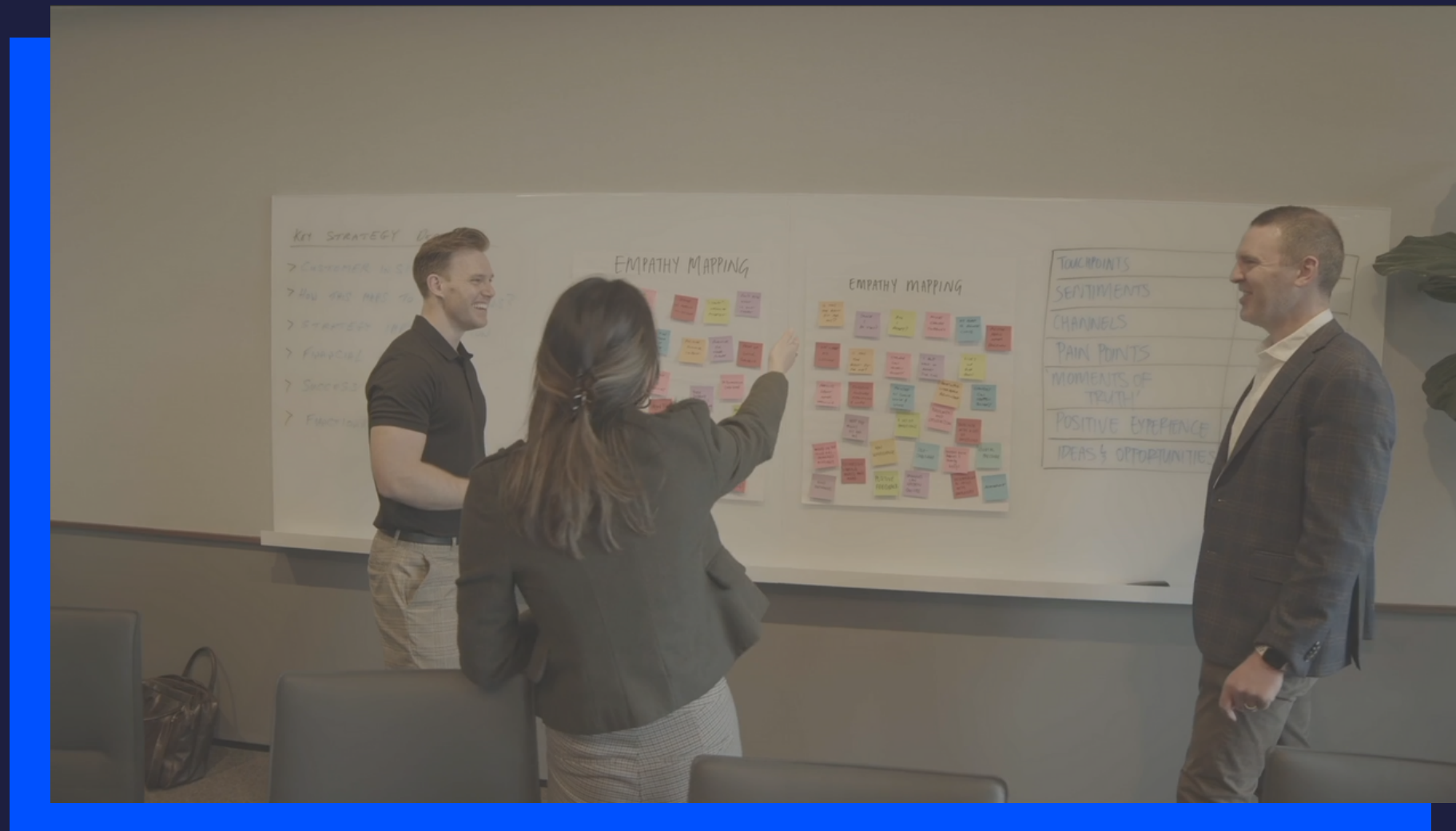


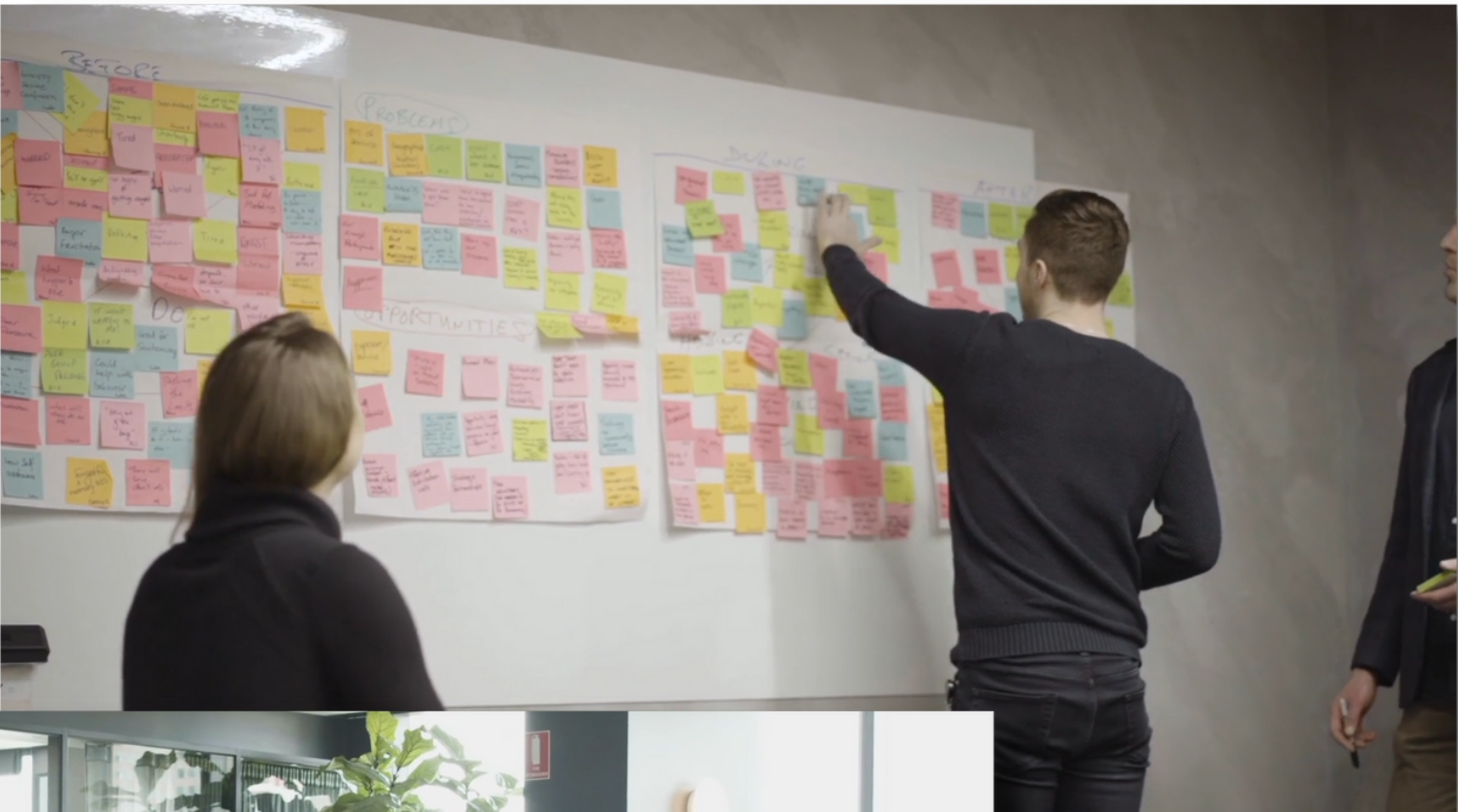
# Open Strategy in Action

The full strategy journey and process of RTSSV (Amber Community)



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## About Foundstone Advisory

Foundstone is a strategy advisory firm that delivers revenue growth and team alignment through our open strategy approach.

Our process is down-to-earth and effective. No convoluted models. No jargon.

We take an assumption-free approach to business strategy by putting your customers at the centre.

We help you get market and customer insights from outside your four walls, so you get clarity to make the right choices



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## About our partnership with RTSSV

Our partnership with Amber Community (formerly known as Road Trauma Support Services Victoria - RTSSV), has been established over a number of years.

We've had the privilege to play a part in having an impact on the overall strategy and growth of the organisation, through our human-centred design & open strategy approach.

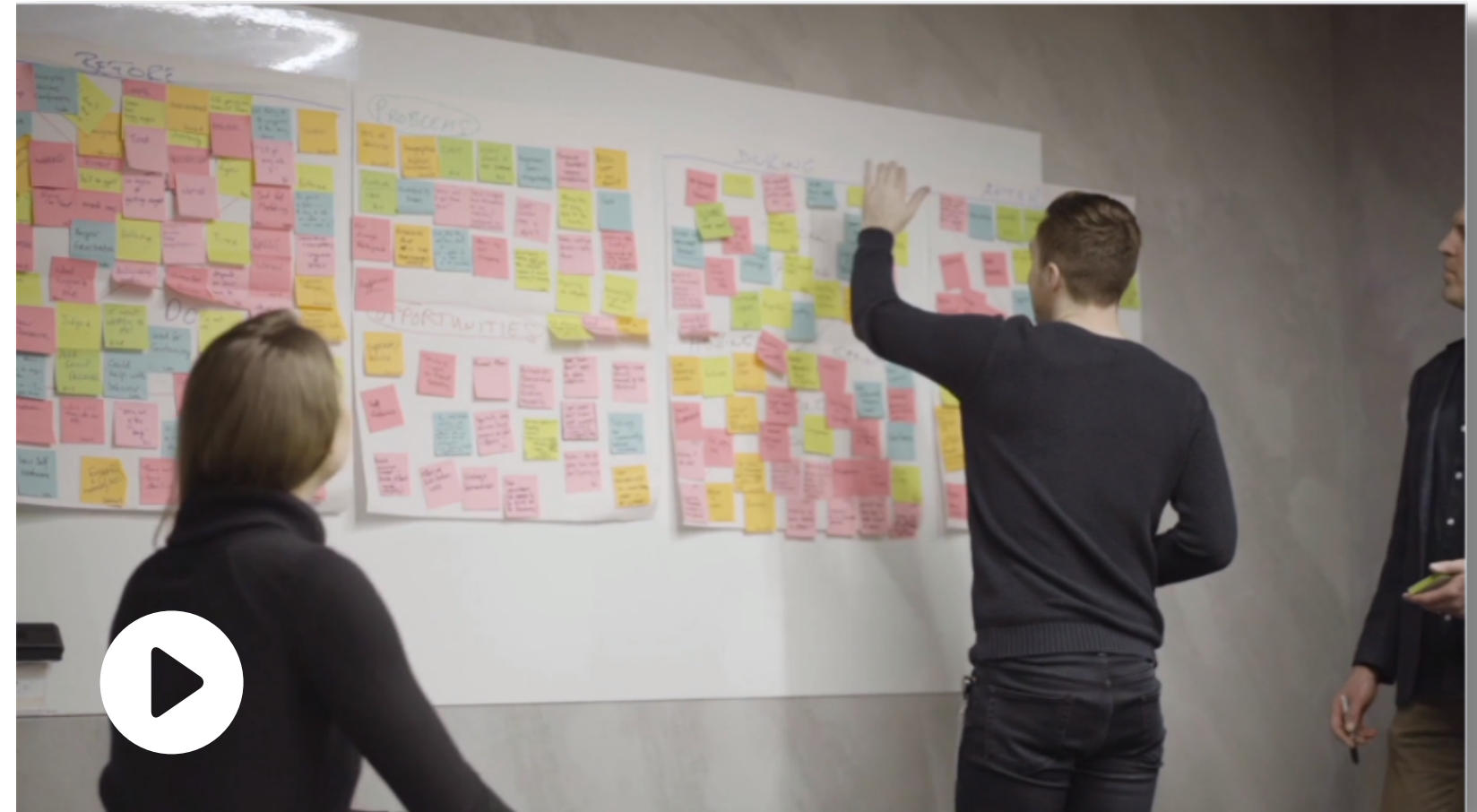
Across our ongoing engagement, we have worked with the CEO, Board, Leadership & Front-line staff, Clients, Volunteers and Partners.



## Our Approach

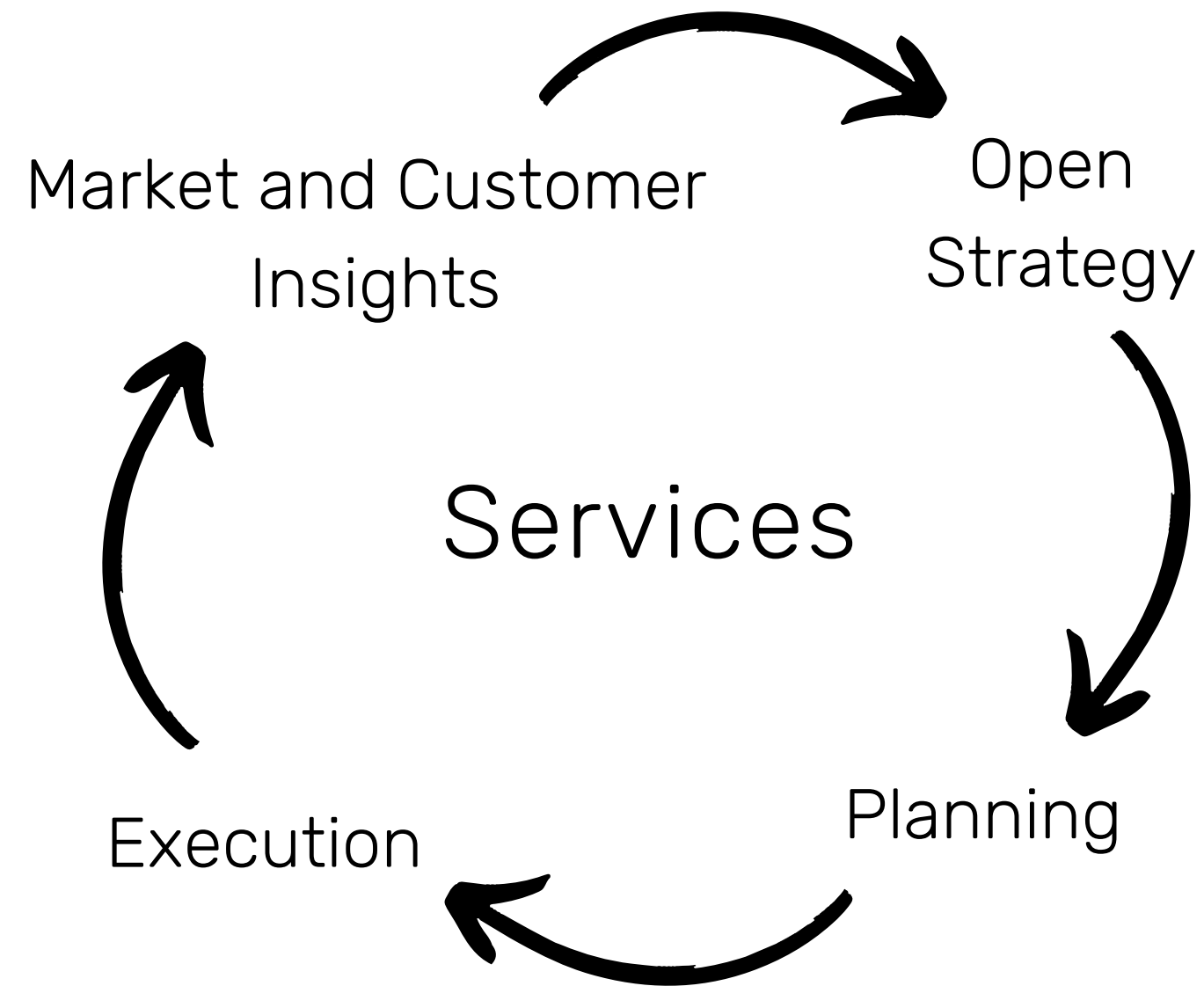
# Take an 'outside looking in' approach

We don't rely on a prescriptive blueprint or an off-the-shelf plan. We take an assumption-free approach.



*Watch this short video to learn more about our approach.*

## Our Services



*Foundstone worked with **Amber Community** across our four main service offerings.*

### 1) Market and Customer Insights

- Human-centred Design: Empathy Mapping, Customer Journey Mapping
- Direct and qualitative customer conversations
- Customer forums and events

### 2) Open Strategy

- Strategy facilitation
- Education, development and coaching on strategy mindsets
- Independent strategy reviews and non-exec director advisory

### 3) Planning

- Strategic implementation planning
- Team alignment and integrated plans

### 4) Execution

- Ongoing execution of plans
- Business development – opening up new markets and decision-makers

“

”

*Foundstone helped grow a **300% increase** in opportunities & pipeline for the organisation.*

*This helped launch **new service lines**, resulting in **new revenue and partnerships**.*

**Bernadette Nugent**  
**CEO – RTSSV**



## Clients and Sectors



**We partner with organisations to create lasting change.**

We work predominantly with small to mid-sized organisations in the Healthcare, NFP, Social Enterprise, Infrastructure and Transport sectors.

Our services are not cookie-cutter solutions. They are tailored to suit your organisation and industry.

## ROAD TRAUMA SUPPORT SERVICES VICTORIA

Amber Community



RTSSV (now known as Amber Community) are a not-for-profit turned social enterprise, part funded by Transport Accident Commission.

RTSSV provides post-crash counseling services, and runs fee-for-service education programs on safety culture and crash prevention.



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"The human centred design approach to strategy that Foundstone had was completely different to the 'cookie cutter' way of previous strategic planning approaches.

It prompted valuable conversations with both external and internal stakeholders that gave us the chance to have honest conversations and get to the heart of the most pressing problems our clients and partners needed us to help solve.

These discussions have opened doors to potential opportunities that will foster our ability to preserve and grow our organisation"

**Bernadette Nugent**  
**CEO - RTSSV**



## ROAD TRAUMA SUPPORT SERVICES VICTORIA

Amber Community



RTSSV (now known as Amber Community) are a not-for-profit turned social enterprise, part funded by Transport Accident Commission.

RTSSV provides post-crash counseling services, and runs fee-for-service education programs on safety culture and crash prevention.

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By helping Amber Community open up unique customer & market insights, this had resulted in a clear strategy and then planning that has enabled the organisation to execute and grow new offerings and revenue.

**The following is a summary of each of these aspects and the outcomes.**



## 1) Market and Customer Insights



*Watch the case study video with RTSSV to learn more.*



Working with the senior leadership team, staff and board, we applied human-centred design principles through co-creation and empathy mapping to develop unique client & market insights.

This both gave clarity to existing assumptions and brought to light new insights & opportunities that were previously not front of mind. This enabled the organisation to get a deeper understanding of their clients & partners, which in turn led to being able to make clear strategy decisions.

### The Outcomes

Through qualitative customer & market conversations, the organisation got a crystal-clear understanding of unique & practical insights so they could start to make informed strategy decisions that they could stand behind.



**"Foundstone's Human-Centred Design approach had a huge part to play in understanding what's actually happening rather than having the assumptions about what's happening"**

## 2) Strategy

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*Watch the case study video with RTSSV to learn more.*



Through an Open Strategy approach of involving external people and perspectives from customers, partners & front-line staff, the leadership team were confident in making the best strategy choices that would have the most impact.

By involving the key internal and external stakeholders in the strategy process, this enabled staff, partners, volunteers and clients to be part of and have conviction behind the strategy.

### The Outcomes

This resulted in buy-in from across the organisation and enabled staff to make ongoing choices in their role that were integrated with the overall organisations strategy. This approach also resulted in a practical learning and development opportunity for everyone involved and a complete mindset shift towards impactful strategy.

**"The strategy has really allowed us to connect our overall goals and aspirations for the organisation based on all those amazing conversations that we had to develop the strategy."**

**"That flows down into our into our work plans and our individual program plans about what we want to achieve over the next few years."**

**"What it's done for me as CEO, is that it's given me a real sense of direction"**





### 3) Planning

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*Watch the case study video with RTSSV to learn more.*



By having a clear strategy with integrated choices, Amber Community were able to then develop work plans with their key teams to deliver the strategy. This shifted planning from a 'one and done' approach to rather planning with clear priorities that consistently delivered the overall strategy.

Plans became living and breathing and continue to provide clear directions in all aspects of the organisation.

### The Outcomes



**"(Our strategy) flows down into our workplans, and our individual plans about what we want to achieve over the next few years"**

**"The living and breathing plan that we developed is completely different to what we've done in the past and something that gives the organisation guidance over the next 3 years and something that we update"**

## 4) Execution

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*Watch the case study video with RTSSV to learn more.*



Foundstone worked with the leadership team to open up new markets, segments and customers. The impact of this was a 300% increase in additional opportunities that resulted in brand new revenue and services.

We also provided leadership, planned, and executed a number of unique thought leadership forums with the exec team and their partners (TAC and Monash University), that significantly raised the brand and profile of the organisation across the sector.

### The Outcomes

**Foundstone helped grow a 300% increase in opportunities & pipeline for the organisation. This helped launch new service lines, resulting in new revenue and partnerships**

**"The Foundstone human-centred design approach allowed us to have rich conversations with people that we are working with to genuinely understand the issues that they are facing and developing programs that are meaningful to them"**



# Strategy Sessions





# Contact us



Book a 30-min catch-up with us

*<https://meetings.hubspot.com/foundstone/catch-up>*

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hello@foundstone.co



1300 058 889



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