# Consultant profile

***Goldfinch Consulting*** creates competitiveness and impact in your R&D, Software Development or Engineering team through organisational, people, and process development consulting services in the following areas:

* Lean/Agile Software Development
* Lean Product Development
* Lean Portfolio Management
* Organisational development and transformation
* Mentoring and coaching of Technical Leaders
* Program and project management
* Business Processes and Systems

This consulting practice has particular focus on the relationship between Agile software, and the application of Lean thinking to the broader business processes. In our experience, the Agile journey of a software team often reveals the need for complementary changes across the wider organisation. Agile software methodologies have evolved so richly that they may be perceived as relating only to software teams - the language and practices are alien to co-workers in other disciplines and to business stakeholders. Yet those methodologies are derived from the fundamental principles of Lean that apply across any organisation or business activity - such as the elimination of waste in all its forms, and a relentless focus on delivering business value and on reducing risk. A whole-of-organisation approach yields the best outcomes from a Lean/Agile implementation, and is not typically available from Agile software specialists.

Several past initiatives and roles establish a track record of experience and accomplishments relevant to this project:

* Lead Cochlear’s integration of multiple software, firmware and mobile app teams into a scaled agile implementing System projects on a fixed-cadence basis. Heavy impact of 30-50% schedule overruns on major projects were replaced with date-dependable regular releases of negotiable content that meet the business needs.
* Lead the implementation of Lean Product Development across Memjet R&D - changed R&D culture to business-driven delivery orientation
* Instigated and lead the implementation of Lean Portfolio Management across Memjet globally - eliminated waste resulting from uncoordinated and sometimes redundant development projects
* Identified root causes of interdepartmental dysfunction at Silverbrook Research, made recommendations and coached team leaders in overcoming barriers to collaboration
* Co-lead a major transformation of Avaya Services R&D including implementation of a common Lean Software Development process – maintaining development output under a 25% reduced headcount and with a shift to 50% low-cost resources mix and outsourcing of non-strategic development

# Branding Concept

The target market for this consultancy comprises technology-based product and/or services development companies. They typically engage in one or a mix of software, electronics, mechanical, ASIC and MEMS development activities. They range from small startups to transnational corporations staffed by highly skilled engineers, developers and scientists. The consultancy is applicable across a range of domains such as biomedical device development, inkjet printing technology, telecommunications, internet and mesh networking technologies, renewable energy systems, and electronic product development of all kinds.

The mission of the consultancy is to improve the effectiveness of the Client’s development organization, people and processes – in terms speed and throughput, quality of output and market success. Often this is through the training and application of Lean and Agile methodologies, with adaptation to the particular needs of the client.

So the branding image needs to project and/or support the following qualities:

* High tech
* Speed and throughput
* Lean
* Innovation
* Dependability
* Quality

One possible concept is based on the Principal’s surname – Goldfinch, which is a small bird. So a logo design which is a stylized rendition of a bird may work well. Flight of course implies speed, and the style would be “techy”, perhaps geometric in a way that conveys Lean – boiling things down to the essential elements.

Other concepts are welcome.

# Business Card Information

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Reverse:

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