



## Should You Engage in the Vortex Program™?

If you're a CEO or business owner with 30 staff or more and a turnover of \$10million or more, and you seek to be the publicly recognised preferred employer in your demographic, so that you can leverage that to be the publicly recognised preferred provider in your demographic, then the Vortex Program will be ideal for you.

### Symptoms that You Need the Vortex Program™

If you have any of these symptoms, the Vortex Program™ will help you rapidly resolve them:

- Frequent & unresolved conflict.
- Disobedience or non-compliance.
- Values breaches.
- Trust issues in the leadership team.
- Toxicity and blame in the culture.
- Disengaged members.
- Too much absenteeism.
- Too high employee turnover or loss of talent.
- Too many wasteful meetings.
- Meetings agreements or outcomes not followed through.
- People not being on the same page and pulling in different directions.
- Not enough accountability – there's little or no consequences.
- Department teams not collaborating or working together when they could.
- Processes and systems not being effective or effectively used.
- Work delegated not being done as asked or on time or right standards.
- Strategy not being implemented or executed.
- Customer complaints not being handled well enough.

You might want to do our complimentary [Business Vortex Health Check](#). It'll take about 7 minutes and I'll send you our report and recommendations. It's unconditional, I just want you to be clear about your situation.

### Proof that the Vortex Program™ Works!

Over the last 24 years the work I do with my clients is firstly about dealing with their Vortex.

That the Vortex is effective shows up in culture, performance and productivity. They can be measured by KPIs, culture surveys, revenue figures, staff and client turnover; and ultimately whether strategy has been successfully executed.



## Here are some results:

- A. KP Group (an electrical trade start-up business):** In the first three years of working with the business, we focussed on:
1. Attitudinal Competence that influences best behaviour and performance, and financial literacy that ensured staff dealt with their money effectively
  2. aligned the leadership team to the values, vision and specific performance targets
  3. incentivised the staff with a profit-sharing program.

During that time, they won their peer assessed industry award three years in a row – never achieved before or since; improved revenue by over 300%, lost no staff and had a waiting list of electricians wanting to join the business; featured in a leading business magazine.

I remained close to the owner/managing director for the next 20 years, helping the company to grow from a tiny Perth company of 17 staff, to a national award-winning company of about 400 staff with offices in all states and territories.

The final move was the owner's exit plan which reaped him a high eight figure return.

- B. Underground Services Australia** (200 strong contracting company specialising in underground cabling and tunnelling)

Worked with the owner/managing director to improve the company over a seven year period for an exit plan.

We focussed on leadership behaviour, alignment, communication and delegation process.

The business improved in structure, revenue and performance and my client sold the business for a high eight figure return. We remain close friends.

- C. ANZ Insurance Services (the insurance sales part of the ANZ Bank)**

The bank's metropolitan branches had entered a performance contract with a major underwriter, to sell their domestic product over the counter.

However, they were over 50% behind in their performance requirements and despite all training and development efforts there was no progress.

I was then engaged to discover a solution.

I interviewed the staff and discovered there were behaviour, alignment and delegation issues holding customer service staff from being willing to 'sell' insurance to customers.

I engaged the entire metropolitan customer service officers (50 odd members) in a program addressing the issues.

There were no further intervention and their results improved steadily. One year later they were 108% above budget and the leading performers in Australia.



#### **D. SAS Regiment (Dealing with unusual underperformance in a difficult weapons course)**

I assessed that the instructors were exhibiting behaviour, alignment and delegation habits that were hindering the development of participants in terms of their attitude, skills and safety causing abnormal failures costing the army \$500,000 per failure.

By helping the instructors improving their behaviour, alignment, communication and delegation we improved the graduation rate by a factor of \$6million per course and delivering the highest standard of attitude, skill and safety the senior instructor had seen.

The success of the program was such that the method has been rolled out to all weapons training programs in the army.

#### **E. Fremantle Commercial Diving Company (where the new CEO and owner group were seeking effective growth and innovation)**

I worked with the entire staff (20) of the company focussing on behaviour, alignment, delegation and meetings protocol over a period of less than 90 days in total.

The company has blossomed from a small operator in the state to Australia's award winning leading underwater robotic services and diving company.

I remain close to the company and its owners.

#### **F. Skill Hire (a labour hire, recruitment and training company)**

The newly appointed CEO (Shawn Murphy) has been a client of mine for over 20 years.

Shawn was appointed to turn around the company which was failing. Only one of the three divisions was profitable.

I am engaged to focus on the behaviours, alignment, delegation and meetings discipline throughout the business, working through their executive leadership team.

In the first 90 days we reformed or removed the behavioural issue hampering the business; we aligned the senior leaders and rolled out my Complete Delegation Framework™.

At that time the profitable business became more profitable, and the other two became breakeven.

In the second 90 days the business became more cost effective and grew slightly.

Over the third 90 days the business grew by a merger and acquisition and becoming a public listed company.

Currently the business is growing and stabilising after the merger and acquisition and poised for major growth.

I remained serving the business until it was acquired by another company in May 2023.

**Caveat:** The Vortex Program™, will not work if the senior leadership doesn't champion, participate and drive it.



## These are the Components of Your Business Vortex

Each of your teams or business units has its own more focused version of the vortex.

Here are the five components of your vortex:



- 1. Attitudes, Behaviours and Conversations** – the primary cause of how work gets done or not. This area is where you're firefighting most often. They include values, behaviour, relationships, conflicts and performance. This area reflects your organisation's culture.

This area is the biggest test of your influence as a leader or team member.

We'll work with your team to improve attitudes, behaviours, and conversations deploying our proprietary Attitudinal Competence Method™, transforming the culture of your organization to be as you'd desire it to be.



- 2. Meetings** – the most complained about aspect of organisations, second to communications generally. The time wasted in meetings that aren't purposeful, aren't disciplined, aren't relevant to many who attend, and don't deliver accountable actions is a major source of organisational waste.

We'll help you optimize meetings to be relevant, disciplined, and results-driven, leading to improved productivity and accountability and customised for the type of meetings you require, using our Vortex Meetings Format™



- 3. Alignment** – especially amongst the leadership cohort. Too many leadership groups believe they are aligned, when examination reveals they have different perceptions about trust and co-creation, what numbers to achieve and what priorities are chosen. That misalignment ricochets through the business.

We'll help your leadership team achieve deep alignment, eliminating misperceptions and fostering trust and co-creation, with our proprietary Continuous Alignment Process™.



- 4. Delegation** – this is where tasks, project and routine activities are dispensed by leaders for action.

This is where there can exist a breakdown in achievement, simply because the leaders or supervisors haven't explicitly covered the requirements or checked they are deeply understood.

It's exacerbated by the team members not being fully aware of the delegation process and don't know what questions to ask for clarity.

Using our customisable Complete Delegation Framework™, you'll have everyone, not just supervisors, on the same page rapidly, which we can deliver at scale.



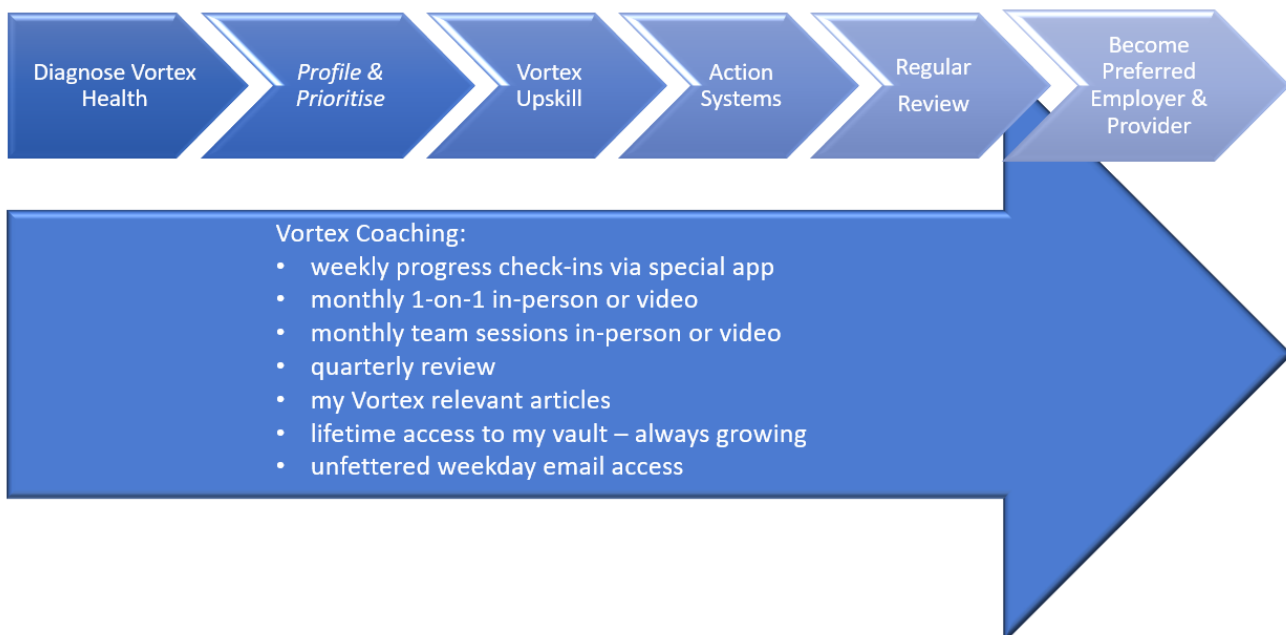
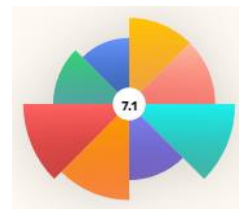
- 5. Coaching** – by your leaders. Too many leaders are too busy doing 'stuff' with little time to coach their people regarding both the Business Vortex and operational tasks.

We'll work with your leaders to create a culture of coaching, helping them to be more engaged with their teams and unlock their full potential. Your leaders will quickly become competent coaches, using our proprietary CIGROWER™ method.



## Here's what happens:

1. I meet with you the business owner or senior leader and we both make sure we are a fit and can work together. As a guide we both need to feel we are honourable, coachable and committed. My being coachable ensures I too am always improving.
2. You and your five direct reports do the online Vortex Health Check to gather start data, unless you did that earlier.
3. We execute the Vortex Program™ Agreement.
4. You and your five direct reports do the online TrimetrixEQ profile which benchmarks your behaviour and communication styles, driving forces and EQ.
5. We then plan the rollout of the Vortex Program to you and your direct reports, where we customise it to suit your business and determine how to measure tangibles and intangibles.
6. We engage monthly for 1.5 hours as the leadership cohort (you and your 5 direct reports) either in person or via video.
7. We engage one-on-one (in person or video) for 45 minutes per month (each of you and your 5 colleagues).
8. Once a quarter we have a half-day session to measure progress, correct our course and/or finalise our engagement.
9. You all have unfettered weekday email access to me and I'll respond within 24 hours unless it's an emergency.
10. You each have a Metattude's iyarn check-in wheel customised to both you and the vortex program, with a weekly check-in to help you maintain focus and progress in the program and gives us data to help focus on the areas you feel need it.





## Some Testimonials About Your Vortex Program™ Originator



Matt Saunders  
GM Unidata

“In a measure of business efficiency improvement, we saw a better than 20% improvement in staff efficiency, and that resulted in us becoming more successful bidding larger more profitable contracts.

He knows our business, knows our people and he has facilitated the personal and career growth of our people which in turn has helped the business grow.”



Shawn Murphy  
Skill Hire, CEO

“Every time I have engaged David, the leadership behaviours of my senior leaders have improved dramatically which has had an amazing impact on the teamwork, comradery, culture and of course, financial success of our businesses.

David is an invaluable partner and trusted adviser and the most effective Executive Coach and mentor I have worked with.”

## About Me, Your Coach and Facilitator and Originator of the Vortex Program™

### David Deane-Spread

I was trained to lead in the ADF, law-enforcement and another discreet agency, where I specialised in leading and developing covert operators working remotely and in high risk/high stakes situations.

I've adapted my experience to serve firstly as a CEO and Managing Director of both public and private companies in Australia and Europe and now for the past 24 years in my calling as founder of Metattude providing executive coaching and leadership consultation.



I'm CEO and co-founder of NotioCell Pty Ltd, a biotech start-up that will disrupt the truffles industry and other fungi opportunities.

I've also founded DATAJAK, a small cattle stud breeding Greyman cattle for our northern and hard country herds.

My passion is helping leaders be the best they can be, for the common good of us all.

[BOOK A CALL WITH ME TO DISCUSS](#)