



Summary

Cindy Tonkin is the consultants' consultant, specialising in working with people whose consultative skills differentiate their product and service – managers, sales people and consultants. A qualified NLP-trained trainer and presenter, and Master Trainer Candidate, she combines an extroverted, energetic presentation style with a strong understanding of what makes people tick. The results are fun, dynamic ways to make your sales force, your management team or your cultural change program work.

Her solid background in consulting and training means there is a point to the activities, the debriefs and the learnings acquired from any activity, regardless of how much fun it is!

With more than 10 years in reengineering and productivity improvement, she has the project management skills to deliver your requirements on time, on budget and in the way you need them to work long term with your organisational culture and market.

She is also the author of *The Australian Consultant's Guide* which was an Australian Institute of Management bestseller for 2000. Her second book, *Consulting Mastery*, focusing on client-handling skills, was released in May 2002.

Professionally qualified

- ◆ INLPTA Neuro-Linguistic Programming Master Practitioner 1997
- ◆ Certified NLP Trainer and NLP Master Trainer Candidate 2000
- ◆ French Government Scholarship Holder for 1988-9 (One of 3 in Australia)
- ◆ Top 1% of State HSC, 1982, Dux of School, Tweed River High School
- ◆ Certified Management Consultant (Institute of Management Consultants)
- ◆ Masters in Linguistics, Université de Paris VIII, Paris, France, 1989
- ◆ First Class BA (Hons), University of Sydney, 1986
- ◆ MBTI and Brain map accredited

Successful consultant and inspiring trainer

- ◆ improving productivity and measuring performance
- ◆ creating management systems and performance management systems
- ◆ implementing projects to get bottom line results, delivering on time and on budget
- ◆ coaching individuals and groups for improved personal and corporate performance
- ◆ developing and mentoring internal consulting teams
- ◆ improving consultants' lives through practical how-to books
- ◆ training NLP and NLP trainers in Europe and Australia, to people from 12 different countries
- ◆ transforming the consulting industry through public seminars for independent consultants

Working with many industries

- ◆ Insurance and Banking
- ◆ HR and Corporate Services
- ◆ Public Service organisations
- ◆ Consultancies
- ◆ Smaller business
- ◆ Manufacturing and Industrial
- ◆ Publishing
- ◆ Mail Order
- ◆ Local Government
- ◆ Information Technology
- ◆ Sales and Marketing



Testimonials

Professional, organised, challenging consultant

- ◆ Trish Barrett, Director HR, *SAP (Australia and New Zealand)*: "She has the ability to empathise with a company's needs so that the resulting proposal meets realistic requirements, also from a client's perspective she becomes fully committed to the task at hand, is very enthusiastic, and makes people seem enthusiastic"
- ◆ Helen Kamenos – Director HR, *Silicon Graphics (Australia and New Zealand)*: "Her approach is both global/strategic and tactical as well. She takes ownership, gets involved in the business, and really knows the customers and the machinations of the people. She adapts into the organisation and becomes part of it"
- ◆ Lee Hansen, Director, Sales and Marketing, *Butterworths*: "ability to quickly appraise the problem and move to an action plan for resolution"
- ◆ Bilyana Bain, Consultant, *Andersen Consulting*: "She challenges people's thinking"
- ◆ Peter Shmigel, Former CE, *Beverage Industry Environment Council*: "Quickly and adeptly recognising my need as a client and catering to it. High level of intelligence. Makes learning stimulating and fun"
- ◆ Rebecca Ernst, Office Manager, *Silicon Graphics*, Brisbane: "Taking the time to understand people's comments, not just a 'oh yeah, I know what you mean' "
- ◆ Nick Tunbridge, *Morgan and Banks*, Parramatta: "Great analysis skills together with an ability to get the people at all levels within an organisation to accept and buy in to whatever it is... broad commercial understanding that enables her to know what solutions/change processes or training are the most relevant. Very motivated and enthusiastic ... displays a genuine interest in other people and what they are trying to achieve. This enables her to connect with people and gain their support. Embraces more of the people issues associated with change rather than others who may solely look at the economic".
- ◆ Greg Hamilton, Advertising manager, *Sunday Mail, Adelaide*, "easy to follow, charismatic method... applies directly to our business and the people we do business with".
- ◆ Craig Walker, Senior HR Consultant, *The Mortgage Centre, Adelaide* "fantastic... loved her style... content was really good... everyone left with a smile on their face".



Practical consulting skills and experience

Expert in process improvement and management systems

- ◆ working consultatively with clients to reengineer work processes, install management reporting systems, and develop work measurement and planning systems, for in-house projects and outsourced contracts
- ◆ assisting clients to deliver key project results on time and on budget with teams of all shapes, sizes and seniority levels
- ◆ measuring the impact of changed work practices on product and service quality
- ◆ conducting project feasibility studies
- ◆ restructuring organisations.

Effective change process facilitator

- ◆ designing and running workshops in client-handling skills. This includes:
 - ◆ outsourcing and project management, consulting skills and methodology
 - ◆ productivity and performance measurement and improvement, process reengineering, bench marking
 - ◆ influence, management, communication, personality styles and preferences, change management skills, customer loyalty, conflict management.
- ◆ delivering training programs to guide participants to:
 - ◆ set and achieve goals
 - ◆ manage people more effectively
 - ◆ recognise and implement best practice
 - ◆ streamline processes
 - ◆ use technology better
 - ◆ solve operating problems.

Experienced coach

- ◆ coaching consultants, senior management teams, Chief Executives, and Managing Directors to enhance their management and consulting style, increase their effectiveness with individuals, and track, measure and understand organisational and professional improvement
- ◆ following up on training sessions with 1 : 1 sessions in the workplace to ensure practical acceptance and application of skills taught in the classroom
- ◆ using diagnostic tools and NLP skills to increase understanding and communication, resolve potential conflicts and ensure acceptance of change programs
- ◆ coaching new consultants in professionalism, marketing, self-promotion, record keeping, business planning and performance management
- ◆ coaching consultants for improved personal and professional effectiveness.



Detailed employment history

Management Consultant

Aragon Gray Pty Ltd
since November 1992

- ◆ working on contract and in partnership with consultancies and agencies such as:
 - ◆ Morgan and Banks
 - ◆ Inform Training and Research
 - ◆ Polson Training Brokers
 - ◆ In Corporate
 - ◆ Australian Workplace Learning Specialists
 - ◆ Price Waterhouse
 - ◆ Discover Performance
 - ◆ GPR (Dehler) Management Services
 - ◆ The Growth Connection
 - ◆ Peak Performance
- ◆ training and mentoring internal consultants for the RTA's Change Management project. Stage one of the program saved the RTA over \$1 million (and ongoing saved them many more thousands in consulting/contracting fees)
- ◆ analysing workloads, processes and potential savings; examining work processes for potential outsourcing and process improvement, reviewing organisational structures and recommending improvements in line with strategy, implementing and strengthening quality systems and attitudes, documenting and improving work flows *at least Butterworths, RTA, SGI (Silicon Graphics Australasia), Sabre Pacific, MSA Australia (Safety equipment manufacturer), ICI Chlorine, smaller businesses*
- ◆ reengineering business processes, developing and installing management operating systems to increase profitability and customer service; teaching clients how to do this for themselves *at least RTA, Colonial Mutual Superannuation, AAP Communication Services, Morgan and Banks Information Services*
- ◆ coaching business managers and consultants – looking at how their businesses run, how they present and market themselves, how they measure business performance, and how to improve it *Many independent consultants, Public course "What successful consultants want to keep secret", St George Bank, Capral Aluminium Trade Centres*
- ◆ restructuring the Human Resources Division of *Ku-Ring-Gai Shire Council* using a facilitative approach, with the intention of reducing internal conflicts and building more effective, cross-functional teams *also conflict resolution and team building at Cochlear, Fujitsu*
- ◆ researching and designing an ownership and customer loyalty training program for *SAP Australia* – so that two day's content could be delivered in a half-day to fit in with SAP's busy consultant schedules. Delivering the workshop across Australia and New Zealand
- ◆ developing a tender briefing document for the outsourcing of a major change project with *Hornsby Shire Council*. This included looking at current and future requirements, as well as specifying cultural fit, performance indicators and success measures
- ◆ developing Total Quality Dispensing for the *Pharmacy Board of NSW*; analysing the process, highlighting risks, and making recommendations for Pharmaceutical research grants
- ◆ MC'ing a conference for 450 Managers from across Australasia. Ensuring they understood in deed as well as name, what their new culture was. *Unilever Australasia*
- ◆ Presenting complex subjects such as influence, persuasion, project management to consultants, managers, sales people, teachers *Inform public programs, Northern Beaches Senior Campus, Policy Management Services Corporation, Compaq, CSC Australia, Telstra Global Wholesale, Fujitsu*



Detailed Employment History (cont)

Management Consultant

GPR Management Services Pty Ltd
January 1990 - October 1992

Coaching Senior Management teams in resource planning, workflow management, process improvement and performance measurement.

Developing and installing management operating systems to increase productivity and profitability.

Conducting training needs and project feasibility analyses.

Masters Study and English Teacher

Université de Paris VIII, Paris, France.
September 1988 - December 1989

Teaching English to radiographers, property developers, importers and real estate agents.
Studying at the Université de Paris.

Research Assistant in Linguistics

University of Sydney, French Department
January 1988 - September 1988

PC database management and conversion, finding, reading, summarising relevant literature, data analysis.

Management Consultant

Andersen Consulting
January 1987 - January 1988

Software design and development, business process analysis.

Special qualifications

- ◆ Fluent French Speaker (Master's thesis written in French)
- ◆ Accredited to run the Myers Briggs Typology Indicator (MBTI)
- ◆ Author of the *Australian Consultants' Guidebook - Running your own consultancy business profitably and painlessly*, published September 1999.
- ◆ Second book, *Consulting Mastery*, released May 2002.
- ◆ Member of
 - ◆ Australian Institute of Training and Development
 - ◆ Institute of Management Consultants - **Certified Management Consultant**
 - ◆ Australian Human Resources Institute





Solid client base

Insurance and Banking

- ◆ AMP General Insurance
- ◆ AMP Motor Insurance
- ◆ Australian Eagle Insurance
- ◆ Colonial Mutual Superannuation
- ◆ Commonwealth Bank (Retail Banking, Branch Efficiency Service and Systems Team)

Manufacturing and Industrial

- ◆ BHP / TEMCO (Ferro-alloy smelter)
- ◆ Bradford Air (Air conditioning)
- ◆ Bridgestone
- ◆ Capral Aluminium Trade Centres
- ◆ ICI Chlorine
- ◆ MSA Australia (Safety equipment manufacturer)
- ◆ PGH (Bricks and Pavers)
- ◆ QAL (Alumina smelter)

Administration

- ◆ Kerr Brothers (a Burns Philp subsidiary – import/export)
- ◆ RTA Accounting Services Division
- ◆ RTA Administration Centres across NSW
- ◆ RTA Payroll and Workers Compensation (HR Central Services)

Information Technology

- ◆ AAP Communication Services
- ◆ Compaq
- ◆ CSC Australia
- ◆ Fujitsu
- ◆ Morgan and Banks Information Services
- ◆ PMSC (Policy Management Services Corporation)
- ◆ RTA Data Processing Centre, ITSB
- ◆ Sabre Pacific
- ◆ SAP Australia and NZ
- ◆ SGI (Silicon Graphics)
- ◆ Telstra Global Wholesale

Federal Public Service

- ◆ Department of Employment, Education, Training and Youth Affairs
- ◆ Australia Post

Public Service organisations

- ◆ Roads and Traffic Authority of NSW
 - Accounting Services
 - Administration Centres State-wide
 - Change Management Project
 - Corporate Services Directorate
 - Customer Service and Quality Management Branch
 - Driver and Vehicle Registration Processing
 - HR Central Services
 - Information Technology Services Branch
 - Motor Registries State-wide
- ◆ Other NSW public service
 - North Coast Mental Health Service
 - NSW Department of School Education
 - Pharmacy Board of NSW
 - State Rail Authority of NSW (CityRail)
 - The Open Training and Education Network (TAFE)

Smaller business

- ◆ Moneypenny Services Pty Ltd (film and project accountants)
- ◆ Life Tools Pty Ltd (mail order)
- ◆ Integrated Movement Studios (Pilates exercise studio)
- ◆ Your Sanctuary (day spa)

Other industries

- ◆ Unilever Australasia
- ◆ Vodac
- ◆ Toyota Australia
- ◆ Traveland
- ◆ Reed Business Publishing - Production
- ◆ Butterworths – Sales, Marketing, Customer Service
- ◆ Reed Exhibition Companies
- ◆ NRMA Road Service Division
- ◆ Cochlear

Local Government

- ◆ Liverpool City Council
- ◆ Hornsby Shire Council
- ◆ Warringah Shire Council
- ◆ Ku-Ring-Gai Municipal Council