

Design Brief

Scopus PD Services Brochure

Design Requirements:

- The project needs to be handed over in a format that is compatible with Photoshop CS6 (i.e. PSD files) and must be structured so that it can be edited with relative ease.
- The project must be in CMYK Colour and no less than 300 pixel resolution
- We would like the brochure to follow our corporate colour scheme – See uploaded logo file to get the corporate colour scheme
- Design needs to suit a Bi-Fold layout so should suit an A3 sheet of paper (297mm x 420mm)

General notes for designer:

- For corporate colour reference and basic company information, see our website @ www.scopuspd.com.au
- Please do not follow the general image design on the landing page from our website as this will soon be changing. The images we prefer are of relaxed and happy people who are collaborating together but should also be business like in nature
- Scopus PD is a leadership development company who specialises in helping small to large businesses to develop their new, existing and potential leaders
- We require a brochure that explains our services to potential clients
- Our clients range from small to large businesses
- We would like this brochure to follow our corporate colour scheme
- We would like our logo incorporated into the front page
- We would like the images in this brochure to be appealing to both small and large businesses
- We would like the images used in this brochure to be happy and vibrant (i.e. smiling faces and energetic etc.)

PAGE 1 – Front page:

- We envisage the whole front page to be taken up by our logo, images and the title of the brochure
- We would like the main image on the front page to show happy smiling people or persons, who are collaborating in some way as leaders.
- Front page title should be “Services Brochure”, with our name (Scopus PD) somewhere near the title

PAGE 2 & 3– Inside pages:



- Please add the following main content to the inside pages of the brochure + whatever images you think will suit the content below.

About us:

Scopus PD is a professional development company, who specialises in assisting all levels of business with the development of their most valued asset... Their people!

Working closely with our clients, we assist them to build and adopt highly successful “people centric” cultures and philosophies that resonate throughout their entire business.

From front line operators all the way to the treatment of your clients, we help your business to ingrain an everlasting “human focused” principals that increase personal performance, drive innovation and change, increase customer satisfaction levels, ensure repeat business and builds a reputation for your business that outshines your competitors!

THIS NEXT SECTION CAN BE LEFT OUT IF SPACE IS AN ISSUE IN THE DESIGN (Purpose, Vision & Mission Section Only)

Our Purpose: or reason for existing; is to empower the talented to achieve the extraordinary

Our Vision: is to raise the quality of life for all Gippslanders through the indoctrination of a “people-centric” work culture into Gippsland businesses.

Our Mission: to deliver on our Vision; we will work hand in hand with businesses and new, existing and emerging business leaders to demonstrate the values and benefits of a people centric leadership philosophy. This influence will usher in a new generation of business leaders that will ultimately contribute and drive the future growth and development of the community in which they work.

Through the expert delivery of our professional development services, we will help to create a region where each and every person will know their true personal & professional value and who will embrace their career with the same gusto and passion as they do their life.

We will do all of this; within an environment that is fun, friendly, open, honest and conducive to the collective values and beliefs of our clients.

How we deliver results:

From tailored Leadership development coaching to the design and delivery of operational strategies, we are with you every step of the way! After establishing your businesses unique requirements, we utilise a multiple of different professional development services to help you establish a strong “people centric” culture and philosophy across your entire business structure.

Our Services:



| COACHING | GROUP FACILITATION | CUSTOMISED COURSES |
|---|--|---|
| <p>“People Centric” Leadership Coaching:</p> <p>Our “People Centric” Leadership Coaching Service is specifically designed to assist new, existing and emerging leaders to identify and harness their true leadership potential to create a resonating people based culture throughout their business. This also includes obtaining their immediate and long term leadership goals, as well as their most important personal development needs, all within the shortest time possible.</p> <p>Executive Coaching:</p> <p>Our Executive Coaching sessions provide experienced business owners, managing directors and senior executives with personalised, one on one, self-propelled development that aligns thoughts, feelings and actions to gain instant clarity and traction and produce results.</p> <p>Small Business Coaching:</p> <p>Our Small Business Coaching provides business owners and managers with self-directed strategic and business development tools and actions designed to drive their business</p> | <p>Our Group Facilitation Service utilises thorough planning, skilful guidance, and expert group management techniques to provide your team with clear “outside the box” thinking, enthusiastic participation and full “buy in” to reach their desired outcomes.</p> <p>So if you are looking for expert guidance to find those elusive business solutions, drive your business and operational concepts forward and combine the skills, knowledge and motivation of your teams, then our Group Facilitation Service will suit your needs!</p> | <p>Unlike the traditional “one boot fits all” approach to training, we work closely with your business to identify skills gap and create courses that will meet your immediate training needs. Through the creation and delivery of tailor-made training content, we can ensure that your business is receiving the right training with the right outcomes and guaranteed to bridge those immediate knowledge gaps.</p> |

| | | |
|---|--|--|
| forward. From the creation of a Vision, all the way through to strategic develop plans, we can help you paint that clear picture and follow through to achieve your desired outcomes. | | |
|---|--|--|

PAGE 4 – Back page:

- Add our testimonials

Testimonials

“Our company has worked closely with Simon over the past 24 months. In that time he has taken a detailed, professional, caring approach to developing our leaders as individuals and as a team. Simon is one of those extraordinary individuals who takes the time to understand the true needs of our emerging leaders. His astuteness and professionalism have enabled our leadership team to grasp the fundamentals of life and that of business responsibilities. Simons personalized care has been the cornerstone to building character and resilience in our staff.

He has an exceptional strength in relating our cultural values to the personal purposes of our employees. To this end Simon is motivated to find the element that bring out the best in a person and capture the appealing factors that make our people tick. This all leads to building a resilient team of accomplished people who are energetic and driven.

He is an invaluable partner to our business and key to the future success of our company.

I would highly recommend Simon to anyone who’s looking to enhance their people and the performance of their business.”

Daniel

Business Owner & Managing Director

Construction Industry

“In less than 6 months working with Simon from Scopus, I have raised my team's game to a whole new level and have learned to delegate more effectively. My relationships with peers, direct reports and key decision-makers have improved greatly, making me a more confident leader. After each session I always walk away with a new, clear, perspective on how to

approach my work challenges and a very clear plan of attack. I would strongly recommend Scopus to anyone who is looking to take their leadership to the next level"

Nikki

Finance Manager

Construction Industry

"I have found in the past that most professional coaches only provide fluffy solutions to the issues that make you feel good in the short term. Unlike Simon who helped me to identify the issues I was facing that I could not pin point on my own.

Even after pin pointing the issues, he provided me with the right tools and knowledge that I required to work through the problems and achieve the results I was after."

Mal

Operations Manager

Construction Industry

"When I was first referred to Simon at Scopus PD for coaching and mentoring, I was sceptical, stressed and held a very negative outlook on the world. I had been working hard in my own business for over 7 years, but I was miserable and wasn't achieving what I wanted to in life on both a personal and professional level. I knew I wanted to be happy, but I was clouded by constant frustration due to a lack of direction and the everyday issues of life, and I had no idea how to get there.

Simon helped me understand the importance of purpose, vision and goals. He helped clearly map out where I was heading and where I wanted to go in life, and also helped analyse my personality and the way I view and interact with the world. With his continued support, Simon helped shift my world view and work towards a life with countless opportunities for growth and happiness. My social life and personality is the healthiest and happiest it has ever been, and I now have a clear path and achievable goals. Simon's coaching has helped me harness my greatest strengths and talents in order to unleash my full potential and overcome any goal I set for myself in life, no matter what it is.

In my opinion, the key to being happy and successful is through continued personal development, and understanding yourself and where you are headed. Both your personal and professional life will flourish... all you need to do is take that first step and be ready to make the change.

Alex

Business Owner

Retail Industry



“Simon has been instrumental in my professional development. I was a worker bee with leadership potential but I lacked the confidence to make the transition from a worker to a leader.

Simon taught me the principals of leadership and teamwork and he demonstrated these when dealing with all aspects of his professional life, which is testament to someone who practices what he preaches.

Under his mentoring I was given the opportunity to develop my personal leadership style and build the confidence to put this into action. I am a very detailed and process driven person and Simon showed me the benefits of strategic planning and a structured workplace and I relished the opportunity to learn how this plays an integral part in the stability of a company. I was then able to leverage from this structure and strategy to guide my team, prioritize our objectives and set goals for planning for the future growth of the company.

I have immense respect for Simon and the fairness, integrity and honesty with which he conducts himself. He has the ability to identify people’s personal strengths and helps them harness these attributes for success while identifying specific areas for development and continuous improvement.

Simon has always treated me with respect and he has guided me to have the confidence to trust my instincts, which has been invigorating for my future successes”

Alyssa

Office Manager

Business & Administration

I have engaged Simon on several occasions to assist me with the immediate needs and the future development of my business. At first I was a little skeptical as to what, if anything, Simon would be able to help us with. Immediately he put my mind at ease by proving himself to be both exceptionally capable and highly professional.

Simon produced some very impressive results that assisted us to fulfil our immediate business needs as well as being able to identify some areas of focus in moving our business forward. Simon has a very unique way of explaining complex business strategy and in putting it into easy to understand and easy to apply actions.

After working closely with Simon for the past year, I have no problem in engaging him on a long term relationship to help develop and build my business for the future.

Blair

Business Owner / Managing Director



Information Technology Industry

