



ORGANISATION PROFILE



OVERVIEW

True North Consulting is a management and design consultancy firm specialising in 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:

- **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. Tools for understanding the mind of the customer.
- **Project Management:** Feasibility studies, organisational evaluations and service audits.
- **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.
- **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.
- **Business Start-up:** A full suite of planning services for new business start-ups and not for profit organisations.

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:



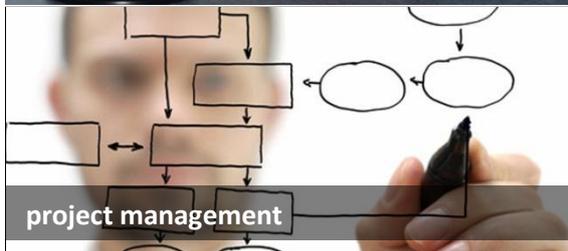
KEY SERVICES



- 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



- 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



- Management of feasibility studies, new business development and business research projects
- Assistance with project planning
- Government or trust funding applications. We're very good at figuring out funding requirements and aligning projects with these requirements



- 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
- Helping you determine the right computer hardware, software and network for your business



- 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.



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



- 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

RECENT PROJECTS

Project: Rural Waste Minimisation Project

For: Environment Canterbury

Environment Canterbury is undertaking a multi-phase project to facilitate better rural waste minimisation in New Zealand. This nationally applicable project aims to find and implement solutions to minimise rural waste and promote waste minimisation within the rural sector. This project will be collaborative, solution-focussed and practical. True North has been engaged to manage and undertake this 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
- 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 is 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

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 collection service providers 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.

CONTACT

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