



LIGHTYEAR DOCS



LIGHTYEAR_DOCS



LIGHTYEAR GROUP



LIGHTYEARDOCS.COM.AU



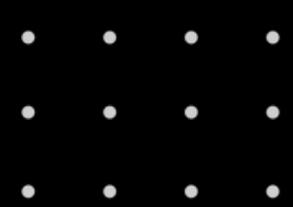
LIVE SESSION



STARTING SOON...



WE LOVE WHEN WE CAN CONNECT WITH YOU



PARTNER SOLUTION SERIES

Claxon

Digital Transformation: Taking your
business to the next level!

With Michael Jeffriess
from LightYear Docs + I Love Accounting

And Stephen Forth and Phillippa Netolicky from Claxon

lightyeardocs.com.au
iloveaccounting.com.au



CLAXON

LYD PARTNER SOLUTION SERIES

PARTNER SOLUTION SERIES WITH MICHAEL JEFFRIESS



**PARTNERS, SOLUTIONS,
PRACTICE MANAGEMENT,
APP STACKS AND MORE.**



Every second Thursday / 12:30pm AEDT

[REGISTER LIGHTYEARDocs.COM.AU](https://register.lightyeardocs.com.au)



- LYD Partner Solution Series - launched in 2021
- Fortnightly webinars - Thursday
- A series of sessions run by LightYear Group Director and CEO of I Love Accounting Michael Jeffriess
- Partner Solutions that complement LYD Strategies and Documents
- Plus - insights into other areas such as technology applications and stacks, practice management, and many more.



Providing
Solutions,
Strategies and
Support to be
your **Best**

Stephen Forth, CEO Claxon



- Highly successful leader and growth Managing Director and CEO
- Industry Vet – spanning 30 yrs across client + agency business
- Lead highly awarded and respected creative agency Clemenger Group + National BOD Member
- 15 years ago pivoted to tech sector due to digital tech being next driver of growth
- Joined Sapient a global experience tech company
- Sapient changed to Sapient Razorfish and the Publicis Sapient as they were purchased by global French holding company Publicis
- Member of APAC team and 2 global verticals being finance and tourism + hospitality
- Joined AKQA a global experience design agency
- Deep experience across all forms of communication, creative, brand purpose, deep experience with technology as a driver of business with strong relationships with Microsoft, Salesforce, IBM, Adobe, Sitecore, etc
- Opportunities for investment
- Worked on digital transformation for many industries and brands including:
- Lloyds Bank UK, Citibank Boston, Vanguard Pension Fund, RACQ, Sunsuper, RSL, Dreamworld, Bunnings, Officeworks, NAB, Foodstuffs NZ (Coles), etc

Phillippa Netolicky, CGO Claxon



- Claxon Chief Growth Officer
- McCann Australia – 10 years + in MD, General Manager roles
- CasaCity - GM / Head of Marketing – Emerging Brands
- Advised and executed on business transformation across multiple sectors including finance, government, retail and tourism for clients such as Auswide Bank, Pillow Talk, Minor Hotels, Mantra Group (Accor) and Capfin Money (Pepkor/Steinhoff)
- Advised and executed on business transformation across multiple sectors including finance, government, retail and tourism for clients such as Auswide Bank, Pillow Talk, Minor Hotels, Mantra Group (Accor) and Capfin Money (Pepkor/Steinhoff)
- Transformed a regional market of global agency McCann with continual double digit growth through innovative and progressive solutions for both the agency and her clients
- A wealth of national and international experience from building bespoke global teams and an equally impressive network
- From agency to client side, senior creative to business leader, Phillippa has had an incredible non-linear career which has enabled a unique lens that's both creative and functional to ultimately drive growth and effectiveness in business.

Who is Claxon



WE ARE

A DIGITAL GROWTH AGENCY

A CUSTOMER EXPERIENCE AGENCY

A DIGITAL EXPERIENCE AGENCY

A DATA-LED CREATIVE AGENCY

AN AWARD-WINNING AGENCY



Active Management Methodology

Example Thinking:

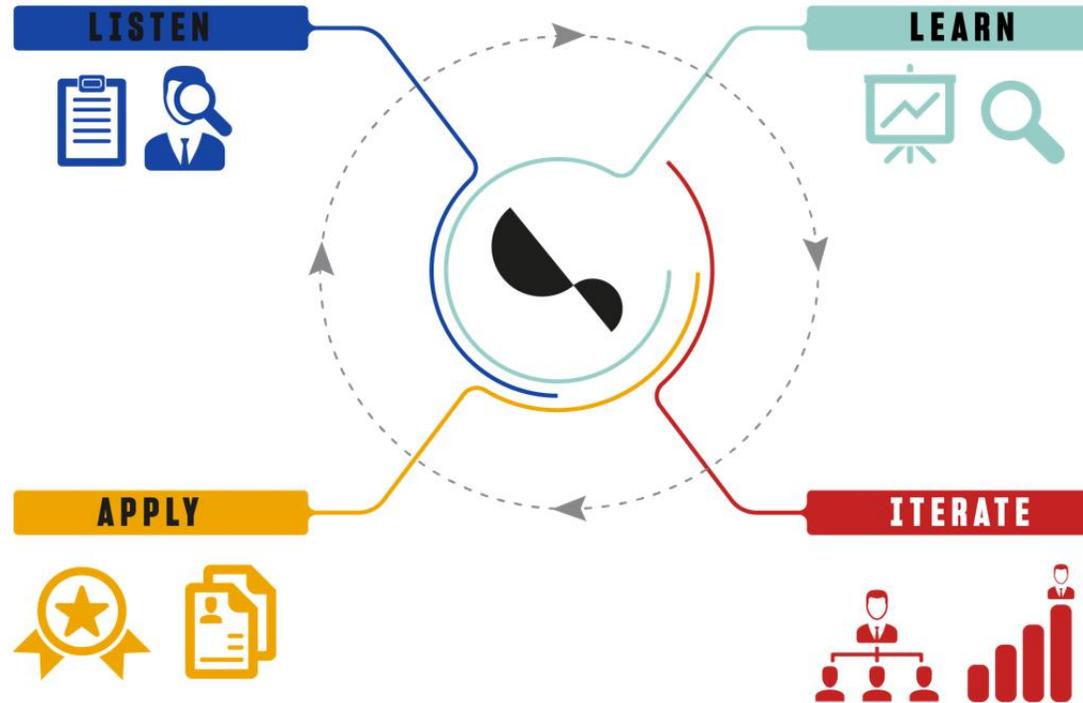
How can we help our client achieve their macro business goals through digital growth?

What else does their target audience spend their income on that we can gain market share in?

Example Thinking:

What have we learnt from designing and implementing the winning campaign strategy/approach?

How can it be applied to campaigns to maximise growth opportunities?



Example Thinking:

Let's test this hypothesis, within these parameters, to learn if an additional growth outcome can be achieved?

What is the client's true business objective and how do we optimise for this?

Example Thinking:

Which creative variations are winning and what aspects can be derived to continue performance?

What subjective insights can be iterated and distilled for improvement next time?



Key Discussion Topics

Why should digital transformation be high on the agenda for boards and management?



Key Discussion Topics

What sort of investment should be considered?



Key Discussion Topics

What do you see as the key impact on businesses who want to digitally transform?

And...

What if they don't?



Key Discussion Topics

Who should lead digital transformation in client structure?

Who can accountants + advisors play a role?



Key Discussion Topics

What are the top line impediments to transformation?



Key Discussion Topics

The word platform is getting a lot of mentions, what does this refer to?



Key Discussion Topics

Can you provide an example
of a successful
transformation?

Unsuccessful?



Key Discussion Topics

What's next for business?
What should boards and
CEOs be now considering
and setting aside budget
for?



Key Discussion Topics

If you were appointed to a new CEO role tomorrow and the brief from the board is to digitally transform the business, what would you do?



Key Discussion Topics

What is the key question that should be asked? eg what you design for, or what is transformation trying to solve?

CONTACT DETAILS



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