

*Proven added value
through a focus
on delivery*



Business Overview

Focused on delivery

Sustainable organisations need senior management to focus on the uncertainties that are prevalent in global markets and economies. Shaping the future of an organisation to create stakeholder value is dependent on a sound evaluation of the broad set of macroeconomic outcomes and strategic responses. This strengthens competitive positioning and provides the basis to take advantage of opportunities.

Our approach

MFX Options and Solutions (Pty) Ltd focuses on an in-depth understanding of both the external and internal influences within each business environment. Value is created through a range of services that includes:

- **Strategic** or **operational** management consulting
- The detailed analysis and assessment of **business development** opportunities
- Driving optimum results through **change management** processes
- Enhancing performance through **human capital development** initiatives
- Developing frameworks for and reporting on **sustainable development**

MFX prides itself on its ability to strengthen client relationships and is recognised for the value it continuously adds. MFX gains understanding of the complexities associated with multi-national organisations, due to its extensive analytical capability and hands-on approach. This establishes a framework for adding value within a short time frame.



Forging global partnerships

MFX has completed projects for globally listed and state-owned organisations.

Major clients include:

Europe • General Electric • **South Africa** • Anglo Platinum Limited • Boart Longyear • Eskom • General Electric • Highveld Steel & Vanadium Corporation Limited • Rand Carbide • Rand Refineries • SANBS • Transalloys • Vanchem • **UAE** • Nakheel pjsc • Tarmac Middle East • **USA** • General Electric



Creating stakeholder value through focused strategic initiatives

Strategy execution for results

Prioritising and driving strategic initiatives on an integrated basis provides a solid foundation to create stakeholder value. A clear plan of action that is actively supported across the organisation is integral to the successful implementation and execution of strategy.

Our approach

MFX Options and Solutions (Pty) Ltd starts from scratch – with the business vision and mission statements and organisational structure.

Driven by needs, an industry and market segment analysis is prepared, including the competitive positioning. The internal aspects that impact on strategy implementation are also analysed in detail.

This information is used to develop a comprehensive, integrated business strategy, complete with critical-issue determination and itemised action plans.



MFX solutions

- Formulate corporate, business and business unit strategies
- Facilitate strategic workshops
- Undertake strategic analysis and appraisal
- Establish organisational strategic understanding and support
- Formulate strategic action plans with performance measures
- Develop strategic performance measurement criteria
- Strategic coaching

**Supporting strategy
implementation through
operational excellence**



Operational Management

Driving strategic performance

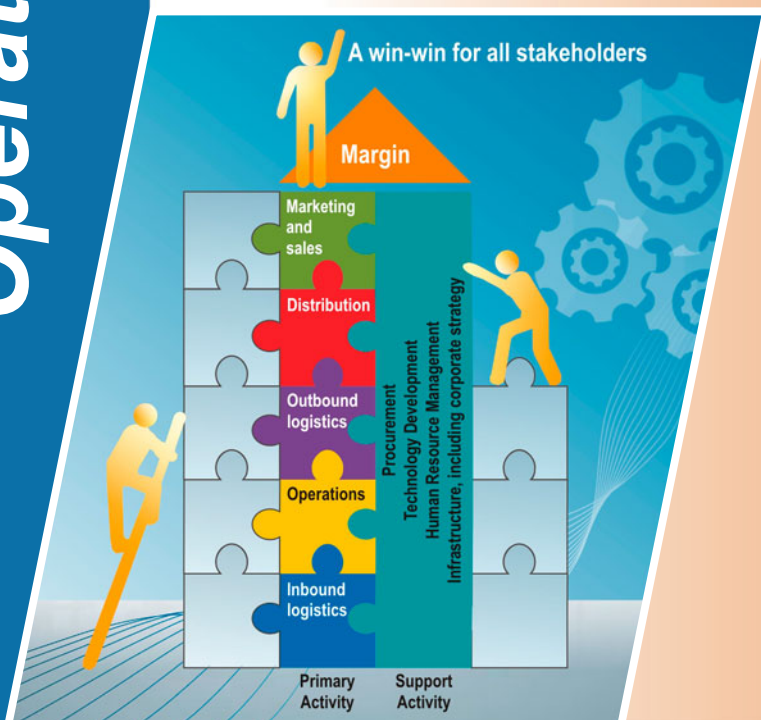
Organisations that focus on operational excellence in areas such as quality, cost management and customer service, actively support the effective and efficient implementation of strategies.

Structures, systems and processes demand continual improvement and innovation to maintain market positioning and to support growth. At an operational level, current trends and anticipated future trends need to be analysed. This promotes focused change and the aligned and prioritised allocation of organisational resources.

Our approach

MFX Options and Solutions (Pty) Ltd uses critical and creative thinking to analyse and evaluate operational information. This supports and guides the operational management team in developing and implementing strategies, structures, systems and processes that are focused on achieving strategic objectives.

MFX's approach is based on supporting cross-operational synergies and adapting planning cycles to address future needs rather than focusing on historical trends.



MFX solutions

- Formulate business unit and functional strategies
- Analyse and evaluate operational structures, systems and processes
- Resource planning
- Facilitate operational workshops
- Formulate operational action plans with performance measures
- Develop and align service level agreements
- Optimise employee and stakeholder communication channels
- Benchmarking

**Turning key
opportunities into
sustainable growth**



Business Development

Capitalising on opportunities

The sustainability of an organisation is influenced by its ability to capitalise on growth, expansion and diversification opportunities. The creation of operational capacity, skills capability and management support is critical to addressing the challenges associated with any growth strategy.

Creating a growth strategy is not the same as formulating a business strategy. New challenges, and entering new environments, necessitate understanding competitive forces, the organisation's strategic advantages and the key opportunities and risks that are relevant to expansion and/or growth.

Our approach

MFX Options & Solutions (Pty) Ltd undertakes detailed assessment of structures, systems and processes to identify change management needs. Through comprehensive analysis and evaluation MFX facilitates innovative growth strategies that are focused on creating sustainable stakeholder value.



MFX solutions

- Formulate innovative business development strategies
- Assess marketing opportunities and target markets
- Gather customer and competitor intelligence
- Business model design
- Conduct feasibility studies
- Optimise employee and stakeholder communication channels

Driving behavioural change

Global transitions demand continuous change within business environments to maintain competitive advantage and market share. Proactive management of key resources ensures that behavioural change in organisational strategies is embraced.

Continuous business improvement through change in interrelated factors – including competitive forces, technological processes, business structures, systems and procedures – is vital to organisational long-term sustainability. Managing productivity and improvement to create value at the business, operational and individual levels are key to business success within a changing environment.

Measuring the effectiveness of operational and strategic communication is integral to educating and inspiring employees and provides a meaningful basis for benchmarking successes.

Our approach

MFx Options and Solutions (Pty) Ltd assesses internal structures required for building capacity and implementing change without disruption to business operations.

MFx focuses on positive behavioural influences through developing aligned change management strategies to actively manage the processes to facilitate value creation.



MFx solutions

- Formulate detailed change management strategies
- Conduct and analyse employee surveys
- Optimise employee and stakeholder communication channels
- Project management
- Facilitate change management workshops

**Engaging with employees
to enhance operational
sustainability**



Human Capital Development

Integrating human capital and strategic direction

A shared understanding of individual, team and group behaviour – including organisational culture, mind-sets and capabilities – forms an integral part of organisational strategic direction.

Business leaders face continuous demands to ensure that organisations have the ability to attract and retain talented people, develop skills within financial constraints, inspire performance and solicit staff support for the organisational strategies to drive long-term organisational well-being, build brands and create value for the client base and stakeholders.

Our approach

The MFX Options and Solutions (Pty) Ltd “BUS-STOP” approach (**B**ottom, **U**p and **S**ideways – **S**trategic **T**argeting and **O**rganisational **P**rioritisation) supports strategic decision-making for organisational sustainability.

The approach facilitates analysis of the internal and external influences that affect employee performance, satisfaction and opinion, to support the design and implementation of strategically aligned structures, systems and processes for capacity building.



MFX solutions

- Conduct and analyse employee surveys
- Optimise employee communication channels
- Structure human capital
- Design and implement balanced scorecard systems
- Design and implement KPAs / KRAs and KPIs
- Develop and align service level agreements
- Undertake employee profiling

Incorporating best practice for triple bottom line delivery



Sustainable Development

Building sustainable businesses

The sustainability of an organisation is determined by its strategic approach to both internal and external economic, social and environmental impacts within its business environment.

Organisations that pursue a high level of sustainable development practices reflect improvements, in areas such as the cost of capital and risk and human capital management. The result – optimum stakeholder engagement and relations, for mutual, long-term wealth.

Our approach

The approach of MFX Options and Solutions (Pty) Ltd is to facilitate a sustainable business strategy, based on a responsible and transparent approach to the key economic, social and environmental impacts.

MFX guides clients at a strategic level to embrace sustainable development. Buy-in from stakeholders is facilitated through skills development interventions and internal and external communication.

The MFX team has achieved considerable success for clients in producing sustainable development reports, adhering to the Global Reporting Initiative framework and assisting South African listed companies with the requirements of the Johannesburg Securities Exchange SRI Index.



MFX solutions

- Identify key economic, social and environmental issues
- Analyse key and relevant issues and determine reporting objective, framework and channels
- Review legal and strategic compliance
- Align sustainable development with business strategy
- Facilitate sustainable development workshops and finalise action plans
- Review outcomes and propose amendments to business strategy
- Compile sustainable development reports
- Develop stakeholder communication strategy



Promoting upliftment through skills transfer programmes

Improving people skills

The success of organisations is directly related to their investment in developing their key resource – their people. Skills development programmes ensure that the attitude, knowledge and skills of employees remain finely honed and relevant. Skills development also impacts directly on employee behaviour and organisational culture – key drivers for strategic success.

Our approach

MFX Options and Solutions (Pty) Ltd has developed various skills development programmes that are focused on organisational value addition. MFX’s programmes are interactive, practical in approach and utilise DVDs, ensuring that participants gain knowledge in a way that supports implementation within their workplace. The MFX consultants are all highly skilled trainers with years of experience and all continuously receive outstanding ratings for their training interventions.

Through its strategic and operational, human capital development and change management consulting services, MFX ensures value addition in its skills development programmes by incorporating practical application in business environments in addition to the basic theoretical approach.

Training programmes are tailored to meet the individual needs of clients, ensuring efficiency increases in process, communication and interaction; and facilitating improved levels of staff satisfaction and morale and embracing talent for succession within the organisational structure.



Discipline	Developed Courses
Strategy	<ul style="list-style-type: none"> ■ Developing & Implementing Strategy ■ Corporate Social Responsibility ■ Strategic Internal Communications
Operational Management	<ul style="list-style-type: none"> ■ Internal Communications ■ Events Management ■ Credit Risk Management
Marketing	<ul style="list-style-type: none"> ■ Fundamental Skills of Marketing ■ Value Added Marketing Strategies ■ Excellence in Customer Service ■ Beyond Customer Service ■ Customer Relationship Management ■ Call Centre Help Desk ■ Advanced Public Relations ■ Strategic Public Relations

Janine Rothwell

Ms Janine Rothwell is an Executive Director of MFX Options and Solutions (Pty) Ltd, specialising in strategic consulting, business management and communications. She has 25 years experience in marketing and sales, primarily in the industrial sector.

She established and built up a successful marketing division, responsible for introducing construction, quarry and mining products and services to the local and international market and piloting a radically new method of product distribution. Her responsibilities initially included marketing strategy, market surveys, implementing self-directed work teams, sales, product launches, distribution, education and support and customer satisfaction surveys and corrective action plans. Subsequently, her portfolio was increased to include international marketing strategies for various business units and facilitating and compiling annual and five-year business strategies and plans.

Her exposure to the business environment and her expertise and experience in helping organisations entrench transformation and business optimisation programmes internally provided the basis for high-level strategic management consulting in the corporate environment, identifying customer and employee needs and organisational assessment through surveys, identifying critical issues for transformation programmes, producing training material and facilitating training workshops and programmes. Her work focuses heavily on auditing systems, which ensure that results are aligned with objectives.

Janine completed a Henley, UK MBA which focused on strategic management.



Peter Hofmann

Mr Peter Hofmann is an Executive Director of MFX Options and Solutions (Pty) Ltd, specialising in financial and business management and financial system design.

Over the past two decades, he built a successful career in the financial services sector, notably in the corporate business environment within the global mining industry. He established successful departments in the following areas: financial, logistical, general business management and focused human resource services. He was responsible for, amongst others, financial and logistical operations and management, BEE compliance, remuneration processing and executive management and board liaison. In addition, he was responsible for business process design and re-engineering and end-user training on a SAP-R/3 ERP system implementation.

His exposure to the holistic business environment, with his technical expertise and abilities in system design, provided a basis for product development for financial solutions and a platform for high-level strategic management consulting within the corporate business environment.

Peter completed a Bachelors degree in Commerce, majoring in accounting and auditing.