

Capability Statement

1 Intent

This Business Capability Statement highlights Approach Services' experience and capacity to service our clients.

2 Mission and vision

We are dedicated to providing the most cutting-edge change management solutions, drawing on the latest research and best practices to help businesses achieve their goals.

At Approach Services our values are to Grow, Advise, Develop & Care.

Our vision is to be the most innovative change management training and services provider, recognised globally for our ability to inspire and empower B2B clients to lead change successfully.

We are on a mission to revolutionise business transformation by providing world-class change management training, tools, and support that equips businesses in STEM, the Energy, Utilities, Resources Industry and NFPs to successfully navigate the challenges of change. Whether our clients need support in a big transformation project or want to build long-term change capabilities across the organisation, we provide the best advice and care to help them grow.

Our 2022-2024 strategy is to constantly innovate, stay at the forefront of change management trends, and work closely with our clients to ensure their success. With our expertise and passion for change, we are the partner of choice for organisations looking to thrive in today's dynamic business landscape and an employer of choice for the most resourceful and adaptable talents.

3 Capabilities

Approach Services is a leading Change Management training and consulting provider in Australia!

Established and operating since 2014, Approach Services is a Western Australian-owned and operated training and consulting provider to global enterprises, NFP's and Western Australian government agencies.

Our team of skilled technical and business consultants have extensive experience across the NFP, Health, public, and resources sectors, so we know what works and what doesn't. Our team is passionate about helping businesses grow, and our solutions are scalable to do just that.

We pride ourselves on our ability to provide tailored solutions that meet the specific needs of our clients. We are committed to providing exceptional customer service and support every step of the way.

Our senior consultants and trainers each have a minimum of 10+ years of hands-on experience in their relevant areas of expertise, across a comprehensive range of business specialities, Change Management, Leadership Development, Project Management and Engineering, IT and organisational psychology. This ensures our projects are delivered to the highest possible standards and incorporate cutting-edge and best-practice methods.

The Approach Services team has significant experience delivering business change and transformations.

The team has experience in a wide range of contemporary L&D, Change Management and Project Management Methodologies such as Design Thinking, PMBoK, Agile PM, Prosci, 6C's, Cert IV in Training and Assessment.

What makes working with us great?

- ▲ 100% WA owned
- ▲ Modular, flexible and scalable change solutions
- ▲ Evidence-based and result-oriented approach
- ▲ Remote, online, face-to-face, and blended delivery
- ▲ Measured for high-quality and sustainable impact
- ▲ Certificate of achievement

4 Products and services

Our approach to Change Management enables us to scale our services and meet the needs of a wide variety of clients, regardless of the type or scope of their business transformation. Our approach is simple: We help businesses, managers and leaders to lead, manage and execute change successfully. We leverage systems and technology to build change capabilities for your organisation that delivers ROI for this project and many to come.

Our structured yet flexible **6C's Change Management** approach deploys a modular structure:

- 1) Co-create the change narrative around the vision and need for change
- 2) Co-sense with our stakeholders to uncover the emerging future possibilities
- 3) Co-plan the project and change initiatives from kick-off to the sustained transformation
- 4) Develop the sponsorship coalition to lead and manage change
- 5) Develop and empower change champions to advocate for the change
- 6) Course-correct as needed with a fine balance of adaptability and resilience

Utilising our experience in **project engineering** and **change management**, we have developed a process, systems and tools to guide you through your transition. From structured change frameworks and templates to blended training courses, our experts equip your team with the mindset, knowledge and skills needed to drive successful change across your organisation and industry.

Our proven approach is built on a foundation of knowledge and expertise that has enabled us to successfully implement change initiatives for countless clients across a range of industries. Whether you're looking for guidance on planning, communicating and executing change, or support in developing your team's change skills and capabilities, we have the solution to achieve success.

At Approach Services, we are committed to providing high-quality products, training and consulting that help our clients succeed in transitioning their businesses. Our offerings include the **blended 7-course EXCELerate Change Program**, which teaches managers and employees leadership skills such as overcoming resistance, and advocating for and motivating others to change. To empower our clients and facilitate the transition from the classroom to work, we also offer a range of **self-learning toolkits and games**, as well as **Change Management templates**. Our result-driven expert team will be there every step of the way to give clients the confidence and extra pair of hands to get from A to B.

Refer to our website www.approach-services.com and the **Course Catalogue** for pricing and more information.

5 Clients

Approach Services has worked with a variety of organisations, executives, and senior managers. Clients include Altrad, Alzheimer's WA, Atteris, AIM WA, Bethanie, Bhagwan Marine, BHP Billiton, City of Armadale, Curtin University, Delmar, Engaging Education, FMG, Girls Academy, Imagined Futures, Murdoch University, Mermaid Marine Services, Sapura Energy Australia, Santos, Scitech, Subcon, Subsea Energy Australia, Volunteering WA and Women in Subsea Engineering (WISE).

Approach Services doesn't just deliver services, we support successful transformation projects too. A few examples of our past work include:

- ▲ Global and local ERP system implementations
- ▲ Strategic and cultural organisational restructures
- ▲ Growth through integrating mergers and acquisitions
- ▲ Legislative-driven community-wide co-creation of social change

Our continued acceptance on to new panels is a strong endorsement of Approach Services' ability to maintain and deliver high-quality products and services through these arrangements.

Approach Services is currently on the following panels:

- ▲ Bethanie's preferred supplier list (2020-present)
- ▲ Digital Transformation Authority - Federal Government Govt ICT Panel (2021 - present)
- ▲ Rio Tinto Buy Local WA Supplier Panel (2021 - present)
- ▲ City of Cockburn (2021 - present)
- ▲ Western Power (2021 - present)

6 Experienced Leadership Team

6.1 Sam Sayem

Sam is a Prosci-certified Change Management practitioner, he holds a PMBOK certification, a master's degree in Oil and Gas Engineering and a Mechanical Engineering bachelor's degree.

He has 10+ years of experience in a diverse range of engineering and transformation initiatives and led work and people in Austral-Asia, Europe and South America.

As CEO, Sam is the rock at the heart of our team, ensuring we have everything we need; Vision, technology, people, processes and system; to deliver the outstanding service and advice that helped Approach Services receive 5-star feedback and referrals from 9 out of 10 clients. But even before Sam founded Approach Services in 2014, he was working towards shaping the way we lead change around the world.

As a go-getter who cares about our people and community, the idea of building a premium training and consulting business shaping global change leadership appealed to Sam. And that's exactly what he does here at Approach Services: He works across our business, ensuring our business is able to grow, develop and ultimately help more people and organisations.

6.2 Eva Sayem

A result-driven, successful, and highly skilled strategic and digital transformation professional with 10+ years of experience in a diverse range of business transformation initiatives across several industry sectors.

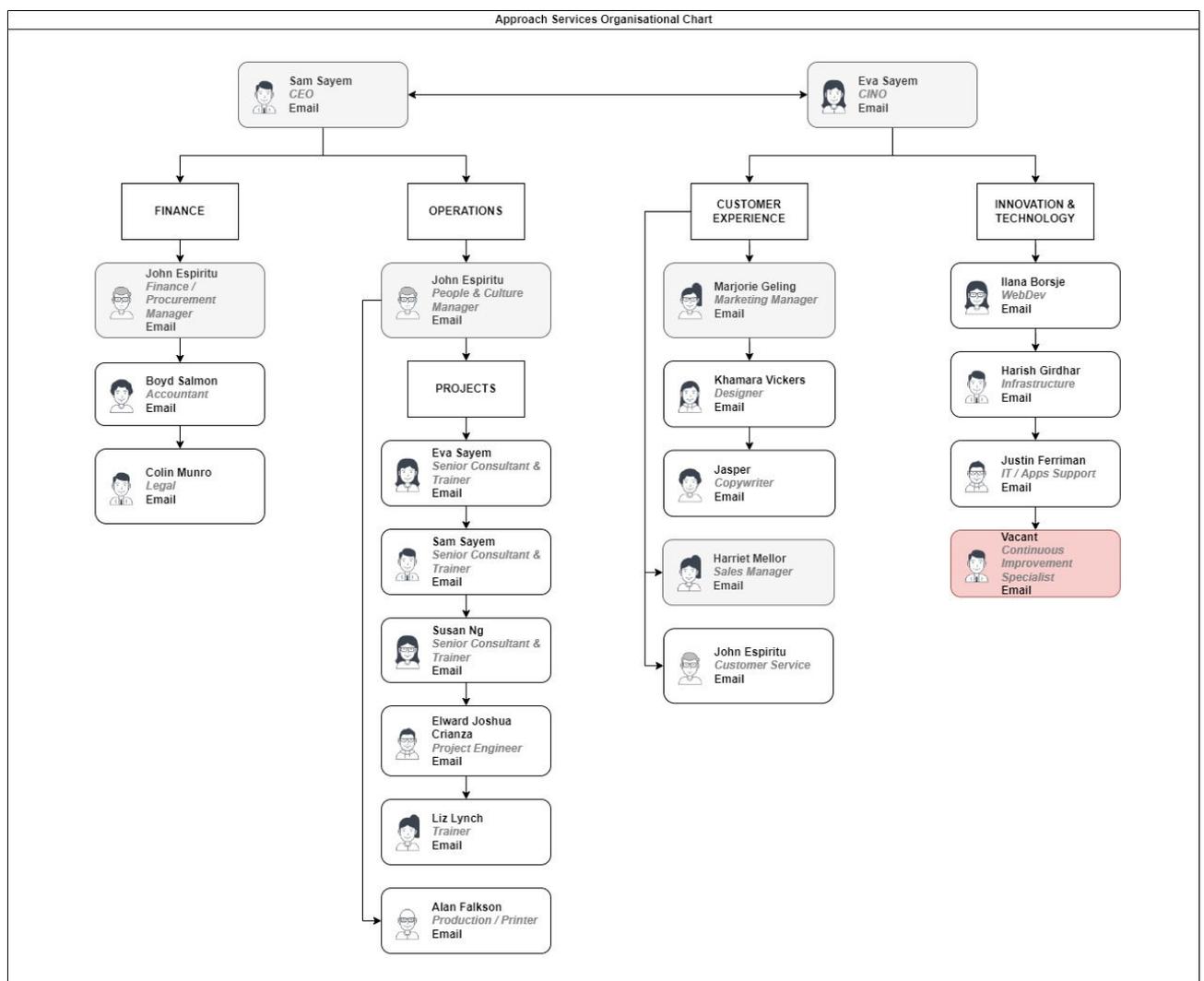
Eva led work and people in Austral-Asia, Europe and South America.

As CINO (Chief Innovation Officer), Eva is the visionary at the heart of her business, ensuring Approach Services stays one step ahead. Eva is passionate about empowering others to lead change successfully.

But even before Eva founded Approach Services in 2014, she was working towards shaping the way we lead change around the world.

Eva is a Prosci certified Change Management practitioner and holds a Cert IV in Training and Assessment and a Master in Business Administration majoring in IT, Marketing and Logistics. She balances a broad technical skillset with a deep understanding of the human side of leadership, change and organisational culture.

6.3 Organisational Structure



7 Company Profile

Registered Name: APPROACH SERVICES PTY LTD

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8 Fee structure and terms

- Refer to our website and **Course Catalogue** for the latest pricing.
- Consulting services are scoped and quoted on a Cost-Time-Resource (CTR) basis.
- Privacy Policy <https://approach-services.com/privacy-policy/>
- Terms and Conditions <https://approach-services.com/terms-and-conditions/>