

# Case Study 2



## HAINES CENTRE FOR STRATEGIC MANAGEMENT

**Client:** MontroseAccess  
**Sector:** Not-for-profit  
**Consultant:** Dr Lewis Atkinson  
**Timeline:** Five years



“ Lewis helped us to align all our resources and put in place a system to monitor our progress on a quarterly basis.”

**Darrel Bourke**  
**CEO**  
**MontroseAccess**

### Problem Statement

The organisation was struggling with the financial impact of the global financial crisis regarding endowment income and future of the National Disability Insurance Scheme.



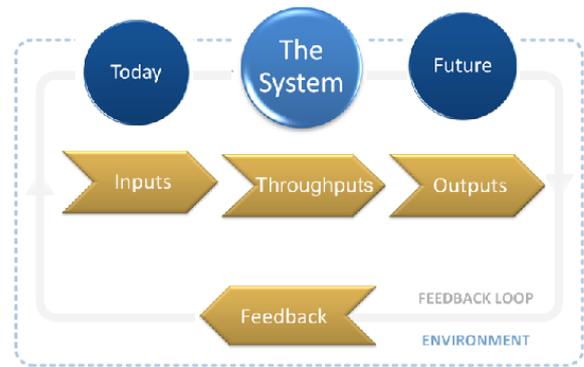
### Solution

1. Measurement and reporting
2. Non-government funding
3. Promote research
4. Build media profile
5. Political profile and advocacy

### Recommendation

1. Implement annual action plans and allocate accountability to senior leadership team
2. Create strategy sponsorship teams to drive change management

### The Systems Thinking Approach™



### Implementation

- |                  |   |
|------------------|---|
| <b>Financial</b> | <ul style="list-style-type: none"> <li>• Increase non-government funding</li> <li>• Achieve target for optimum future liquidity</li> </ul>  |
| <b>Clients</b>   | <ul style="list-style-type: none"> <li>• Improve service delivery models</li> <li>• Provide new services to clients</li> <li>• Greater engagement with client families</li> </ul>           |
| <b>Employees</b> | <ul style="list-style-type: none"> <li>• Recruit, develop and retain paid and volunteer workforce</li> <li>• Succession plans for all key positions</li> </ul>                              |
| <b>Community</b> | <ul style="list-style-type: none"> <li>• Increase brand recognition</li> <li>• Build partnerships and alliances</li> <li>• Promote clinical research and evidence-based practice</li> </ul> |





# Haines Centre for Strategic Management

Consulting and Training

powered by Systems Thinking Approach®



The Haines Centre for Strategic Management is an internationally recognised, leading-edge global alliance of diverse master consultants and facilitators with offices in 10 countries.

Our organisation makes a meaningful difference in the world by applying strategic and systems thinking principles to generate value for our clients and ourselves.

## biography



Dr Lewis Atkinson has experience in commercialising technology and value adding to knowledge through its translation to practice.

Lewis is a natural systems thinker who has a PhD in Chemical Engineering and Masters of Business Administration from the University of Queensland.

After beginning his career in planning and research, with Unifoods Australia, Lewis became Research and Information Services Manager for the CSIRO technology start-up Australian Meat Technology Limited in 1993.

Lewis was a senior manager in the team who founded an industry owned company Meat and Livestock Australia Limited.

### Haines Strategic Management Consultants Key Strengths

#### 01 innovation

"leverage knowledge to secure traction for innovative solutions in the organisation"



#### 02 vision

"champion new insights with key stakeholders to view issues from different perspectives"

#### 03 integration

"engage and build relationships to create sustainable collaborative partnerships"



#### 04 facilitation

"facilitate safe environments for self-reflection and learning in the organisation"



Architects of Strategic Change

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