



BUILDING THE MINDSET AND SKILLSET FOR VALUE CREATION

A LEADER LED MOVEMENT OF VALUE MAKERS

Maximus International, 2025

WITHIN THE GLOBAL CONTEXT, AUSTRALIA DOES NOT PERFORM TO ITS POTENTIAL. WE ARE FACING A PRODUCTIVITY DILEMMA.

GLOBAL CONTEXT

GLOBAL GROWTH
FORECAST TO
REMAIN **BELOW**
HISTORICAL
AVERAGE¹

COMPANIES HAVE COME
TO **RELY ON SHORTCUTS** TO
DRIVE OPERATIONAL
EFFICIENCIES

AI ADOPTION BY COMPANIES
COULD GENERATE UP TO
\$4.4 TRILLION²

ONLY 23% OF
EMPLOYEES ARE³
ENGAGED AT WORK

ONLY **15%** ARE
MOTIVATED IN
TODAY'S CLIMATE

ENGAGED EMPLOYEES
PRODUCE **125%**
MORE HIGH
QUALITY WORK³

ONLY
34%

OF EMPLOYEES
SEE THEMSELVES
AS THRIVING IN
THEIR OVERALL
WELLBEING³

'TRADING VALUE'
generates more wealth than

'CREATING VALUE'
with the top 10 hedge fund
managers often earning more
than all Fortune 500 CEOs
combined.



LOCAL CONTEXT



In the past 20 years,
Australia has **FALLEN**
FROM THE MOST
RESILIENT ECONOMY
in the world to 20th.⁴

In 2024 Australia's population grew by
2.3% while the economy
only grew by **0.8%**⁵

IN 2022-2023, LABOUR
PRODUCTIVITY
FELL BY **3.7%**⁶

A declining economy and rising
government debt strain businesses with
higher interest rates, cautious spending,
stagnant wages, lower employee
satisfaction, and a more competitive
market.

WIDENING
SOCIO-ECONOMIC
DISPARITIES IN
EDUCATION

which are affecting
Australia's ability to stay
competitive with top-
performing countries.⁷

70% OF YOUNG AUSTRALIANS
ARE SEEKING ALTERNATIVE
CAREER PATHS. COUPLED
WITH AN AGING POPULATION IS LEADING
TO AN EVER-GROWING SKILLS GAP IN THE
WORKFORCE.⁸ In the short-term the
Australian government's 'Skills Needs
Forecast' predicts there will be almost **1**
million unfilled jobs in Australia in the
next 1-3 years, impacting industries that
are already suffering skills shortages.⁹

¹World Economic Forum 2025 Outlook; ²McKinsey, 2023; ³State of the Global Workforce Report, Gallup, 2024; ⁴IMD World Competitiveness Centre; ⁵Australian Bureau of Statistics, 2024; ⁶Annual Productivity Bulletin, 2024; ⁷Organisation for Economic Co-operation and Development, 2024; ⁸RMIT, 2023; ⁹Jobs and Skills Australia, 2024.

ORGANISATIONS AND INDIVIDUALS ARE THE DRIVERS OF SUSTAINED VALUE MAKING AND PRODUCTIVITY LIFT

Understanding who holds a privileged position to shape value creation in our economy and industries allows us to identify standout organisations and their leaders. With our experience working alongside over 100,000 leaders, representing approximately 40% of the ASX top 50 organisations, as well as key players across both the private and public sectors across a diverse range of growth industries, we have deep insight into the macro and micro conditions necessary to cultivate a workforce of value creators.

Organisational drivers (macro)

1. Delivery of total shareholder return
2. A privileged market position
3. Clarity of strategy
4. A growth-minded, high calibre executive team
5. Differentiated offerings built on a clever business model
6. Enterprise deep core capabilities and strong talent pools
7. A vibrant positive culture
8. Market momentum including followship/advocacy from clients (and consumers)
9. Defined growth options for the future
10. Proven positive impacts on people and society
11. An operating model that has standardised differentiation for scale
12. The ability to pivot

Individual attributes (micro)

1. Bold purpose
2. Ambition
3. Emotionally committed
4. Strong insight, deep curiosity and reasoning abilities
5. Innovative – a challenger mindset
6. Agility to adapt
7. The conviction and clarity to make clear choices
8. Commercially astute
9. Customer obsessed
10. Bias for execution and accountability for quality
11. Builds talent and followship
12. Socially impactful

EMBRACING AN ABUNDANCE MINDSET IS THE KEY TO BECOMING A TRUE VALUE MAKER LEADERSHIP NEEDS TO BE AT THE EPICENTER OF VALUE CREATION.



Modern leadership is defined not just by competence but by mindset – the ability to think differently, embrace uncertainty, and pursue bold, meaningful outcomes. The difference between merely doing what’s required and creating something truly valuable lies in the mindset of curiosity, innovation, and resilience.

While most aspire to "leave things better than we found them" many are held back by fear or a lack of clarity. Leadership is a journey shaped by our experiences, beliefs, and the choices we make – whether to step forward with conviction or retreat into comfort.

We help leaders unlock an abundance mindset, shifting from a narrow focus on success to a more expansive vision of impact and growth. True transformational leadership is about inspiring continuous improvement, fostering belief, and aligning personal purpose with professional excellence. The challenge is to ignite this fire and integrate it holistically into work and life.

“When we focus on creating value, it gives everyone a chance to participate, be productive, and benefit from the success, despite occasional imbalances within organisations. It fosters entrepreneurship, building a vibrant movement where people come together to create bigger things”.

Gerhard Vorster, Maximus Senior Advisor

MOBILISE A MOVEMENT OF VALUE MAKERS THROUGH A TRANSFORMATIONAL LEADERSHIP EXPERIENCE

A breakthrough experience designed to expand leaders' mindsets, foster enterprise thinking, and drive meaningful transformation within their organisations. Inspired by real-world leadership lessons, we blend strategy and psychology to unlock ambition, enhance clarity, and cultivate an enterprise-wide perspective. This approach empowers leaders to shape their organisation's future with confidence, conviction, and a clear strategic vision.



IMPACT

- ▶ Equips leaders with clarity in their purpose and identity as value creators.
- ▶ Develops the mindset and skills to lead both in the present and for the future, driving enterprise-wide value beyond their immediate roles.
- ▶ Mobilises a network of transformational leaders to enhance individual and collective performance.



AUDIENCE

Our programs are designed for **Executive Leaders**, **Senior General Management** and **High-potential Leaders** in established organisations that are typically underperforming, facing significant disruption or seeking accelerated short-term growth while sustaining long-term profitability.



THE EXPERIENCE

- ▶ Each experience is tightly aligned to the organisational context and strategic vision. By integrating our unique methodology – grounded in strategy and psychology – we work with both Head of Strategy and Head of People to create an experience which is strategy-led and people-enabled.
- ▶ Our approach is structured into **four key experiences**, each designed to deliver specific outcomes that transform leaders into inspiring value creators. This, in turn, cultivates a movement and following among their networks, influencing teams and stakeholders at all levels of the organisation

01. ALIGN KEY STAKEHOLDERS ON PRIORITIES

- ▶ **Support** and align the executive leadership team on the short-, medium- and long-term strategic goals and outcomes required of the organisation to lift performance.
- ▶ **Prioritise** five outcomes that will shift the performance momentum.
- ▶ **Build** a simple strategic narrative that can be used to sell the growth story.

02. CONNECT AND INSPIRE LEADERS TO DELIVER ON PRIORITIES VIA FORUMS

- ▶ **Identify** the key executive and senior leaders who can collectively drive and deliver the priorities. Build forum teams with clear focus and outcomes to deliver.
- ▶ **Create** a support system to galvanise teams with the right capability mix/ expertise (e.g. strategy and finance support).
- ▶ **Connect** and inspire the forums and leadership teams, working to emotionally commit to the jobs to be done.
- ▶ **Galvanise** groups to deliver on priorities.

03. SET ACCOUNTABILITY RHYTHMS AND PRACTICES

- ▶ **Set** a charter for behaviours and habits which prioritise 'we' over 'me' and set the framework for effective teaming and performance delivery.
- ▶ **Establish** a cadence for each forum with supported by performance coaches who understand the strategic imperatives and can cut through complexity.
- ▶ **Lock in** accountability updates with the Leadership Team.

04. MOBILISE TEAMS TO UNLOCK RESULTS

- ▶ **Run** performance forums.
- ▶ **Expose** forum and executive teams to outside in thinking to build belief in 'what's possible'.
- ▶ **Support** forum connections with progress tracking and storytelling narratives that align and build belief internally that progress is being made.
- ▶ **Leverage** progress storytelling to build external belief through key stakeholder influencing and structured communications.

MEET OUR GAME CHANGERS IN LEADERSHIP TRANSFORMATION



VANESSA GAVAN

Founder &
Joint Managing
Director



BRENT DUFFY

Joint Managing
Director



JAMES KEELER

Director



VANESSA POWELL

Director



MARK SOWDEN

Director



TRACEY SANDMAN

Director



DANIELLE MOORE

Associate Director



GERHARD VORSTER

Chief Advisor

With three decades of experience in the consulting industry, Gerhard works directly with boards and senior leaders to guide businesses to reposition themselves for growth.



JAMES CHAPMAN

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