a great ability to think outside the square. Over the 20 years that I have known Matt I have always found him to have endless energy and commitment to completing projects that he takes on. Matt has a dynamic and engaging style for challenging existing business paradigms.

Mark Paddenburg

CEO, Innovation Centre Sunshine Coast Pty Ltd

If your organisation is seeking direction and renewed momentum to improve bottom line results... you look to someone like Matt.

Matt is not an academic theorist or business coach who sits on the sideline watching. He combines his enthusiasm and real world experience via processes of Business Alchemy and Change Leadership to drive real change and take a vision and make it a reality.

Simply ... Matt is the guy that gets things done."

Kristina Mills

**The Sacred Marketer. Harnessing Ancient
Wisdom to Produce a Quantum Leap
in Marketing Results.**

I first met Matt 20ish years ago when he owned a very successful firm in the finance industry. One of the key reasons for the firm's success was Matt's innovative mind, his leading-edge marketing practices and the way in which he differentiated himself from others in the industry. Since then I've seen him apply the same skills to advising other businesses. Matt is a driven, out of the box thinker who makes results happen and is a pleasure to do business with.

ABOUT SUZY RODEN

MBA BHMS (Ed)

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Suzy is the best consultant I've ever worked with

Deputy Director General,
State Government Department



As a Business Strategist and Executive Coach, Suzy facilitates dynamic strategy development aligned with vital business drivers, and ensures execution. Suzy supports leaders and organisations to build greater leadership impact, business capability, and a strongly positive culture, leading to sustained high performance, energised employees, and an enhanced customer experience.

She began her work in the entrepreneurship field in the 1980s, when she consulted at the Centre for the Development of Entrepreneurs (Graduate School of Management, University of Queensland) from its initial stages. Here, Suzy advised people in business plan development to attract venture finance and was involved in authoring and educating in Entrepreneur Development programs such as the Queensland Enterprise Workshop. Her experience in this field enhanced her ability to provide expertise in people and organisation development with a strong focus on business performance.

Suzy has worked across most industries. She has been a trusted consultant & coach to top 100 ASX companies, government and entrepreneurial businesses for 30 years. She has a reputation for strong business understanding, dealing with complexity, and facilitating positive change.

Suzy has authored and facilitated major executive development programs. She was a thought leader and co-author for 15 years on the highly regarded Executive Acumen programs targeting medium sized enterprises that aspire to grow and build resilience, particularly in the entrepreneurial sector. She has had 2 strategic leadership programs accredited with Universities.

Recently, Suzy authored a diagnostic tool that supports the development of successful start up teams. This tool was tested successfully at MIT's Entrepreneurship Boot Camp in Seoul, March 2016.

Suzy's qualifications include a Masters of Business Administration, and a Bachelor of Human Movement Studies (Education,) both from the University of Queensland. She is a registered teacher, and has taught at secondary, university and organisational levels.

Suzy is an accredited in a wide variety of leadership and organisational diagnostic tools, and has authored a values based culture diagnostic tool.

WHAT OTHERS SAY

Ric Cohen

**Sales and Marketing Manager
for 'The Village' Retirement Village Group**

Suzy has an extensive knowledge of both business and what makes people tick. She is able to see quickly where people and businesses are at, and tap into appropriate interventions for the situation. I have worked with her over a number of projects for nearly 15 years and have learnt so much from her. She is able to develop and maintain excellent relationships with people at all levels and capabilities, and has a positive impact on both people and organisational performance

John Petri

**General Manager Queensland at Chandler
Personalised Communication**

I enlisted the services of Suzy ... to assist the business leaders in putting in place the direction the business needs to take during the next 3-5 years. Susy was not only brilliant as a consultant but her real strength was keeping the team focused and at the same time without anyone realising this, bringing the team closer together. Suzy has the ability to read people very well and use her knowledge of the people in the room to bring the best out all of them. Thanks to Suzy's skills, the team stayed focused and at the end of the sessions the team was more committed than ever to move the business forward.

Other than the skills described above, Suzy is also a patient, friendly and a true professional in her field.

For any organisation that is looking for the right external person to assist in focusing your work force on the tasks at hand, assist with business planning or for any one on one coaching, I highly recommend Suzy Roden.

Icon Dental Group

We chose to set up a business in a greenfield site in a regional town that had existing businesses in the same industry, as well as being a long distance from where we lived. From Suzy's work with us, we had a very clear understanding of how to be a customer orientated culture, rather than just being efficiency based. She also helped us build our capability in attracting, recruiting and leading great people. Our business has grown from nothing to 2500 patients in 15 months. Our new patients mainly come from referrals based on their positive customer experience where they feel we listen to them and empower them.

Jane Toohey

**Director Of Outsource2Us/Childcare Concepts -
marketing agency, driving business growth**

Suzy has an innate ability to pin point the issues within the workforce and work at a strategic level to ensure directors and their key reports reach their potential and achieve desired outcomes.

Rochedale Dental Group

Suzy was able to work with any business issue that came up because of her depth of business knowledge across a wide variety of industries. All the best process and procedure will only get you part of the way. It's the interactions with your customer, and your team building, leadership and culture that truly make the success. Suzy was able to connect the dots for us between task and people, and help us build our success. We are now much better as an executive team at working 'on' the business instead of just 'in' it. And we are much more customer focused.

Deputy Director General with State Govt Dept

Suzy is the best consultant I've ever worked with.

THE NEXT STEP

To discuss the implementation process,
contact Matt personally on one of the following:



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[MattBrannelly](#)

