



## ORGANISATION PROFILE



## > OVERVIEW

True North Consulting is a management and design consultancy firm specialising in project management, service design, strategy development, web development and graphic design. We are based in Christchurch, but have clients throughout New Zealand.

The key services we offer are:

- ▶ **Project Management:** Business model development, feasibility studies, organisational evaluations and service audits.
- ▶ **Strategy:** Strategic planning and strategy development & facilitation. Evaluation and refinement of organisation plans, key performance indicators and governance.
- ▶ **Service Design:** Creation of effective and efficient services that engage customers. New service planning & development and service evaluation.
- ▶ **Business Start-up:** A full suite of planning services for new business start-ups and not for profit organisations.
- ▶ **Databases and Systems:** Processes and tools to improve organisational effectiveness and efficiency. Online (ASP/PHP) and network based (MYSQL/Access) databases. CRM and contact management systems, and advanced user-friendly spreadsheets for organising and analysing data.
- ▶ **Web Design:** Simple clear 'brochure' websites. Web-based databases and dynamic content sites. E-commerce sites.
- ▶ **Graphic Design:** Visual identity and branding. Logos, brochures, sales materials and publications.

We are specialists in SMEs and the non-profit sector, but also have a number of larger corporate clients.

## > CLIENTS

Some of the clients we've worked with include:



## > KEY SERVICES

### Project Management

- ▶ Management of feasibility studies, new business development and business research projects
- ▶ Assistance with project planning
- ▶ Provision of well written, accessible and easy to understand reports
- ▶ Government or trust funding applications. We're very good at figuring out funding requirements and aligning projects with these requirements

### Strategy

- ▶ Creating strategic plans that guide and motivate
- ▶ Assisting you to define the strategies that will help you succeed, including marketing, funding, it, and design
- ▶ Reviewing your operations and processes
- ▶ Defining your brand values and helping you align your strategies with your desired brand
- ▶ Helping you identify blockages to success in your strategies with collaborative problem solving

### Service Design

- ▶ Helping you develop processes for driving innovation and delivering remarkable services
- ▶ Partnering with you to actually develop new services that succeed and delight customers
- ▶ Advising on idea creation, innovation and customer insight tools and techniques
- ▶ Reviewing and designing processes (such as service delivery) to increase efficiency and effectiveness

### Business Set-up

- ▶ Strategic planning and organisation planning
- ▶ Budgeting and financial planning, and creation of financial systems
- ▶ Company/charity formation and registration
- ▶ Service design and process optimisation
- ▶ Website design
- ▶ Graphic design - logos, business cards and letterheads

### Databases & Systems

- ▶ CRM Contact information and tracking systems
- ▶ Timesheets and billing systems
- ▶ Client notes, reports and assessments systems
- ▶ Marketing campaign management - design and track marketing campaigns
- ▶ Financial tracking and reporting systems
- ▶ Advanced user-friendly spreadsheets for organising and analysing data.

### Web Design

- ▶ Websites that are simple, elegant and clear to navigate
- ▶ Websites that are easy to update and change when required with minimal effort and fuss
- ▶ Effective implementation of the web technologies such as CSS, Javascript, ASP, MySQL and PHP
- ▶ More sophisticated websites - dynamic content, online shopping and e-commerce
- ▶ Assistance with writing, editing and reviewing content.

### Graphic Design

- ▶ Logo design
- ▶ Corporate stationery
- ▶ Brochures
- ▶ Advertisement design
- ▶ Publications
- ▶ Product packaging

## RECENT PROJECTS

### **Project: Rural Waste Minimisation Project** **For: Environment Canterbury**

Environment Canterbury oversaw a multi-phase project to facilitate better rural waste minimisation in New Zealand. This nationally significant project aimed to find and implement solutions to minimise rural waste and promote waste minimisation within the rural sector. The project aimed to transform the sector and ensure rural waste was no longer primarily burned, buried or stored in farm sheds. True North was engaged to manage and undertake the project.

- ▶ National and international review of options for increasing rural waste reduction, reuse, recycling, recovery and disposal, and a preliminary feasibility assessment of each
- ▶ Building of options including financial implications, potential risks and barriers, and benefits
- ▶ Preparing complete and detailed business cases for each preferred option
- ▶ Building a completely new and innovative business model and design to address rural waste in New Zealand, and facilitating the piloting of this model
- ▶ Monitoring project progress and liaising closely with other consultants to ensure milestones were achieved
- ▶ Maintaining oversight of the project and working closely with the wider project team
- ▶ Detailed scheduling of project processes and managing the schedule and project deliverables to ensure work was completed on time and within budget, to the required quality
- ▶ Monitoring, tracking and resolving project issues and risks
- ▶ Engaging with key stakeholders and building relationships and key contacts
- ▶ The final recommendations for the project were successfully trialled with plans to implement the new service delivery model in 2019

### **Project: Agrichemicals Product Stewardship Process Redesign** **For: Agrecovery**

True North Consulting was engaged by Agrecovery, a non-profit organisation focusing on addressing persistent rural waste issues, to review and redesign their process for managing agrichemical collections. The aim was to provide better customer service, and more effective and streamlined management of the contractors carrying out the service.

- ▶ Liaising with the service contractor to build an understanding of existing processes
- ▶ Building an optimum process map showing communication flows, decision-making requirements and database system requirements
- ▶ Working with the client and contractor to review and refine the process and achieve buy-in
- ▶ The final process was accepted for implementation and has the potential to make considerable savings in service delivery to ensure more agrichemicals are disposed of safely

## **Project: Construction Waste Engagement and Accreditation Project For: Christchurch City Council**

True North Consulting was engaged by Christchurch City Council to better engage senior executives in construction companies in reducing waste to landfill from rebuild activity. As a result of the recommendations made, a follow-up project was launched to assess the feasibility of launching a certification service for construction companies and waste collection service providers.

- ▶ Creating a draft specification for a certification service outlining how certification would be done to 'give a tick' to those acting responsibly in terms of construction waste
- ▶ Undertaking consultation with construction companies and waste companies on the draft specification
- ▶ Determining an appropriate service delivery partner
- ▶ Evaluating the business case for such a service
- ▶ Piloting the service with the selected delivery partner
- ▶ Making a final recommendation to Council as to whether the service should be progressed

## **Project: Canterbury Earthquake Waste Timber Recycling Feasibility Study For: Environment Canterbury / Ministry for the Environment**

The project aimed to test the feasibility of, and subsequently develop a sustainable business model for the large scale collection and reuse, recycling and/or recovery of hazardous treated timber waste, with a particular focus on earthquake-related building and demolition waste.

- ▶ Successfully applied for significant funding from the Ministry for the Environment on behalf of Environment Canterbury
- ▶ Developed a project methodology for analysing and/or creating a sustainable business model for reusing, recovering or recycling waste treated timber in Canterbury
- ▶ Engaged waste owners, transportation companies, processors and potential waste users to promote collaboration and build supply chain
- ▶ Analysed international business models, technologies and trends in utilising waste treated timber
- ▶ Evaluated potential business models for economic sustainability and feasibility
- ▶ Created economic models for potential service providers to test financial feasibility
- ▶ Identified a service provider as feasible that is now pursuing solution deployment in Christchurch
- ▶ Briefed Ministry for the Environment management team members on the project at the Ministry's request to assist in development of a model for future projects

## > ABOUT US

True North Consulting was founded in 1999 to provide management support services to non-profit organisations. In 2004 True North Consulting relocated from Hamilton to Christchurch.

True North was founded by Fraser Scott, who is the company's Managing Director and principal consultant. Fraser has degrees in Law and Commerce and has over thirteen years' experience in service design, IT development and management consulting.

Fraser has worked with clients in sectors including energy, IT and electronics, waste management, government, health and disabilities, and social services.

True North undertakes all activities in accordance with our values:

- ▶ **Loyalty:** When we take on a client, we act always as a trusted friend. We become our client's staunchest ally.
- ▶ **Care:** We believe business is personal. We care about the people we work with and their aspirations, not just their money.
- ▶ **Dedication:** We get to know our client's business and their needs. We will do whatever it takes to make sure our client succeeds.

Still, as much as we enjoy what we do, we don't provide these services as an end unto themselves. We love to help make organisations better, but

even that is not the ultimate reason we do this. The fact is, True North ultimately exists to help the poor and disenfranchised.

Fraser works for True North half-time. The other half of his time is focused on his role as Executive Director for Christchurch-based non-profit Bright Hope World (<http://www.brighthopeworld.com>). Bright Hope World is a Christian-based humanitarian organisation with a vision of seeing the poorest of the poor become physically and spiritually self-sustaining.

Bright Hope World does this by partnering with and resourcing indigenous locals who have a vision to transform their communities, be they in Africa, Asia, the Middle East or South America. This might be through microloans, microenterprise, agricultural development or vocational training. The key element is that the strategies come from those working on the ground, not from outsiders who think they know best.

Because the entire team at Bright Hope World is passionately committed to helping the poor, no-one takes any kind of salary from Bright Hope World. The team also pays their own travel costs, which can be substantial. Fraser travels to visit partners and donors three or four times a year.

The funds we generate through True North enable Fraser to continue to fulfil this role and ensure the poorest of the poor have the opportunity to emerge from poverty.

## > CONTACT

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