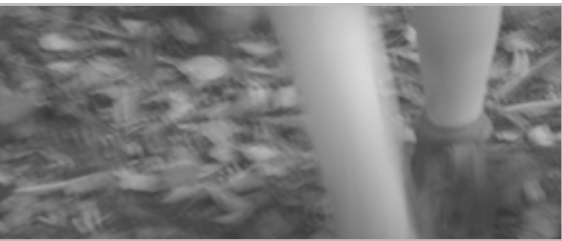




Competitive advantage from sustainable business practices



STAKEHOLDER ENGAGEMENT >> VALUE CHAINS >> ADAPTATION >> SYSTEMS THINKING >> NATURAL RESOURCES



**WE HELP YOU TO ENGAGE WITH STAKEHOLDERS, ADAPT AND DEVELOP INNOVATIVE SOLUTIONS**

Established in Sydney in 2007, Link Strategy serves clients across Australia and overseas. Contact us to discuss our obligation free assessment of your needs.

**ADDING VALUE TO STRATEGIC PLANNING**

Sustainable outcomes typically involve input from many different groups. Link Strategy specialises in multi-stakeholder engagement. We build your capacity to innovate, make the right decisions, adapt and grow with your stakeholders.

Our strategic engagement plans are practical. We conduct social impact, resilience and sustainability assessments using systems thinking processes. We help you with training, engagement and adaptation strategies and we set up systems to evaluate the effectiveness of the interventions. We also provide reports and discussion papers.

**BUILDING CAPACITY THROUGH MANAGING COMPLEXITY**

Based on the premise that excessive complexity is the source of risk, we provide our clients with early warnings of their vulnerability and exposure to natural resource, social and economic problems. Our clients say they receive three valuable outcomes:

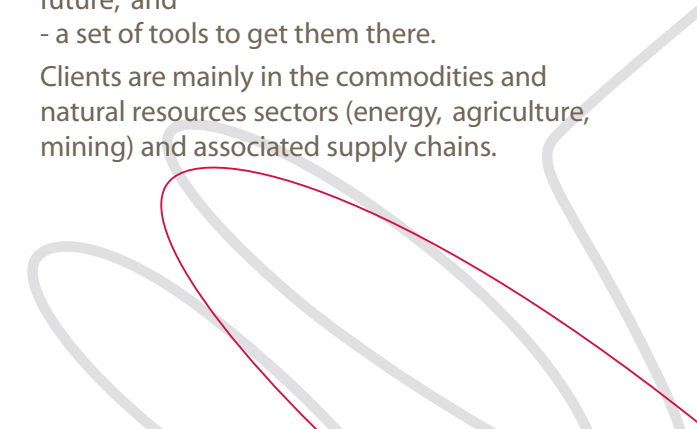
- understanding and managing diversity in their networks of stakeholders;
- superior intelligence to identify paths to the future; and
- a set of tools to get them there.

Clients are mainly in the commodities and natural resources sectors (energy, agriculture, mining) and associated supply chains.

**CONTACT US**

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**STAKEHOLDER ENGAGEMENT; SYSTEMS THINKING; SCIENCE POLICY; VALUES; SOCIAL IMPACT; BEST PRACTICE BENCHMARKING; DIALOGUE; LOW CARBON PRODUCTS; SUSTAINABLE SUPPLY CHAINS; AGRICULTURE; FOOD; WASTE AND BIO-ENERGY; ADAPTATION; TRANSFORMATION; DIVERSITY; INNOVATION; RISK; CORPORATE SUSTAINABILITY; CASE STUDIES; STRATEGY; MARKET INTELLIGENCE.**

## **INNOVATE WITH US**

**We help you to make sense of your environment, to make informed decisions about your future and to work out what to influence and how to make it happen.**

We like to challenge our clients to think beyond immediate operating issues and to look at the diversity in their operations, and the social, economic and environmental complexity of the market and policy implications.

### **Our services include:**

Consulting and workshops, and the design of engagement, capacity building and diversification programmes, reports and discussion papers, research.

## **DESIGNING SUSTAINABLE SYSTEMS FOR ADAPTATION AND TRANSFORMATION**

**Link Strategy offers a unique Thinking Systems approach.**

This allows clients to develop a deep understanding of the complexity of the operational environment and to formulate fast and effective intervention strategies.

The Thinking Systems approach is particularly suited to

- community and stakeholder engagement;
- building capacity and adaptation strategies;
- assessing and developing sustainable supply chains and new low carbon products and processes; and
- creating multi-stakeholder policies and future pathway strategies.

## **COMBINING SOCIAL, COMPLEXITY AND RESOURCES SCIENCES**

### **Dr Alice Woodhead**

Alice developed a system for developing and benchmarking multi-stakeholder capacity building NRM programs, known as the Thinking Systems approach. It formed the basis of her doctorate, has been cited in international publications and has now been applied to product development, sustainable supply chains and a range of capacity building and resource management projects. Alice has worked on government and private sector projects with a broad range of clients including Woolworths, Stockland, TRUenergy, Macquarie University, OECD and various Commonwealth and State Government Departments.

**We work to achieve sustainability, scientific know-how and competitive advantage from effective stakeholder engagement.**

**[www.linkstrategy.com.au](http://www.linkstrategy.com.au)**