



Driving Success Through Innovation

The Roaring 40s Story

Mark Kelleher
Roaring 40s





Scanning the horizon for opportunities and threats

Huxley Hill - King Island - 1998



Woolnorth Bluff Point - 2004





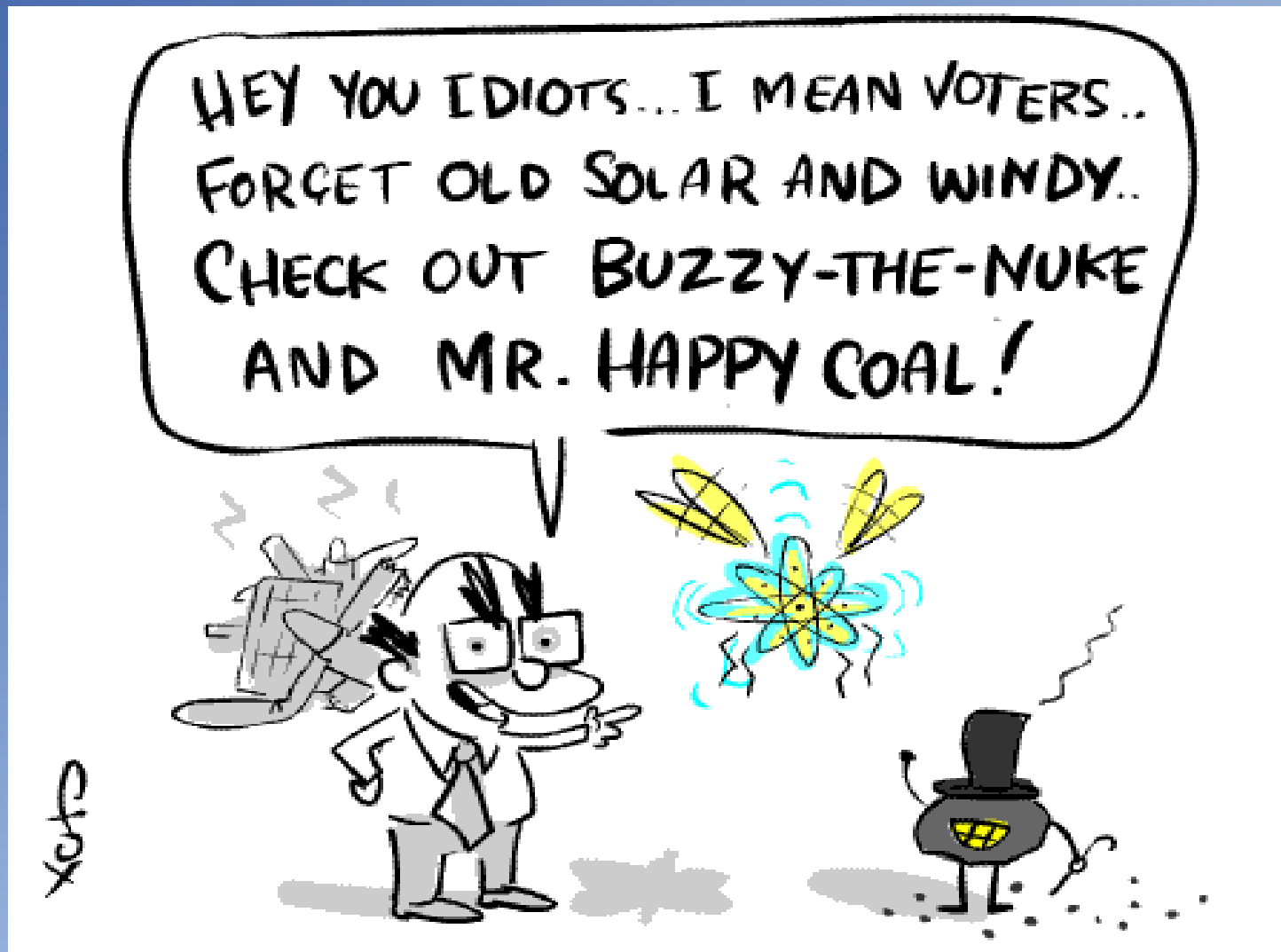
Roaring40s
THINKING ENERGY

Building Capability and Growing the Business

Cathedral Rocks - 2005



*Keep scanning - Responding to
major setbacks*



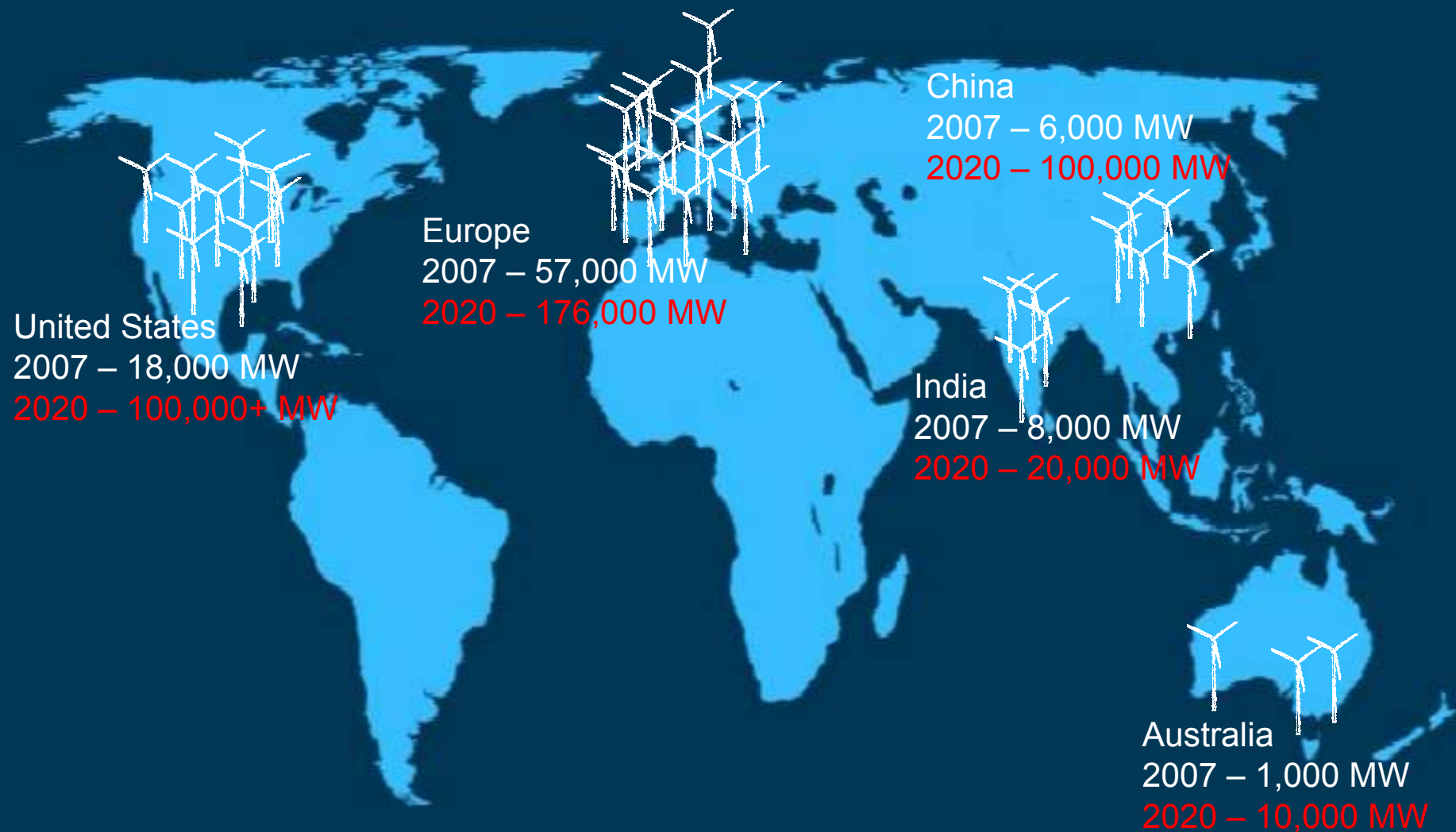
Exploring New Opportunities



Growth through Partnerships



The Future



Lessons learnt

- Continuously scan for opportunities and threats over the horizon
- Vision, SWOT and Porter
- Alignment and support of stakeholders
- Understand the market and business environment
- Managing growth – financial, staffing, culture
- Decisiveness, judgement, resilience
- Diversity but not spread too thin
- The team



Courtesy Wind Prospect