



Build a better future,
with people prepared to
back your success.

As business builders, we partner with franchisees and owners to achieve their goals. Streamlining processes, integrating technologies and empowering teams to actively contribute to the intelligence, decision making and overall success.

Key Distinctions

Consulting

- ✓ Collaborative evaluation process
- ✓ Single point of management
- ✓ Flexible engagement: program or contracted
- ✓ Led by human-centred design

Systemisation

- ✓ End-to-end facilitation
- ✓ Systems aligned to your workflow
- ✓ Dedicated onboarding and training
- ✓ Tailored Integrations and support

Coaching

- ✓ Guided team development
- ✓ Measured performance and monitoring
- ✓ Creating improvement
- ✓ Executive leadership



Innovative Business Builders

www.huddleco.com.au | sales@huddleco.com.au

Our Team & Partners



Dimitrios Apostolou

Digital Transformation and Business Optimisation

As an entrepreneur I create new business momentum and scalability for businesses. My holistic approach adds significant value through integrating systems, setting strategies and generating sustainable growth.



David Milanese

Solutions Architecture and Development

An seasoned engineer and educator, I specialise in product management, design and software development delivering innovative solutions, collaborations, and sustainable results.



Sally A Curtis

Content Strategic Marketing

An award winning consultant, I leverage their content to engage audiences through the power of bitesize, dynamic visuals. So as a thought leader they're sought-after and sold-out as the obvious choice in your industry.



Alan Branch

Commercial Mentor

A international advisor, independent board member and business optimiser across 20 countries my insight drives strategic commercialisation for fast-growing businesses across many sectors.

At HuddleCo, we combine the experience of our core team and partners with a robust network of trusted specialists with outstanding skills. Together, we work to future-proof your business and achieve your goals.

! We value and get excited when our Clients:

- Pursue long term ambitions to grow
- Engage in honest conversations
- Demonstrate a proven and repeatable process
- Have unconditional loyalty for their teams

More About You

What does the future look like for your business?

Grow Optimising current resources and adding client value.	Expand Increasing overall size and scope of the business.	Transition Enabling handover and long-term sustainability and continuity.
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What's the biggest thing stopping you right now?

People Not Empowered	Process Not Streamlined	Outcomes Not Aligned
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We guide you through Our Program to:

Evaluate Duration: 8 Scheduled Days With: Leadership & Team	Transform Duration: 6 - 8 months With: Leadership & Team	Improve Duration: 12 months With: Leadership & Team
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Your People, Process, Systems and Outcomes.

Establish Transparency Goals, Processes and Systems	Strengthen Communication People, Roles and Actions	Empower Intelligence Adopt, Adapt and Teach
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Build a Better Future that will Back Your Success.

Valuing ownership in roles and teams.
Enhancing productivity.
Increasing throughput.
Improving sales and revenue.

Let's Discuss Your Future Today.

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Our Program

Defines a standardised process of engagement to establish clarity in the state and performance of your business. Create a comprehensive Plan of Action that we can deliver and supportive model of improvement.



Stage One - Evaluate		\$1,500 ex gst/day
8 Days of Engagement (Sessions and Analysis)*		
Leadership:		
Baseline	Establishing a comprehensive understanding of the current state of your business and desired future by evaluating the people, process, systems and outcomes.	
We create foundational assets that unpack, visualise and answer:		
Service Model	What you do? What effort is required? How are you pricing? Are you making profit? Is their still demand?	
Audience Matrix	Who have you served and why? Who do you need to be serving?	
Workflow	How do you reach out to leads? Convert sales? Deliver on your promise? Nurture and retain clients?	
Team Lanes	What roles exist? Expectations, responsibilities, decision making powers? Career and supportive initiatives?	
Goals & Vectors	Where are your going? Where do you want it to go? Need to go? With who and when by?	
GUT Matrix	What gaps lay ahead? Opportunities that can lift growth? What happens when you fail? Succeed?	
Team:		
Enrichment	Engage with each team member individually or as a group to hear their unique insights, challenges, and unexplored opportunities within the business that enrich your baseline.	
This allows us to create and present a:		
Plan of Action	Formulate a comprehensive action plan comprising specific steps, allocated resources, and clear timelines to execute the changes identified during the Enrichment phase with our team of dedicated Consultants and Engineers.	

Stage Two - Transform

On Evaluation

6 - 8 months of implementing, integrating and training together

Implementing	Streamline workflows and processes with the right technology , enhancing efficiency and productivity, providing a well-organized foundation tailored to the needs of your business.
Integrating	Creating harmony between platforms, enabling seamless data flow across teams and software gaps, promoting collaboration and informed decision-making for a unified approach.
Training	Empower your team with essential skills and knowledge to embrace new systems effectively , ensuring a smooth transition, fostering a culture of continuous learning and growth.

Essential systems and tools to consider in your Transformation*:

Leads	Sales	Operations	Retention
Digital Outreach	CRM	Project Management	Video Testimonials
Content Strategy	Quoting	Productivity Tracking	Postal Outreach
Branding	Proposal Management	File Management	Knowledgebase
Advertising	Invoicing	Team Communications	eNewsletter
Lead Management	Onboarding	Dashboard & Reports	Partnerships

**This is not limited to all innovative opportunities within new and more unique systems.*

Stage Three - Improvement

On Evaluation

12 months of focused, prioritised and continuous improvement

With a dedicated Consultant and Engineer

Wishlist	<p>As we progress through your Transformation journey, it's common for new requirements and innovative ideas to emerge naturally. We embrace these opportunities for additional scope, but we believe in approaching them at the most opportune moment.</p> <p>Your Wishlist serves as a valuable tool for capturing and preserving these ideas for future exploration, ensuring they are considered when the timing and foundations are ideal.</p> <p>This approach enables us to stay focused on the critical path, reduce immediate costs associated with urgent matters, and paves the way for meaningful discussions and thorough assessments in the future.</p>
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