

**Brooke** Consulting

# Breakthrough solutions, realised

**The accelerating rate of change and ever-expanding web of complexity we see today are creating threats to existing business models, but also new opportunities.**

Navigating this uncertain landscape requires new thinking. Simply replicating or rebadging solutions that have worked in the past will not work. Survival and success depend on thinking differently and acting fast.

At Brooke our measure of success is not when we have helped a client come up with a great idea. It is when that idea has become the new norm, the new way of doing business.



**Outcome focus** – defining what success looks like, maintaining line of sight to the required business outcomes, and not getting bogged down in endless analysis of the problem.



**Enterprise lenses** – viewing problem and outcome from a range of perspectives both internal and external to the enterprise, ensuring solutions consider the needs, issues and impacts for all key stakeholders.



**Justified confidence** – creating systems to assure that the outcome is being delivered and the change embedded, and to provide feedback for on-going improvement.

Our network spans Sydney, Melbourne and Canberra, with overseas specialists brought onboard for specific subject matter advice and in our quality assurance processes.

**Start solving your biggest problems now:  
[www.brooke.global](http://www.brooke.global)**

WHY BROOKE?



## Why Brooke?



**We're practical, real, and truly collaborative:** working with you as a trusted partner to understand your business, leverage your strengths and build your knowledge and capability.



We do not bring ready-made solutions - we work with you to create **unique successful solutions** by thinking differently.



**We understand** the complexities that organisations are dealing with and how hard it is to make real, sustainable change. We know that taking people on the journey is just as important as working out the solution.



**We develop** implementation strategies in parallel with the solution so that they are tightly integrated, meaning implementation can commence as soon as the solution is ready.



**We build** systemic and enduring solutions, while also addressing the immediate issues.



**We deliver** results fast to build momentum and the confidence to take on more and more complex challenges.



**We agree objectives, outcomes and targets** - and how to measure them - up-front, so that everyone is clear about where we are going and knows when we have got there.



When we are confident our client will hit these measures, we leave. **We build capability not dependency.**



We see every engagement as a **development opportunity** for both the people we work with, and ourselves.

Visit our website [brooke.global](https://brooke.global) to read our latest insights, case studies and industry reports.

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