

Make Worthwhile Change.



 **white**ark

Nice to meet you.



We're not your average consulting firm, we think and act a little differently. Obsessed by tangible results and powered by genuine people, we use data to drive deliverables so we can give you our word on outcomes. Then deliver them.

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Our tale.

At Whiteark, we are fanatical about delivery and effective implementaton; injecting our team into your business to bridge the gap and get the job done - hence the (White)ark. Together we work alongside you to make meaningful change and a lasting difference.

Our Founder, Jo Hands saw a gap in the market to partner with clients at a personal level to help them achieve their goals. It always starts with connection. Aligning approaches at each level of the organisation to cultivate an environment where we can work hands-on to deliver results.

CORNER
FACT

The name Whiteark is a combination of our 3 core beliefs. First and foremost, the 'White' comes from De Bono's White Hat - it's all about data. Because when you can see patterns, you can understand them, and then take worthwhile action. The meaning of our ark is two fold, at the top end it's derived from Noah's Ark, a ship charging forward to create a bold new future, in uncharted territory. The tail end of the ark, is about support. It epitomises the work our people do - bridging the gaps between organisations, with passion and zeal. Thus, Whiteark.

We're a team of doers led by Jo Hands. We don't believe in unnecessary layers; and between us we have over 50 years of collective experience, expertise and global connections. Delicately weaving these together, we engage with you direct - hands on and ready, with a single minded focus on the task at hand.

Collaborating at a senior level to propel organisations forward, we intricately map out and execute your next move, ensuring you're prepared, protected and prosperous.

We're nimble; we will assemble the best team for your problem, guaranteeing you have the skillset and people you need - no more, no less.

Using data (de Bono's White Hat) we load up your arsenal with the information needed to define and craft your next move; your strategy. Then together we'll use this knowledge to carve out a unique set of priorities and objectives, bringing the entire team into the fold so they're aligned towards the same targets and goal.

We are fanatical with delivery and effective implementation; injecting our team into your business (where it makes sense) to bridge the gap and get the job done - hence the (White)ark. Together we work alongside you to make meaningful change and a lasting difference.

We are on



a mission.

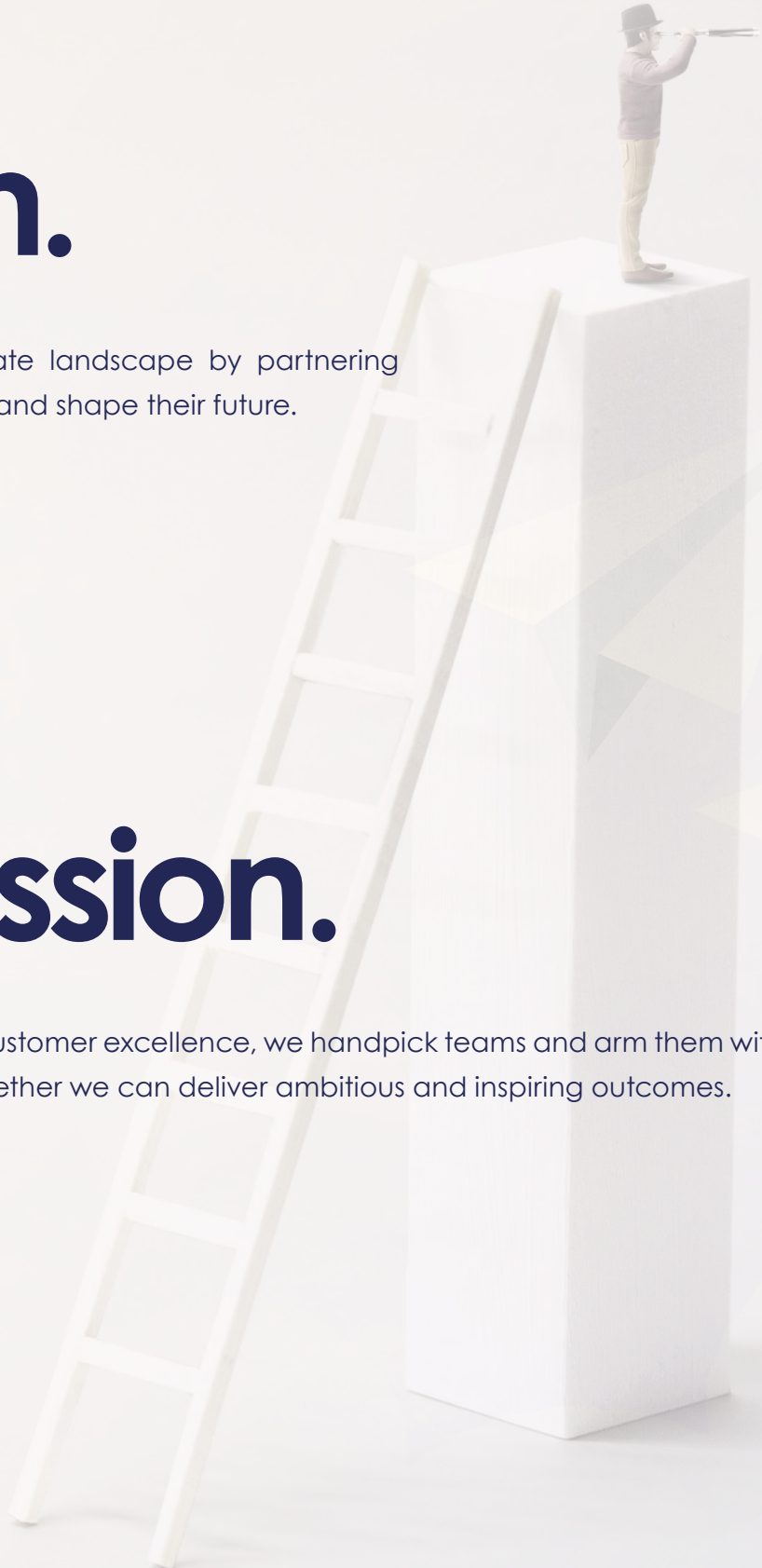
Our company was founded so we could make a tangible difference to the way businesses operate, we were on a mission. And we are still on that journey today. Our people live and breath our values in everything that we do - for ourselves, each other and of course - you.

Vision.

Transforming the corporate landscape by partnering with businesses to create and shape their future.

Mission.

Striving for customer excellence, we handpick teams and arm them with data, so together we can deliver ambitious and inspiring outcomes.



Our values are the bedrock of our business. Our people live by them, perform by them and deliver by them. Time and time again.

Leadership.

Shaping the future.

Passion.

Energising, engaging & inspiring.

Excellence.

Achieving ambitious goals.

Value.

Data driven outcomes.

Fun.

Doing things differently.



The magic.

Together we work alongside you to get the job done, making meaningful change and a lasting difference.

Collaborating at a senior level to propel organisations forward, we intricately map out and execute your next move, ensuring you're prepared, protected and prosperous.

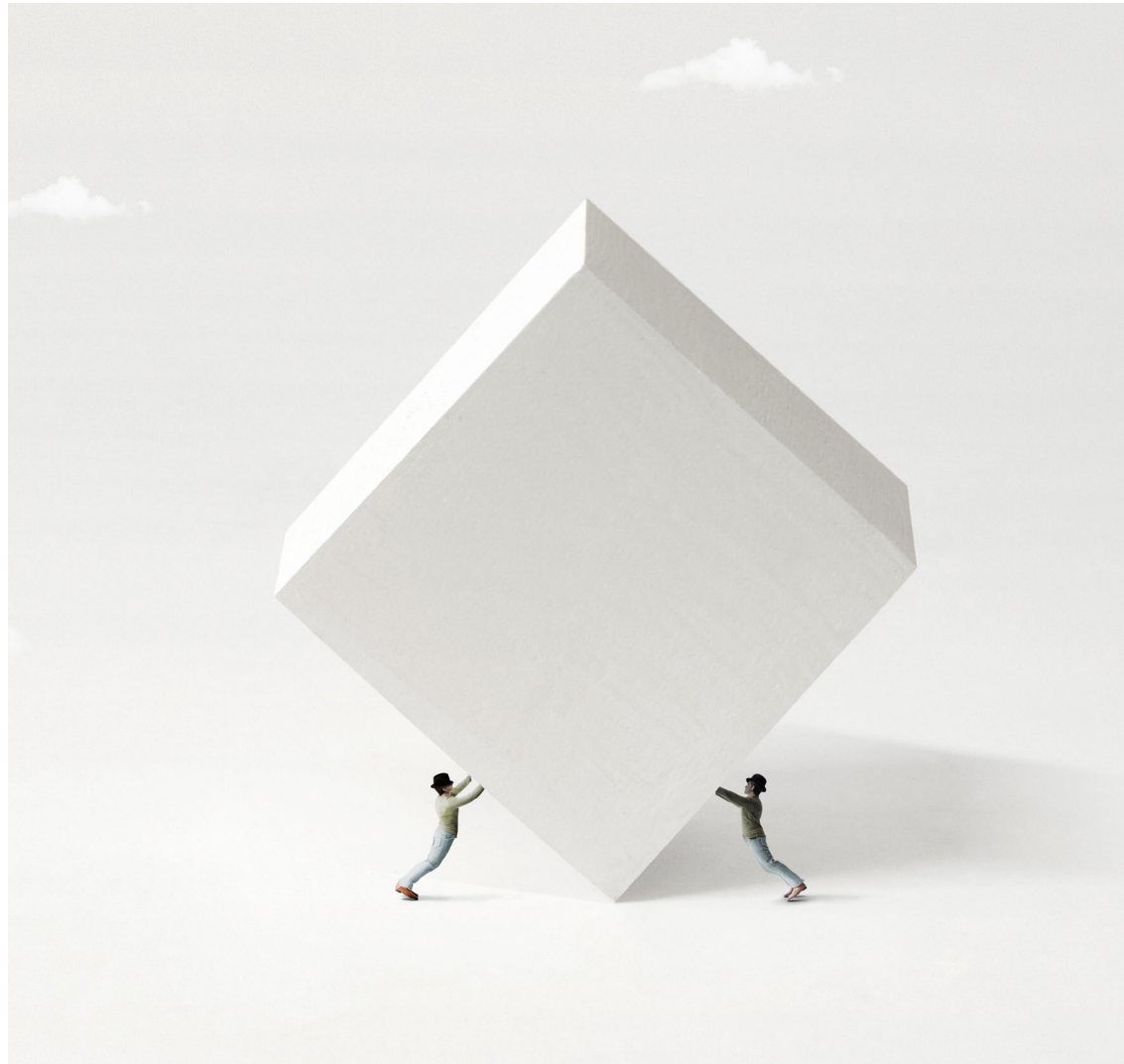
Services.

We are committed to ensuring our clients have the right strategy to deliver genuine growth and tangible results for their business. Through collaboration, we bring your people into the fold so that everyone within the business is aligned and working together to deliver your plan. Moulding ourselves (and our people) into your business is what we do best, working alongside you – not for you. We provide management consulting services, specialising in the areas of private equity; transformation; helping organisations to build a sustainable and successful future; and supporting the development of resilient and successful leadership teams.

Projects.

Our projects always pivot around ensuring we establish a clear and concrete opportunity with our clients. The team at Whiteark are obsessed with delivering shareholder value and this is not a responsibility we take lightly.

Our ventures are wide and diverse, including digital transformations across private and ASX listed companies. Primary focus areas include customer experience; sales; go to market; strategy; organisational design; value creation transformation initiatives design and execution, including operating efficiency and process mapping. We work with private equity on mergers & acquisitions as well as in an advisory capacity.



Clients.

We are dedicated to each and every one of our clients, and are relentless in our pursuit of the uncompromising results they demand.

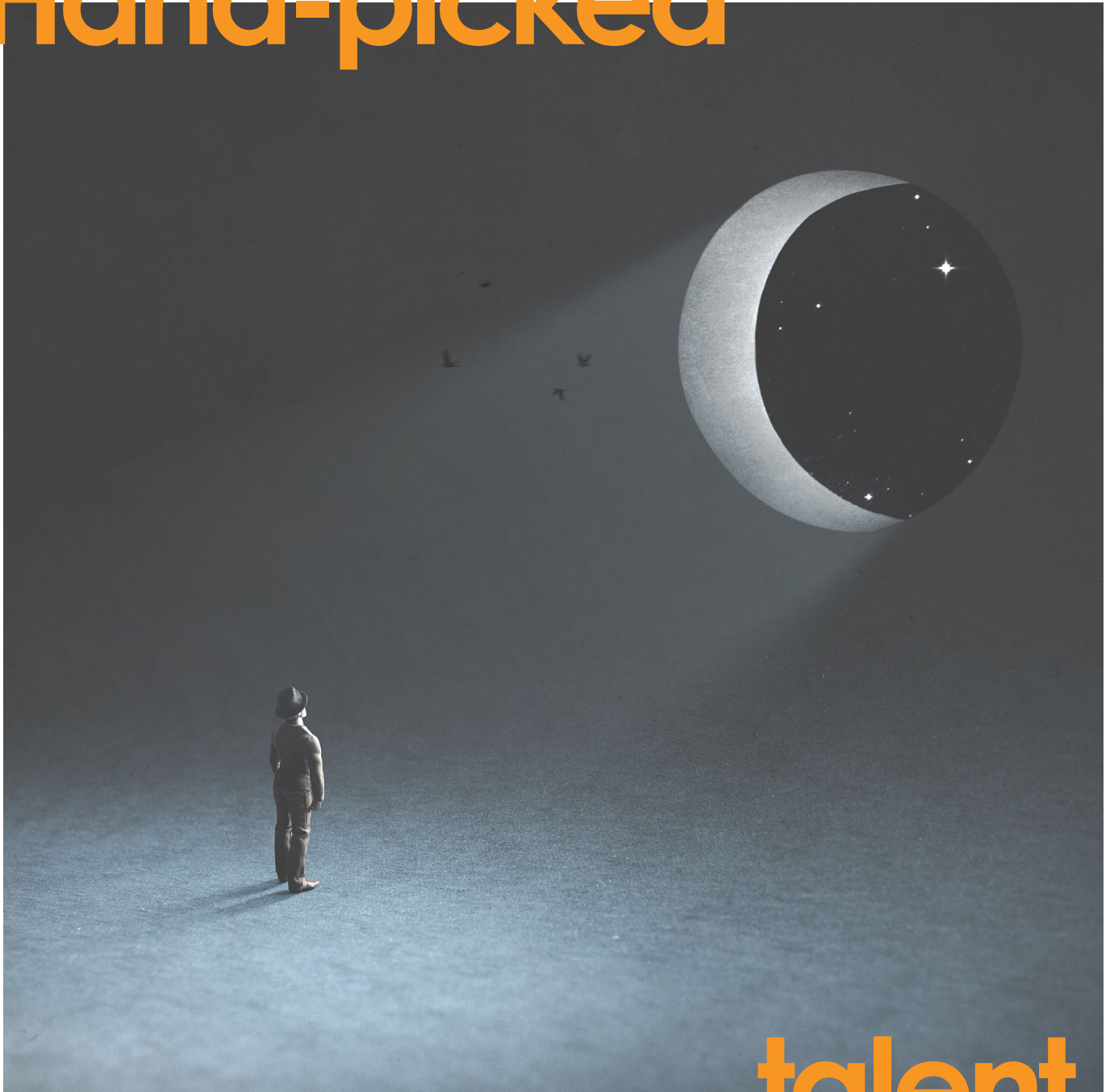
Meticulously assembled, our talented team of doers are hand-picked by our founders, to ensure their skillset marries with the unique requirements each project entails. Driven, dexterous and determined, our people deliver results time and time again, and it is this execution that makes us unique.

We work with clients who are inspired by the possibilities of the future and who equally have the tenacity and passion to drive it.



**Sound
like you?**

Hand-picked



talent.

Time and time again we serve up results for our clients. It's not magic, it's strategic. By injecting the right people into your business - at the right time - we ensure that you've got the skills, wo/man power, data and analytics to plot your route to success.



Bench.

Meticulously assembled, our talented team of doers are hand-picked by our founders. Bringing diverse skills and unique perspectives.

On a project by project basis, we assemble a team equipped with expert skills to ensure results are delivered. Bringing experience, contacts and a global knowledge bank to the table, our people are

poised and ready to deliver your project. Driven, dexterous and determined, our people deliver results time and time again, and it is this execution that makes us unique.

Skills.

Sales & Marketing Strategy

M&A Strategy & Due Diligence

Workforce Planning, Operation & Incentives

Transformation Strategy & Execution

Working capital optimization

Change Management

Customer Experience

Engagement Strategy, Account Planning & Mapping

Establish Success Metrics

Data, Analytics & Reporting

Leadership Development & HR support

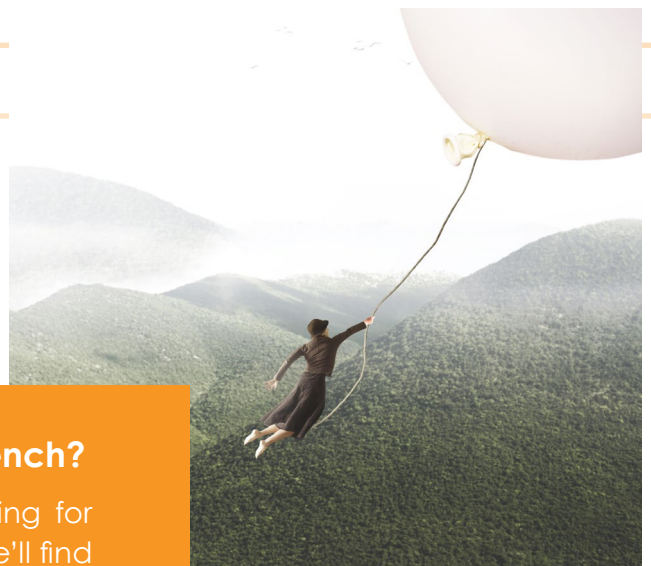
Project Management

Delivery of Programs

Financial Modelling

Communications

Digital Strategy



Looking for something specific in your bench?

Our skilled team is growing all the time. Looking for something in particular? Just let us know and we'll find the experts.

Female



forward.

We champion equality and believe that a diverse team is a more creative and powerful one. That's why we love being part of the Business Chicks ecosystem, championing their mission to support and elevate women in business. We are passionate about nurturing young female talent - from university through to work placements where they can gain practical experience in an environment that advances their career. We network with companies and individuals that are equally as committed to the worthwhile cause of supporting young women to be successful in both business and life.

100% Female

We are 100% female-owned and currently, 100% female operated. We actively seek gender diversity with our bench of talent being made up of 50% female and 50% male, however our team on current active engagements are 100% female.

Femeconomy®

We are a Femeconomy partner and encourage others to do the same. Femeconomy is proudly a for profit social enterprise, role modelling female leadership and entrepreneurship. We believe that if you see it, you can be it.



Working with



Whiteark.

When companies have a big hairy problem or a seemingly insurmountable task, perhaps even a uber-high-stress-level merger, acquisition or sale where every step needs to be the right one. That's where we come in and bridge the gap.



Transformation.

Embark on a worthwhile and lasting transformation within your business, where you are in the drivers seat - prepared and ready to take action. We deliver tangible results, improving systems and processes along the way.

With extensive experience working across a range of services, we embed ourselves within companies to drive value, and deliver on key metrics. Our approach is always grounded in data, ensuring we collectively make worthwhile decisions, backed by accurate information. We are hands-on and work with the leadership team to deliver the best outcome for the company. We join your team in the day-to-day, working directly with the management to realise outcomes expected by shareholders.

Maximise revenue

- Data, analytics and diagnostic tools
- Build comprehensive strategies across the business, including: Sales strategy, Digital strategy, & Product strategy
- Customer experience & optimisation
- Marketing optimisation
- Go-to-market approach
- Account based marketing model
- Capability review, training programs and leadership support
- Develop key metric reporting, aligning incentives to drive the right outcomes

Building for the future

- Develop future strategies for way forward
- Understand market opportunities
- Develop strategy and plans around a Buy and Build model
- Implement metrics and reporting to better understand lead indicators
- Build a roadmap of initiatives to achieve long-term goals
- M&A strategy support
- M&A execution support
- Capability review to ensure delivery of future strategy
- Leadership assessment and coaching

Optimise cost-base

- Utilise data, analytics & diagnostics to fully understand opportunities
- Organisational re-design, including outsource options
- Sales resource optimisation, aligned with GTM strategy
- Process review and redesign
- Benchmarking of costs against other industries and similar organisations
- Marketing spend optimisation
- Contract review to drive an improvement in costs
- Implement a ZBB budget process to facilitate an improved cost base, with a focus on return on investment
- Activity based costing model developed to understand financial drivers
- Cost optimisation strategies around activity based costing, specific to the business



Private Equity.

With extensive experience working with private equity firms, we have the ability to drive true value in portfolio investments. Globally, and locally, our team's combined experience bridges the gap and fills in the blanks, so we're ready to help - exactly when you need it.

Fuelled by passion, we revel in working with Private Equity; the pace, targeted focus on business optimisation and limited timeframes spark unforeseen transformation opportunities, which we're excited to deliver on.

Our approach is rooted in data, ensuring the right decisions are made – based on accurate information. Hands-on, we get into the trenches with you, working directly with the management team to realise outcomes expected by shareholders. We offer a range of transformation services which can be tailored to suit standard private equity options; always accompanied by a laser focus on profit optimisation of the business.

Acquisition

- Due diligence
- Financial modelling
- Data & analytics
- Strategy & optimisation
- Business case preparation
- Working capital
- Completion accounts
- Support while navigating the deal process

Transition

- Diagnostic on business & priority initiatives
- Data, analytics and insights to drive good decision making
- Strategy development
- Budget process (zero based budget)
- Develop and help execute a comprehensive 100 day transition plan
- Working capital optimisation
- Taxation cashflow optimisation
- Develop accurate and data-led business case for your key initiatives
- Leadership capability assessment
- Prepare policy, procedures and delegations

Transformation & getting ready for sale

- Identify and optimise key metrics
- Identify and implement initiatives to drive an improvement in sustainable earnings
- Brand equity and marketing review to maximise sale price
- Identify and develop priorities 12-18 months prior to sale – including strategy and execution
- Craft a compelling business case to bring key stakeholders on the journey, as well as a comprehensive review of financials – and how they should be presented
- Provide additional resources to manage the due diligence process and answer ongoing stakeholder questions, both timely and accurately
- Hands-on support to navigate the deal process

We **love**
solving
problems.
So if you need
someone to
bounce an
idea off, or a
team to help
you tackle
something...



give us a call.

Unlock your



potential.



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