



**HIGH
PERFORMANCE
PEOPLE**

Choosing to grow?

Welcome to the Growth Leader's Blueprint

Activate your growth agenda in 2024.

A BLUEPRINT FOR SHAPING THE MINDSET, STRATEGY, SKILLS + CAPABILITY TO WIN.

Our mission is to help leaders and organisations become Growth Leaders.

From strategy to execution, we work with you to uncover the pivot points for true business growth and transformation, and to shape the programs, tools and training that get you there faster.

Across practice areas including business acceleration; strategic communication; sales & marketing optimisation; executive coaching; leadership development; and post-merger execution.

At High Performance People you're buying impact, not days; our unique approach combines a rigorous methodology with expert points of view, leveraging insights that are operationalised at speed.

Alongside our team of strategists, entrepreneurs, award-winning coaches and L&D specialists, the architects of change programs behind Australia's most recognised challenger brands, blue-chip companies and professional services firms.

It's our unfair advantage, we have real-world experience growing, transforming and exiting high-value businesses.

Who do we work with?

- CEO's & executives looking for strategy to drive profitable change
- Entrepreneurs wanting to upskill teams and expand their business
- Sales leaders who need to simplify their sales story & open doors
- Professional services firms looking to close out more prospects
- C-suites leveraging Growth Leadership to improve the bottom line
- CMOs & CROs wanting to optimise marketing performance & ROI



Achieve your growth goals.

SIGNATURE PROGRAMS, WORKSHOPS & PLATFORMS THAT DRIVE YOUR BOTTOM LINE

"HP People do what they say on the tin – build world-class teams. They were a game-changer when it came to launching Kayo Sports, we fast-tracked a high-performance culture from the get-go."

CARLY LODER, FOUNDING CMO AT KAYO SPORTS.

HP Planning For Impact

When short-term tactical thinking is the norm, how do you get focused back on the long-term, bigger-picture growth opportunities?

- A series of workshops beginning with a Strategic Reset, defining the 'why' behind what you do, and to identify and eliminate what is holding you back.
- We assess the Growth Fitness of your team through quantitative and qualitative measures to establish the discipline, structure, accountability mechanisms and cadence necessary to turn strategic thinking into results.
- By return we co-create your Game Plan to divide complex goals into milestones with follow-up actions that are intentional, achievable and empower your team to drive and deliver game-changing projects.

HP Simplify Your Pitch

Do you want to remove complexity in how you go market, increase the value of your offer, and create presentations that win business?

- A series of workshops beginning with your Go-To-Market 360, creating a plan that removes complexity and details how you will reach target customers.
- Stepping through to Audience Profile, to increase the value of your offer by creating a shared understanding of who your customers are and what they want and ultimately need from you.
- Culminating in Winning Presentations, working with your team to design and deliver strategic stories that increase confidence, cut-through and connect your audience to your ideas, increasing your ability to win.

HP Growth Leadership

Are your frontline leaders leveraging the collective intelligence of their teams to drive innovation and achieve shared goals?

- A program built on the principle that to deliver results, today's leaders need to perform the roles of Visionary, Architect, Coach & Architect.
- By deep-diving into the five sciences of Perform IQ, we help you develop the key mindsets, behaviours and skills necessary to create and lead with motivation at the forefront, and to deliver team and organisational goals.
- Through a series of scenario-based workshops, including the power to use Your Why? and to drive high-value motivation Beyond Your Title, you will become a game-changing leader even in the toughest conditions.

HP Team-Trademark

Does your team have the vision, discipline and culture needed to perform and transform in this new era of hybrid work?

- A team trademark is a high-performance 'anchor' for how your team (and individuals) will behave, act and perform, particularly under pressure.
- Conducting 1-to-1 interviews and proprietary HP profiling to measure behaviour, thinking & communication skills we help you create a Code of Conduct, a fusion of your vision, purpose, values and business plan.
- Through a series of Ideation Sessions, you co-design and operationalise the team's rituals, symbols and language to create the culture you want to see, and to define the legacy you want to leave.

HP Executive Coaching

Do you want to develop your team's self-awareness, emotional intelligence, management performance or capacity to influence others?

- A professional development strategy for any executive or team looking to unlock their potential, enhance their performance and achieve goals sustainably.
- Through a deep-dive into the 5 sciences of Perform IQ, you understand your Core Purpose, motivators, abilities, strengths and weaknesses about your ambitions, to co-create your personal development plan.
- Action-based, we combine relevant aspects of performance (skills & techniques), developmental (capacity & focus), skills & transformational (beliefs & attitudes) coaching to implement practices, tools and concepts that accelerate your growth.

HP Marketing Optimisation

Do you need a predictive engine that supercharges the performance of your marketing and demonstrates ROI across all channels?

- At set-up, we talk to your team and analyse historical data to understand your strategic projects, marketing & sales engine, key channels, funnels and loops.
- Using Forebite's unique mix of software and consulting, we help you create annual, monthly and weekly revenue forecasts (1-year ahead) by channel and funnel
- Our weekly Manage Service continuously optimises your revenue forecast and marketing and sales engines, running scenario models to help you prioritise different initiatives and measure effectiveness for re-investment.

Australia's strategy & growth consultancy.

A CHARTER TO REALISE OUR CLIENT AND COMMUNITY'S GROWTH AMBITIONS.

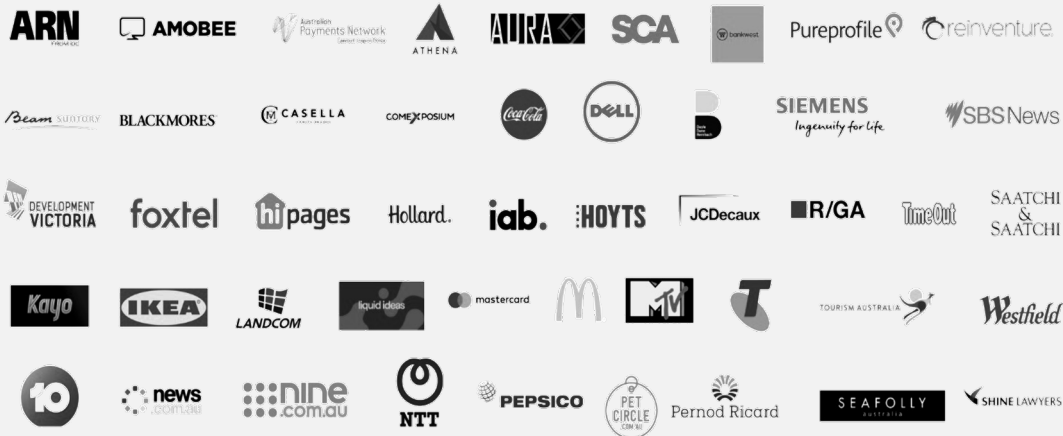
Our consultancy is designed to operate as one, a single partnership united by a strong set of values.

We are equally committed to both sides of our Charter: to help our clients realise their growth ambitions, and to help fulfil the hopes and dreams of our community, creating meaningful and lasting change.

We partner with bold leaders every step of the way, shaping the strategy that will change tomorrow. Developing the skills and capabilities to perform and transform. Harnessing technology to optimise ROI.

Our future is fast forward. Challenging. Testing. Together with our new partner, Carlyle Kingswood Global, we're accelerating towards a more sustainable and growing future for everyone.

A FEW CLIENTS WE'VE WORKED WITH:



How we work...

WE GUARANTEE TO WALK THE TALK.

Whether it's a one-day strategy workshop for your team or a multi-year program, we're ready.

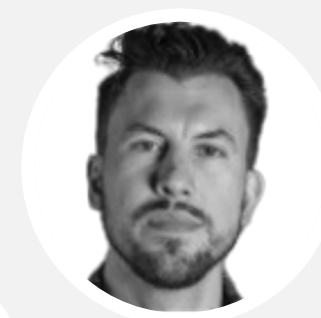
When you work with us, we guarantee you're buying impact, not days. That guarantee means that in terms of the outcomes we've agreed for our work together, we'll do whatever it takes to achieve that impact.

All we ask in return is for you to work in unison with us. To embrace the concepts, to apply them to your world. To adopt the mindset Growth Leaders share.

When it's timely, we look forward to talking.



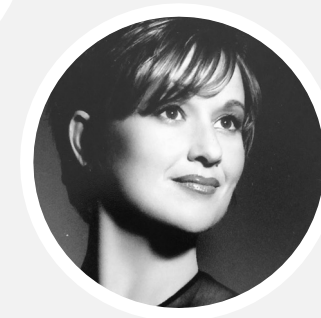
James Burke
HEAD OF LEADERSHIP



Vlad Mehakovic
HEAD OF GROWTH



David Fish
HEAD OF STRATEGY



Emma Delory
HEAD OF OPERATIONS



HIGH PERFORMANCE PEOPLE

[For additional details, please visit our website](#)

"Working with HP People has been an outstanding experience. We've worked tirelessly together to shape the leadership and culture that's critical to the success of a next-generation business like Aura. A true partner, who always delivers."

ANTONY ARENA, CEO AT AURA