



# INTRODUCING ENGAGED STRATEGY

*Unleashing potential within organisations and individuals*





# About Engaged Strategy®

Engaged Strategy® is a strategic consultancy firm that specialises in customer experience, employee engagement and branding.

Our journey started in March 2007 as Engaged Marketing, operating out of lounge rooms and coffee shops. Since then, Engaged Strategy has developed knowledge of 160+ brands and worked in 20+ categories across the Asia-Pacific. Currently, Engaged Strategy works with more than 65 brands.

Unlike traditional consultancy firms, we can provide a proprietary end-to-end service, ranging from strategy development to research and analysis, right through to the implementation of recommended strategies.

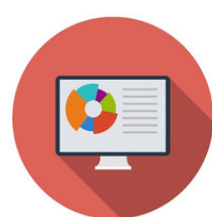
Our expertise is based on strong local knowledge in the Asia-Pacific and insightful research:



We have conducted  
**25+ Benchmarking Studies &  
4 National Employee Engagement Studies**



**105,000+ consumers &  
7,000+ employees**  
have participated in our surveys



We have analysed  
**835,000+ responses**





## Christopher Roberts

### Founder and Managing Director

- Over 30 years experience in sales and marketing
- Marketing management of major product portfolios at Telstra, Metway Bank & Suncorp
- Head of Marketing and Communications at Energex

In my corporate career, I worked for good organisations on interesting initiatives that felt fulfilling. Despite being an Executive, I felt like a small cog in a huge machine that only cared about economic outcomes.

I was comfortable but bored. I needed a role that was fulfilling and offered variety. Most importantly I needed this job to align with my individual purpose of unleashing potential in individuals and organisations. Armed with 20 years of experience encompassing branding, customer experience, management and employee engagement I decided to design my ideal job and founded Engaged Marketing, now Engaged Strategy, in the process.

Since then 10 years have passed and Engaged Strategy has evolved into a multi-national organisation. Every day I wake up knowing that Engaged Strategy has positively impacted organisations and employees in a meaningful way.

What underlies everything that Engaged Strategy has achieved is our team of 'Engagers'. We call our staff Engagers for a reason. Their role is to strategically work with our clients to help create engaging brands, experiences, propositions and internal cultures.





## Our Services

Every day our Engagers work with clients of different sizes and needs to provide innovative solutions to strategic challenges. Engaged Strategy provides end-to-end or modular services in the areas listed below:



**Branding** - We work with clients to create outstanding brands that truly stand out and clearly differentiate them from your competitors.



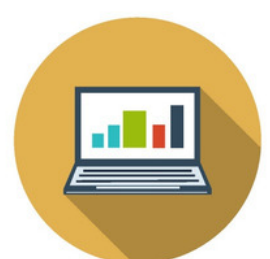
**Customer Experience Strategy**- Our strategic services enable the creation of outstanding customer experiences and value propositions so that customers are loyal and willing to recommend.



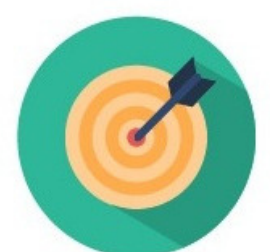
**Culture** - Our processes and systems result in engaged staff that fully understand the organisation's strategy and are strongly committed to making it a success.



**Leadership** - Leadership is a key driver of employee engagement. We go beyond simply assessing leadership capability to providing foundational and advanced training to ensure that leaders at all levels of an organisation are able to lead with confidence.



**Benchmarking Studies** - We analyse thousands of responses insightfully to provide comprehensive reports enabling organisations to understand competitive landscapes like never before.



**Net Promoter® Score** - Our main methodology for customer experience services. The majority of Engagers are Net Promoter Certified and can provide best-practice training and systems required for organisations to yield unparalleled results.





# Why do we exist?

## Our Mission

**Making a difference by unleashing potential within organisations and individuals.**

We do not show up every day just to do 'work'. We bring the best version of ourselves to everything we do so that we can truly help individuals and organisations reach their full potential and in doing unleash our own potential.

Central to this are our core values, which guide everything we do:



### Proactivity

Going above and beyond is the norm for us.



### Quality work

We aim to impress not satisfy. Our high standards are visible in everything we do.



### Innovation

We challenge 'the way things are done' to deliver transformative services.



### Accountability

We own our individual responsibilities and take pride in our work.





## What does an Engager look like?

Truth is we all look different - Our skillsets and experience vary but there are key commonalities that we look for in each team member:



**Attitude is everything** - Easy to say, hard to fake. What we do every day is too valuable to risk. We look for individuals who bring energy and passion to everything they do.



**Constantly growing** - Working on various client projects across industries and even countries is all in a day's work for Engagers. Being able to do this effectively means Engagers are actively looking for opportunities to be better and do more.



**Talented professionals** - Engagers are talented and hiring those who aren't simply would not work out. Talent comes in various shapes and sizes and considering our own diverse backgrounds we understand this better than most. Better yet, we will invest in you so that your talents continue to grow.



**Autonomous team players** - For Engagers to achieve their individual goals they need time to work autonomously on projects. When we work together we strongly believe in being respectfully transparent. This allows our employees to contribute to projects that exceed their individual responsibilities and create the client outcomes that we have become known for.





## Our Difference for Employees

Our unique team of Engagers have been hand-picked for their talents, attitude and abilities. Consistent with our mission, we have the same philosophy of unleashing potential with our staff. Engagers can confidently expect the following from Engaged Strategy:

**Rapid growth** - Be exposed to cross-functional projects that challenge and stretch you beyond your comfort zone.

**Valuable professional development** - Engagers can upskill using the same sophisticated and proprietary toolkit that our clients have access to.

**Meaningful work** - Engagers have a clear line of sight between the work they do every day and client outcomes.

**Customer outcomes come first** - Engaged Strategy takes pride in placing our client success over financial restraints.

**Variety** - Interesting work is never in short supply when you work on multiple projects across various industries.

**Personalised employee development plan** - Plan your individual growth trajectory based on your unique abilities and be supported via training, coaching and regular feedback every step of the way.

**Annual one-to-one mentoring session with the MD** - Our hands-on MD is passionate about staff development. A 30+ year career leaves markers of success, learn from them so you can create your own.





## See yourself as an Engager?

### We would love to meet you!



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