



**Masterstroke**  
Simple Strategy • Outstanding Results

# CAPABILITY BROCHURE

We create roadmaps for success

The planning process makes you think strategically rather than operationally. It makes you take a hard look at your offering and your market; to consider what the future could bring; to decide how you should marshal your resources. It forces you to confront realities and understand assumptions.

But the payoff is well worth it. A clear roadmap embraced by the whole team dramatically increases your chances of success.

When you plan with Masterstroke, we ensure both the process and outcome are fit for purpose and will clearly outline your next steps, delineate your milestones, and provide clarity of action and confidence in decision making.

- Strategic Summaries
- Ambition Statements
- Business Plans
- Feasibility Studies
- Value Propositions
- Go to Market Initiatives
- Commercialisation Programs
- 90-day plans

## OUR CLIENTS

We work with SME's, Start Ups and Purpose organisations across a wide range of sectors to help them confidently define their next steps to realising their business goals. We take them out of the operational day to day and make them think strategically.

## OUR CORE COMPETENCIES

- Business Strategy
- Planning Processes
- Market Research
- Business Model Creation
- Budgeting
- Implementation
- Marketing
- Facilitation

## WHO WE ARE

**John Holland BA (Hons), PGD (Mktg) GAICD, Fellow AMI**

An entrepreneurial strategist with a marketing and governance background who has spent the last 20 years helping SMEs grow and NFP organisations fulfil their missions. John has owned multiple businesses and has considerable commercial and NFP board experience.

**Paul Dovas B.Ec.**

Multi-faceted executive leader with a background in both finance and media, a passion for technology, and a track record in mentoring teams. Paul has a deep understanding of both the purpose sector and the start-up environment.

## RESOURCE PARTNERS

Masterstroke maintains a network of associated companies in key areas including IT, People & Culture, Legal, Finance, Logistics and Market Research.

## OUR PHILOSOPHY

We believe in simplicity. A simple strategy that is easy to understand and easy to communicate. But simplicity is hard. It requires a disciplined approach, a lot of analysis and some tough choices.

## OUR METHODOLOGY

- Tested tools and processes tailored to your situation
- An immersive program that allows all your team to participate
- Virtual and in person workshops
- Real world experience
- Support during the implementation phases

## YOUR OUTCOME

A pragmatic plan to manage your business with clarity and confidence.