

Partner case study: Ian Roughsedge of The Implementation Specialists (*Changefirst Australia*)



“Working as a regional partner with Changefirst in Australia and New Zealand I get all the benefits of the support, product & service portfolio and expertise of a global player, with the flexibility to develop my own arm of the business in the region”.

Ian Roughsedge,
The Implementation Specialists

This case study provides a brief overview of the profile of our Australian partner Ian Roughsedge and explains how we worked together to build a strong presence for Changefirst in the local market.

Profile and previous career

Ian's background is in the sale and delivery of high quality, high value, consulting and training services to corporate clients with a specific focus on leadership development, change management and sales effectiveness. Prior to joining Changefirst he worked for 12 years in the local Australian market for AchieveGlobal, a global corporate training & consulting firm which delivers strategic performance improvement for clients through a process of consulting, knowledge transfer and the use of their own methodologies.

In August 2004 Ian established The Insight Group, a management consulting firm based in Melbourne that helps clients implement processes and disciplines to accelerate revenue growth. In 2008, Ian set up a second consultancy called The Implementation Specialists (trading as Changefirst Australia).

Establishing Changefirst Australia

Changefirst has a leading change management methodology called PCI® (People Centred Implementation) which we deliver through a process of knowledge transfer that includes face-to-face training, executive coaching and online support.

We worked with Ian to provide thorough and full induction, followed by ongoing support that includes:

- Gaining a fundamental understanding of our approach, ethos and commitment to high quality standards
- Comprehensive training in the PCI® methodology including attainment of master trainer status
- Full marketing support in the region including inclusion in global marketing campaigns including PPC, book launches, email marketing and in-market event support as required
- Access to all existing Changefirst IP including training materials, online tools, white papers, research and sales collateral
- The support of dedicated and strategic partner management from Changefirst
- Involvement in annual strategy meeting at Changefirst



Ian now works largely autonomously in the Australia and New Zealand region to develop new prospects and service existing global relationships. His client list includes Origin, AGL Energy, SBS Broadcasting and BOC. Changefirst Australia is now a thriving business which generates significant six figure revenues and Ian has plans to develop the business over the next 6 months by recruiting additional staff to help manage an increasing level of delivery and sales.

Key characteristics

There are a number of key characteristics that make Ian particularly suited to working as a regional partner of Changefirst including:

- Experience in delivering in high value training to corporate audiences
- Strong consultative selling skills gained in a performance improvement company
- Understanding of change management in business settings
- Strong desire to leverage the benefits of a proven change management methodology, expertise, IP and brand
- Empathy with Changefirst values including doing what we say we will, strong focus on customer needs and valuing the performance of both our clients and ourselves
- Focus, energy and commitment in terms of the initial investment and time and effort required to be a successful regional partner of Changefirst
- An existing and “warm” network of existing corporate clients (although not essential for every partner)

Find out more

If the Changefirst Australia story has inspired you and you want to discuss things in more depth, please contact **Brian Casey, Head of Marketing & Partners** at Changefirst at brian.casey@changefirst.com or visit our website for more information