



RealisePotential

INDUSTRY 4.0 & THE DIGITAL TRANSFORMATION OF MANUFACTURING

The transformation of modern manufacturing is being driven by the mantra, 'do more with less', whether it's raw materials, utilities or people. With the emergence of the circular economy, waste reduction to landfills is now becoming a further imperative, with company Boards and leadership teams now having to focus on what's known as The Triple Bottom Line - People, Profit and the Planet itself.

With more than 45 years at the manufacturing coalface, John Broadbent from RealisePotential is uniquely positioned to support those manufacturers who wish to embark on their journey of digital transformation of their manufacturing, using an Industry 4.0 approach. Having delivered many keynotes and workshops to local and international manufacturers, best-practice networks and universities, John is regarded as Australia's leading Industry 4.0 specialist. His expertise and consultative approach have earned him an enviable reputation for project success.

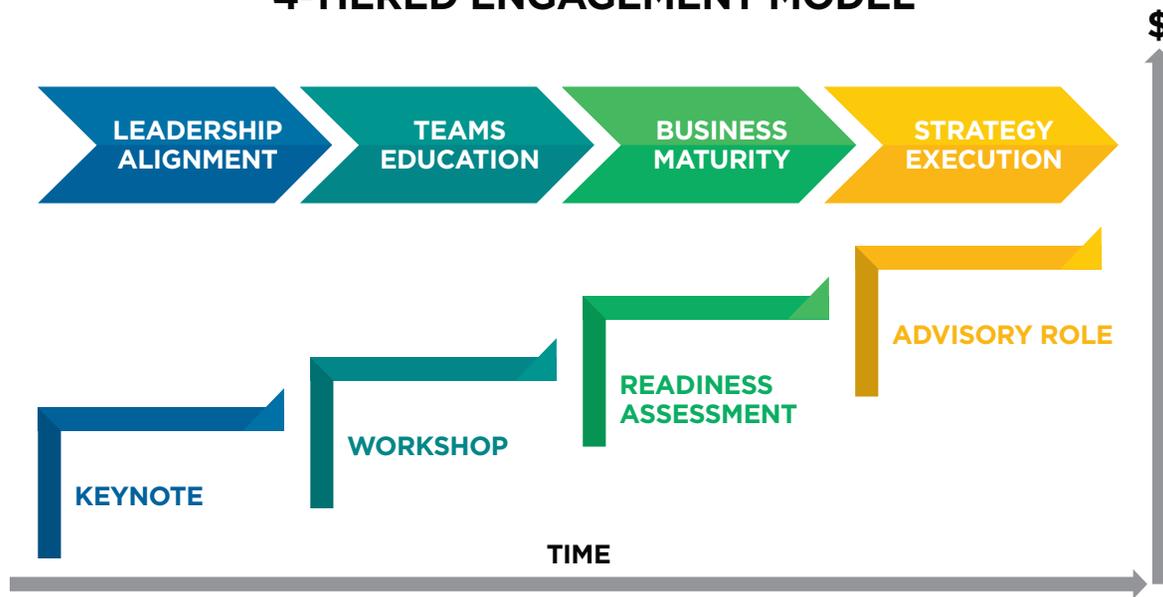


To help manufacturers unlock the hidden potential in their businesses and to ease their sense of risk and potential disruption, John has created a novel 4-tiered engagement model, which outlines four simple steps to empower a manufacturing business to be self-sustaining in their journey of digital transformation.



"John educated us, helped us clarify what we were hoping to achieve, coached us through the process of identifying and evaluating project opportunities, kept us abreast of technology options and ensured we remained focused on our end game: A world-leading, competitive and agile manufacturer. I will have no hesitation in re-engaging John should we require his services again, and would recommend him to any manufacturer looking to improve their cost base, educate their workforce, and embrace digital transformation, with the aim of becoming a best-in-class manufacturer." - Cochlear Limited

4-TIERED ENGAGEMENT MODEL



The 4 tiers are each focussed on a specific aspect of the transformation journey and geared at different levels of the organisation:



TIER 1 - KEYNOTE: John will deliver an informative and entertaining 1hr keynote to the broader manufacturing part of the business, in a 'Lunch & Learn' format, either in person or via Zoom. This leads to ALIGNMENT across the business through understanding the LANGUAGE of Industry 4.0 and digital transformation, ensuring 'jargon' is minimised and terms are aligned. (John's commitment to education is so strong that he will deliver the Zoom option completely free of charge!)

TIER 2 - WORKSHOP: After the keynote and should the business want to delve further into the opportunities that digital transformation offers, John will facilitate a 1/2 or 1-day workshop, in person, to your operational team: that is at the operations, production and engineering management level. Based on past experience, this teases out 'elephants in the room', and reveals often hidden opportunities or 'low-hanging fruit'. This also provides John with an opportunity to EDUCATE front-line managers on the 'art of the possible' and what opportunities other manufacturers have achieved.



TIER 3 - READINESS ASSESSMENT: This is where the rubber really starts to hit the road! This step involves private, 1-hour, recorded 1:1 Zoom interviews with the senior leadership team and/or C-suite, out of which often comes deep insights into the unshared vision of the business's future. John's expertise in teasing out hidden gems and ideas, coupled with the Tier 2 workshop information, is then presented back to the business as an 'As-is' vs 'To-be' digital transformation strategic plan, delivered both as a formal document and as an executive summary presentation, which provides opportunities for further Q&A. This process also assesses the MATURITY of the business along the Industry 4.0 continuum.

TIER 4 - ADVISORY ROLE: This Tier effectively offers clients access to John for a fraction of the cost of a full-time resource. In doing so, John initially leads the journey of digital transformation, convening a cross-departmental team, creating a Charter, coaching and mentoring the team to take possession of the strategic plan, and achieving success by tapping into John's deep experience. Typically, such an engagement is between 2hrs to 8hrs/week and is completely flexible to the requirements of the business's budget and availability. This tier closes the loop ensuring ongoing EXECUTION of the strategy, long after John's role is concluded.



John Broadbent

If you're serious about Industry 4.0 and digital transformation, but don't where or how to start, you can contact John via:

Email: john@realisepotential.com.au

Mob: +61 (0)417 64 55 36

LinkedIn: <https://www.linkedin.com/in/johnsbroadbent/>



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