

# Capability Statement

Whole of enterprise change and leadership development



MARK WINTER



# About Me

Thanks for getting to know me!

As a leader in change management and organisational development, I bring a pragmatic and upbeat approach shaped by extensive experience in national roles, international assignments, and leading complex 'whole of enterprise' transformations.

Drawing on my wide expertise in leadership development, executive coaching, and performance improvement, I am a trusted advisor for driving impactful change.

"I'm genuinely fascinated by organisations; how they work, what they are 'made of' and why some win. This drives me to find the most effective ways to create impactful change, be it something novel or the 'tried and tested'."





# Our Story

Nurturing organisations to thrive amidst shifting landscapes.

Our brand is inspired by coastal nature—the ocean, wind, and sand. Just as sand dunes are molded with the wind, leading change requires adapting to constant, unyielding pressures.

By working with Mark Winter, you'll be guided through the inevitable shifts of change, leadership and innovation. Our approach enables you to adapt to new landscapes while remaining grounded.

Like ever-evolving dunes and the constant motion of the waves, we're here to help you navigate change confidently for sustained growth.





# Opportunity (Benefits)

## DEVELOPS INTERNAL LEADERSHIP CAPABILITY

I strengthen your internal leadership by seamlessly integrating leadership development with change management. I don't just craft change strategies—I lead their execution whilst empowering your team to confidently sustain change.

## HOLISTIC APPROACH

With executive experience across diverse industries, I bring a holistic organisational perspective and multidisciplinary thinking. This allows me to contextualise challenges and tailor practical solutions effectively.

## FOCUS ON RESULTS, WITH LONG-TERM THINKING

Committed to results and long-term success, I act as a strategic partner—not just a consultant. My pragmatic, upbeat style drives impactful outcomes and builds strong relationships, all while making the process engaging and enjoyable.





# Outcomes

## IMPROVE CHANGE LEADERSHIP CAPABILITY

Through facilitation and coaching, I enable leaders to scale their influence across their teams and lead lasting change.

## BUILDING TEAM CHANGE CAPABILITY

I guide teams facing change on the fundamentals of change, through interactive coaching and custom designed materials.

## NAVIGATING COMPLEXITY

I specialise in sequencing and simplifying complex change initiatives, ensuring alignment at every level, from Board Room to Front Line.





# Process

Each change has its own unique identifiers and complexities, but clients value these elements in my approach:



## HOLISTIC VIEW OF THE CHANGE

Using a bespoke Change Canvas to form a rounded understanding of the change we are leading.



## UNDERSTANDING CHANGE CAPABILITY

Through formalised assessments and reflective practice, we form a baseline on change capability and a plan for uplift.



## MINIMUM PATHWAY TO CHANGE

Forming a view on the “minimum pathway to change”, considering both “hearts and minds.”



## FIT FOR PURPOSE CHANGE PLAN

Developing the first iteration of a change plan, to be refined through execution and collaborative experimentation.



# Improve Change Leadership Case Study



## PROBLEM

Elders needed to modernise their 30+ year-old ERP system as part of their strategic plan. The project faced challenges due to its complexity, organisational scale, historical leadership changes, and a lack of internal change management capabilities.

## SOLUTION

Our team led Change Enablement during the 'Service Design' phase, adapting change management for a conservative organisation and building change capability within the Business Improvement team. This involved facilitating workshops, introducing tools for communication and stakeholder engagement, and identifying 300+ potential change impacts across various business areas, such as Retail, Finance, and Farm Management. We also led strategic change leadership to highlight key enterprise transformation decisions and address critical programme risks.

## OUTCOMES

- Identified 25+ key transformation decisions for the Steering Committee.
- Documented 300+ change impacts across 10 value streams.
- Boosted change management capability through mentorship with the Business Improvement team.
- Launched initial program communications and engagement strategies.
- Created a collaborative MS Teams site for program and stakeholder engagement.



# Build Change Capability Case Study



## ENGAGEMENT

Change advisory and team change coaching with Central Queensland University across multiple projects, several of which were 'whole of institution' changes.

## OUTCOME

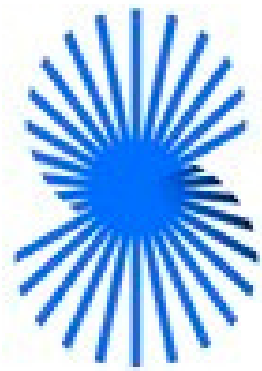
Working as a trusted partner within IT and Digital Services for Central Queensland University, my role included:

- Tailored change coaching for key support and operational members of the ITDS team
- Change capability development sessions for 300 staff (online)
- Wider change capability development sessions for C-Suite level and Head of Academia staff
- Advisory, coaching and tools development for internal Change network
- Project level change management services on Data Loss Prevention, Course Approvals Process and 'Campus of the Future' initiative





# Make Sense of Complex Change Case Study



Stockland

## PROBLEM

Stockland, an ASX50 property group with \$30B+ in assets and 1,700 staff, needed to modernise its Time and Attendance systems to close compliance gaps and resolve workplace relations issues. The outdated system required immediate action, including disclosure to Fair Work Australia.

## SOLUTION

- 1. Short-Term Remediation:** Developed an in-house time recording app for 840 employees under various Awards and Agreements. This involved collaborating with external advisors, conducting risk assessments, and creating training and communications to overcome resistance from staff new to time-tracking.
- 2. Time and Attendance Project:** Implemented UKG Dimensions (formerly Kronos) to replace the old system and interim solution, standardising leave management across the company. This required working closely with internal teams (HR, Payroll, L&D) and external partners, along with creating comprehensive change management, training, and engagement plans.

## OUTCOMES

- Launched a time-recording app for 840 employees within three weeks.
- Delivered change management plans with risk assessments and layered communications.
- Created e-learning and handbook on workplace relations to improve manager knowledge.
- Realigned the T&A project with Master Requirements, bringing it back on schedule.
- Strengthened engagement with leadership briefings and an intranet resource hub.



# Core Expertise



WHOLE OF ENTERPRISE CHANGE  
Ensuring no stakeholder is left behind, providing a unified 'single view of change' for the Executive level, and remaining responsive to evolving demands.



BUILDING CHANGE CAPABILITY  
Targeting the essential mindsets, tools and practices needed to confidently lead change



PROGRAM AND PORTFOLIO CHANGE  
Contextualising change impacts to create meaningful understanding and agreed 'measures of success'



LEADERSHIP DEVELOPMENT  
Strengths based and outcome orientated learning and development programs with contemporary leadership theory and practice



PERFORMANCE IMPROVEMENT  
Tailoring and translating both strategic and operational imperatives, into relevant and actionable plans



EXECUTIVE COACHING / FACILITATION  
Guiding senior leaders and teams to clarity, cohesion, and decisions that drive lasting impact



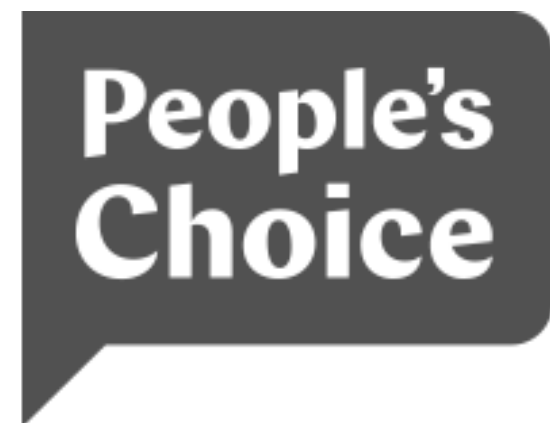
# Further Demonstratable Skills

- PROJECT MANAGEMENT
- SERVICE DESIGN
- PEOPLE & CULTURE LEADERSHIP
- CULTURE UPLIFT
- EMPLOYEE ENGAGEMENT
- LEAN SIX SIGMA
- OPERATIONAL IMPROVEMENT





# Clients I've Worked With





# Connect With Me



+61 412 007 528



[markwinter.com.au](http://markwinter.com.au)



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