

## **AgLink – Skills Academy: Training Capability Statement**

*Organisation:* Forrest Workshops (A member & service arm of Strategy Road Pty Ltd)

*Key contact:* Troy Forrest (Managing Director)

troy@strategyroad.com.au

0430 308963

Adelaide-based

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### *Education & Qualifications:*

- Bachelor of Science (Physiology & Pharmacology), University of Adelaide
- Graduate Diploma of Management, Central Queensland University
- Certificate in Coaching & Mentoring, Australian Institute of Management
- Train the Trainer – Train Small Groups, WEA
- APMA Pharmaceutical Representative Certificate, Monash University

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### *Programs & Services:*

Programs developed for AgLink Members, delivered by Forrest Workshops:

- Strategic Planning for Agribusiness Leaders (1-2 day program)
- Key Account Planning & Management (1-day program)
- Selling Skills for Agribusiness Professionals (1-day program)
- Leading a High Performance Culture (1-day program)
- Effective Communication (1-day program)
- Facilitating Effective Meetings & Events (1-day program)
- Building a Well Business (1-day program)
- Customer Service Excellence (1-day program)

Services for AgLink Members via Forrest Workshops

- Strategic & business planning process facilitation & consultation
- Sales & marketing plan development
- Facilitated innovation sessions
- One-on-one coaching of high & high potential performers (sales, operations, technical, leadership)
- Copywriting & marketing material development
- Facilitated collaboration sessions with key clients, suppliers & partner organisations
- Custom-built facilitated workshops or PD programs on request

Forrest Workshop Programs can be delivered in member regions, centrally (Adelaide or at AgLink Head Office in Melbourne by negotiation), or, where appropriate, via video / web conference. Coaching services can be done via phone or video conferencing (Skype, Facetime). Other service delivery modalities are negotiated on a case-by-case basis.

Programs, services & skill sets available to AgLink Members via the Strategy Road “Swarm” of aligned consulting organisations:

- **Bakjac Consulting** (Michelle Bakjac, Psychologist) – Wellbeing strategy, EAPs, resilience & mental toughness, teambuilding, positive psychology, leadership coaching
- **Succession Plus** (Bevan Roberts, Family Business Advisor) – Succession planning for agribusiness owners, planning and managing business transitions
- **Red Seed** (Mel Blondell, HR & Productivity Specialist) – HR strategy, culture development, industrial relations, managing performance, recruitment & Induction
- **Chatham Capital** (James McGill, Operations & Growth Specialist) – Capital raising, strategic business audits & analysis, go-to-market planning, post-merger integration and alignment consulting
- **Baillieu Holst** (Alan Hutchinson, Economist, & Travis Adams, Financial Strategist) – Financial & economic insight & advisory services, economic updates (backed by Credit Suisse global data resources)
- **Coalmine Canary** (Deb Trebilcock, Graphic Designer) – Ad-hoc small project design & marketing services, website aesthetic, logos, print materials, pdfs, slide decks
- **Indigenous Workforce Consulting** (Brendan Littlechild, Director) – Indigenous community engagement & connectivity, indigenous staff sourcing, placement & support, RAPs
- **See Marketing** (Tania Cavauiuolo, Certified Practicing Marketer) – Marketing strategy & plans, Tactical marketing support, Communication strategy
- **Square Holes Market Research** (Jason Dunstone, Director) – Market & consumer insights research, Enhanced shopping experiences, Brand development
- **Blackforrest Consulting** (Deb Black, Mediator) – Workplace relations, mediation, change management, restorative justice programs
- **Daylight Breaks** (Tim Standing, Photographer & Videographer) – Strategic visual content creation, Videography & photography, Brand storytelling
- **Shield Insurance Brokers** (Peter Alderson, Director) – Risk analysis, Insurance advise, Risk protection strategies
- **Crane Creative** (Katharine Crane, Principal) – Social Media, Content curation, Marketing materials, Direct email marketing
- **Advance Business Consulting** (John-Paul Della-Putta, Director) – Business intelligence management systems, data visualisation / dashboarding, Web, App & Portal development
- **Catalyst Cloud Solutions** (Scott Elder, Director) – Cloud integration using Xero ecosystem apps to automate accounting & administration
- **Results Business Management** (Randal Brooks, CPA) – Financial feasibility studies, analysis, profit improvement strategy
- **The Engaged Space** (Joslyn Hutchinson, HR Specialist) – Culture audits & improvement services, Employee engagement, Stay interviews

Swarm member services are delivered via an array of modalities, negotiated on a case-by-case basis.

### *Introduction & Biography:*

Troy Forrest is the Managing Director of Strategy Road Pty Ltd, and the Principal Facilitator of Forrest Workshops, a specialist tailored workshop & coaching services enterprise. Troy has custom-built and facilitated well over 1,000 workshops in his 13 years as a business consultant. He has coached a large and diverse array of leaders, business owners and growth drivers in more than 120 organisations in more than 80 industry sectors. His speciality areas include sales, marketing, leadership, customer service, communication, business planning and strategic planning. Born and raised in a small town in the South East of South Australia, Troy has a great passion for and connection to regional Australia, agribusiness and rural communities. Troy's strategy consultation, workshop facilitation and sales & leadership coaching services are employed by an array of agricultural industry organisations covering ag chem manufacture, input & rural merch / farm supplies resellers, agronomic advice, organic recycling, beneficial biologicals, agtech equipment, networks, contract R&D, NFPs, marketing services, community groups and more.

To offer a breadth of support for clients beyond his own capabilities, Troy has aggregated the Strategy Road "Swarm" of specialist service providers, consultants and advisors. An organic collective of independent businesses aligned by shared values and committed to supporting each others businesses and clients, the Swarm comprises experienced specialists in diverse fields, from high-level strategic and governance experts to smaller engagement, tactical and operational service providers. Each is beholden to and proven in serving clients to the shared Strategy Road Service Standard.

Prior to developing his consulting business, Troy spent 15 years in the pharmaceutical and surgical technology sales industries, and has sold everything from telesurgical operating suites to epilepsy medication to endoscopic cameras to replacement cruciate ligaments. Outside of his work supporting client organisations, Troy hikes hills with his wife, drives teenage daughters to early morning sports training, enjoys the best of South Australia's produce, writes, and repurposes all manner of materials into garden furniture.

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### *Courses Conducted with AgLink:*

- Team Culture (multiple) – 2017 & 2018
- Helping your business make the right decisions – 2018
- Key Account Planning & Management (multiple) – 2017 & 2018
- Selling Skills for Agribusiness Professionals (multiple) – 2016, 2017, 2018
- Leading a High Performance Culture (multiple) – 2016 & 2017
- The Wolf & The Pack (multiple) - 2017
- Our Communication Standards (multiple) – 2015 - 2017
- Partnering for prosperity in agriculture – 2015
- Vision-clear. Values-lived. Actions-owned. – 2014
- The company you lead - 2014
- Managing for the Future - 2013
- Facilitated Strategic Planning Processes, multiple member businesses (2014-2018)

- Strategic Themes in Agriculture – Presentation at FinanceLink 2017
- Coaching multiple member business owners / principals, leaders, technical and sales staff (2013 – current)



## MEET THE STRATEGY ROAD SWARM

An organic "swarm" of independent & aligned businesses, consultants and service providers that work together for the success of their clients' organisations - local and international, small and large. Adelaide-based, diverse, proven, reputable professionals who are expert and experienced in their relevant domains.



 <p><b>TROY FORREST</b> <b>FORREST WORKSHOPS</b> Strategy &amp; Business Planning, Workshop Design &amp; Facilitation, Sales &amp; Leadership Coaching</p> 	 <p><b>MICHELLE BAKJAC</b> <b>BAKJAC CONSULTING</b> Wellbeing Strategy, EAPs, Resilience, Teambuilding, Leadership Coaching</p> 	 <p><b>DEB TREBILCOCK</b> <b>COALMINE CANARY</b> Graphic Design, Infographics, Editable PDF Forms, Presentation Decks, Web, Signage, Specialty Print</p> 
 <p><b>BEVAN ROBERTS</b> <b>DALE WOOD &amp; SUCCESSION PLUS</b> Succession Planning, Family Business Advice, Business Sales &amp; Readying for Sale</p> 	 <p><b>ALAN HUTCHINSON</b> <b>BAILLIEU HOLST</b> Financial Advice, Economic Analysis &amp; Commentary, Private Wealth Management</p> 	 <p><b>JOHN-PAUL DELLA-PUTTA</b> <b>ADVANCE BUSINESS CONSULTING</b> Business Intelligence, Infrastructure &amp; Content Management, Web, App &amp; Portal Development</p> 
 <p><b>MEL BLONDELL</b> <b>RED SEED</b> HR Strategy, Culture Development, Industrial Relations, Recruitment, Productivity</p> 	 <p><b>CATHERINE WELLS</b> <b>PLANSURE</b> Financial Strategy, Financial Planning, Self-managed Superannuation, Planning for Millennials</p> 	 <p><b>MIKE YORK</b> <b>MIKEYORK.COM</b> Scale-Up Advisory, Start-Ups, Expansion To New Markets, People, Processes &amp; Technology</p> 
 <p><b>JAMES MCGILL</b> <b>CHATHAM CAPITAL EXCHANGE</b> Capital Raising, Strategic Business Planning, Go To Market Plans</p> 	 <p><b>PETER ALDERSON</b> <b>SHIELD INSURANCE BROKERS</b> Risk Analysis, Insurance Advice, Risk Protection Strategies, Ins Brokering</p> 	 <p><b>BRENDAN LITTLECHILD</b> <b>IWC</b> Indigenous Workforce Consulting, Community Engagement, Staff Placement &amp; Support</p> 
 <p><b>JASON DUNSTONE</b> <b>SQUARE HOLES</b> Market Research, Consumer Insights, Enhanced Shopping Experiences, Brand Development</p> 	 <p><b>TANIA CAVAUOLO</b> <b>SEE MARKETING &amp; COMMUNICATIONS</b> Marketing Strategy &amp; Plans, Tactical Marketing Support, Communication Strategy</p> 	 <p><b>DEB BLACK</b> <b>BLACKFORREST CONFLICT RESOLUTION</b> Workplace Relations, Change Management, Restorative Justice, Leadership Devel.</p> 
 <p><b>TIM STANDING</b> <b>DAYLIGHT BREAKS</b> Strategic Visual Content, Videography, Photography, Brand Storytelling</p> 	 <p><b>KATHARINE CRANE</b> <b>CRANE CREATIVE</b> Social Media, Content Curation, Marketing Materials, Direct Email Marketing</p> 	 <p><b>SCOTT ELDER</b> <b>CATALYST CLOUD SOLUTIONS</b> Cloud Integration Using Xero Ecosystem Apps to Automate Accounting &amp; Admin</p> 
 <p><b>TRAVIS ADAMS</b> <b>BAILLIEU HOLST</b> Financial Analysis, Financial Advice, Equities, Investment Strategies, Retirement Planning</p> 	 <p><b>RANDAL BROOKS</b> <b>RESULTS BUSINESS MANAGEMENT</b> Strategy Implementation, Feasibility Studies, Analysis, Profit Improvement</p> 	 <p><b>JOSLYN HUTCHINSON</b> <b>THE ENGAGED SPACE</b> Business &amp; People Management Solutions To Drive Strategy &amp; Performance</p> 

A smart super-team of diverse strategic experience. To find out more about any of the swarm, visit [strategyroad.com.au](http://strategyroad.com.au)

