

Capability Statement

Harmonic Advisory is a strategic advisory firm that specialises in helping businesses grow by connecting them to multi-million dollar deals and business opportunities.

Commercially focused, we have a proven track record and excel at developing growth strategies that yield dramatic results and contribute several million dollars to the bottom line.

Focusing on strategy and outcomes, we use communications, commercial relationships, visibility and market engagement to help our clients leverage these opportunities.

We do this by helping clients develop strategies that generate:

- more deals and sales
- greater market engagement and visibility
- high value strategic partnerships
- successful project implementation

In helping businesses develop the right strategies and build relationships in markets where they need to be known, connections are established with key stakeholders, market influence increases and major projects are successfully implemented.

Harmonic Advisory was founded in 2012 by Nina Thomas with a goal of helping businesses achieve exceptional outcomes. The business specialises in strategy and market engagement and Nina excels at developing growth strategies that yield extraordinary results.

For more than 25 years, Nina has worked with thousands of executives at the highest levels of some of Australia's and the world's leading companies, including PwC, ANZ, ISPT, GE, Victorian Government, BCG, Deloitte, Toll Group, V/Line, HESTA and NetApp.

Relevant Projects

Pacific Private Asset Management

OBJECTIVES

- Launch new business into Australian market and attract clients and market interest

AREAS OF FOCUS

- Establish business in market, client acquisition, market visibility, establish reputation, build trust and generate referrals

OUTCOMES

- Signed 12 new clients within one week of launch, equalling 36X return on investment
- Reached 23,000 people on LinkedIn with one post, including 362 likes, 100 comments, 544 profile views and 214 Company page followers

Healthcare-Property Client

OBJECTIVES

- Launch business into new sector, build awareness, engagement and trust with key stakeholders by adapting existing expertise to secure major deals.

AREAS OF FOCUS

- Establish business in market, develop strategic relationships with operators, investors and stakeholders in healthcare sector, build market visibility and trust, and establish brand and reputation.

OUTCOMES

- Successfully closed two major deals worth a total of \$1.1bn in 12 months
- Generated a strong pipeline of future deals and an ongoing presence in the healthcare market.

Relevant Projects

ISPT Bendigo Marketplace

OBJECTIVES

- Pave the way for a smoother planning process by forging strong relationships in the Bendigo business and government community, shifting ISPT from relative obscurity in this region to a key business influencer.

AREAS OF FOCUS

- Relationships with Stakeholders, Local, State and Federal Government and Business Influencers

OUTCOMES

- Established networks with key MPs, Mayor, Bendigo Bank CEO and Board, as well as other influential business and government contacts.
- Developed a reputation as a good corporate citizen and one interested in the wellbeing of Bendigo.
- Developed exceptional relationship, networking and influencing skills with an ability to foster effective outcomes across multiple stakeholder groups.

i4 Connect - Entrepreneurs' Programme

OBJECTIVES

- Comprehensive Market Engagement Program focused on attracting higher quality clients to support delivery of Entrepreneurs' Programme Accelerating Commercialisation service. Increase visibility, build brand awareness and support team business development activities to achieve grant targets.

AREAS OF FOCUS

- Strategy and implementation across social media, internal communications, stakeholder engagement, content creation and team profiling, management of online channels, media relations, government relations and brand management.

OUTCOMES

- Eight week campaign resulted in: 472% increase in followers, 30,000 people reached via LinkedIn, 2,300% increase in Company Page engagement.
- Positioned team as experts in the market, training and profiling them to become highly effective brand advocates for grant program.
- Significantly increased inbound lead generation, stakeholder and market engagement.

Court Services Victoria People and Culture + Built Infrastructure

OBJECTIVES

- Improve stakeholder relationships, communications and trust, internal influence, strategic relationships, interdepartmental and team engagement.

AREAS OF FOCUS

- Training programs delivered to teams focused on building influence, engagement and rapport with external stakeholders, staff and judiciary

OUTCOMES

- Worked with Executive Director to develop exceptional relationship, networking and influencing skills with an ability to deliver effective outcomes across multiple complex stakeholder groups
- Conducted extensive training and coaching for multiple teams to foster more effective communications, greater influence and strategic relationships with key stakeholders
- Created professional and engaging profiles for team to support strategy and articulate value proposition.

