

## Join us

Ulysses is now selecting a second round of Queensland businesses to participate in the next phase of the program, commencing immediately.

Ulysses invites applications from businesses that satisfy the following selection criteria ...

- > Australian business based in Queensland
- > operating for a minimum of five years
- > financially stable
- > targeted annual revenue of \$10m to \$100m
- > high organic growth
- > strong CEO/executive management team
- > strategic outlook and plan for growth
- > market leader vision and ambition
- > employing design in an integrated capacity
- > strong CEO/team commitment

## What it costs

The Ulysses program represents more than \$100 000 value, comprising more than 300 hours of dedicated consulting, workshopping and mentoring.

Your business contributes \$33 000 towards the program, and is substantially subsidised by the Queensland Government.

With the additional commitment of your team's time and energy, Ulysses promises a valuable return on your investment.



“

Ulysses provides the opportunity to have a fresh look at your business and identify ways to unlock growth through design-led thinking and processes. It provides a practical assessment phase and a mentoring program to facilitate change and execution.”

Nicholas White, CEO, **Gourmet Gardens**



For more information on transforming your business with Ulysses, please contact:  
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Or register your interest via the website

[www.ulyssesdesign.com.au](http://www.ulyssesdesign.com.au)



Australian Institute  
for Commercialisation



Queensland  
Government

Ulysses is an initiative of the Queensland Government's Department of Employment, Economic Development and Innovation, managed by QMI Solutions.



“

I've been studying strategy for 15 years. This is the first time I've had light bulbs go off. It's probably the most exciting thing we've ever embarked on.”

Nigel Spork, Managing Director  
Centor

# Ulysses

Designing  
Business  
Transformation

Ulysses is transforming  
Queensland business.  
Is your business up for  
the challenge?

How does a company like Apple continue to bear fruit in an economic drought? How does a product like the iPhone come from nowhere to dominate a saturated market?

## Transforming Queensland business

Ulysses is a Queensland Government initiative dedicated to enhancing Queensland business. The program was introduced in a pilot phase in 2009 with 12 Queensland manufacturing businesses. Today, Ulysses is transforming how these businesses operate, delivering substantial returns on investment.

The Ulysses program has been refined and expanded to all sectors of Queensland business. If you're in business in Queensland, Ulysses can help you to take it to the next level. To raise the bar. To explore new paths. To broaden your horizons. To think outside the square. To succeed on the world stage.

## Ulysses applies design thinking to your business

How does a company like Apple continue to bear fruit in an economic drought? How does a product like the iPhone come from nowhere to dominate a saturated market?

The core philosophy of successful businesses and products such as these has come to be known as "design thinking". Put simply, design thinking is about developing an acute understanding of your market, and the consumer desires and social trends that shape it.

The Ulysses program applies design thinking to every aspect of your business. Ulysses encourages you to take a creative and collaborative approach to problem solving, innovation and implementation. To adopt design thinking philosophies as the driving force behind your product/service and process development.

Ulysses builds on the success of design thinking programs in other countries—such as New Zealand's Better by Design and the UK's Designing Demand. More than a marketing program, Ulysses instils a holistic vision for continual improvement. To not just reach potential, but redefine it.



“

**It's a little like open heart surgery on your business, and we've just had the biggest wake-up call.”**

**John Hogan, CEO, Superior Jetties**



“

**Our strategy was problematic. So we redesigned it. That's not what we went into Ulysses expecting. We've used a design process to create partnerships and improve the way we do business.”**

**Darren Pearson, CEO, Rinstrum**

The Ulysses program is delivered in three key stages ...

## 1. Audit

- > whole of business diagnostic—positioning, product, process, people
- > getting to know you
- > applying design thinking
- > building opportunity awareness
- > identifying capability gaps
- > assessment report & workshop

Ulysses input: 18 days

Contact time: CEO: 3 days;  
change leader team: 2.5 days

## 2. Plan

- > reviewing the assessment implications & opportunities
- > workshopping culture change within the team
- > developing your action plan
- > workshopping the recommendations

Ulysses input: 10 days

Contact time: CEO & change leader team: 3 days

## 3. Enable

- > appointing a Ulysses team member as mentor
- > working together to execute the action plan
- > connecting with users
- > building competencies
- > bridging gaps & enabling connections
- > stimulating growth
- > monitoring progress & gauging success

Ulysses input: 10 days

Contact time: CEO & change leader team:  
10 days over 6 – 12 months

## How it works

Ulysses takes a multidisciplinary team of industry leaders, sourced from Queensland business, and puts them to work on your business. These handpicked design thinkers undertake an independent and holistic review.

With group workshops and one-on-one mentoring, the Ulysses team works collaboratively with you and your selected change leaders to apply design thinking throughout your entire operation—from the bottom up, from the inside out, from the customer in.

**A lot of companies end up where they are by accident. For us, Ulysses was the first program that really addressed the whole strategy of the business.**

**Centor has been designing products for a very long time. But this was the first time that we actively designed the business.**

**For us, it's a fundamental change that will set us up for the next 20 years. We're tremendously excited about the opportunity.”**

Interview with Nigel Spork, Managing Director, **Centor**

Watch the interview on our website

