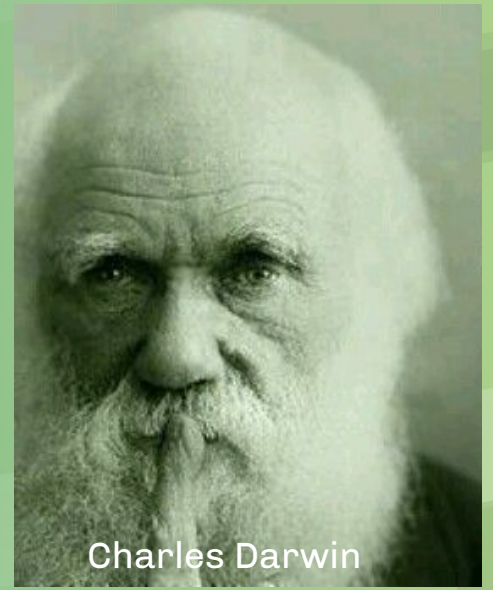


VBP 2020

February 2020

“ It's not the strongest of the species that survives, nor the most intelligent that survives, it is the one that is most adaptable to change.”



Charles Darwin

“

VBP has been one of the best decision we have made in the last 3 years, so my pleasure to share it with my peers.

The cost of compliance is getting ridiculous for FP business, so everyone is hungry for all the helps possible. Good for your business 😊

Dawn Huang

I want to share my thanks and deep gratitude with you:



FOR:

Running such a great set up,

Being so passionate and motivated about what you do, and the final straw to lead me to write -

Maneuvering to place James with us.

BECAUSE:

2019 – was frankly an insanely hard year on all levels for Jeremy and myself.

I can honestly say that for me personally, VBP – the business, the VBP team members that we have, and meeting and interacting with Tim over the past couple of months were some of the few shining lights of that year.

Thanks guys! Jo

What is **changing**?

We are going to refine the organisation structure. There will be three functional departments:

1. **Operations**

HR, Legal, Finance, IT, Legal, Compliance & Governance, Facilities

2. **Service Delivery / Client Lifecycle Management**

Advice, Admin (FPA, MBA, bookkeepers etc), On boarding, Training, Innovation

3. **Sales & Marketing (Acquisition & Retention)**

Business Development, Marketing, Account Management, Partnerships

4. **Investing in 22 new support roles to underpin growth in 2020 - Training, HR, Payrol, QA, CSM, Srn Management, and more.....**

What is **changing**?

To support this new functional structure we are leveraging a matrix management and leadership model. This will include:

1. **Expanded VBP Executive Team**

This will include the functional leaders (DC, DD, Nath Moyes (Nath), Tim and Andrew Rocks (Rocksy)). Also key subject matter / domain specialists from time to time, including an employee delegate.

2. **Establish a new Senior Management Team**

Drawn from across the functional teams the Senior Management Team will be accountable for the day to day leadership and execution of strategic objectives. The SMT will be chaired by Nath

3. **Enhanced Learning & Development programs**

L&D across all Management as well as our frontline teams, mapped to our reward and incentive plans

What is **changing**?

We're investing in some new models, processes and resources that will support growth, while keeping our people and culture at the centre of all that we do

1. Refine the Clusters

5 x Cluster Managers

2. New Innovation Hub

Perhaps one of the most exciting changes....

Why are we changing?

Building on the success of 500 staff in less than 5 years we will now focus on the next stage of growth and success for VBP. We have a new goal:

2025 New BHAG

2025 New BHAG

By 2025 become the company **most known** to advisory firms as their **support partner**. To be the best place to work in the Philippines with 200 Ideal Clients.

Why are we changing?

Our organisation is the foundation on which our culture flourishes.

While our culture is the DNA that drives our client success



Why are we changing?

We need to change to support:

- Grow the total number of ideal clients (firms) we support to 200
- Increase total staff to 706 (150 new billable staff, 20 additional support staff, 25 AMP dedicated Paraplanners)
- Opening new office(s) to accommodate up to 900 staff in total - 600 Mango Square
- Invest in our culture and keep the best of VBP experience while we grow

What does this mean for Support/Operations?

We have many critical support teams that help make our customer facing Clusters successful. We will be investing in these operations teams as follows:

- Nath Moyes appointed as General Manager
- Fruilene Panes promoted from Compliance Officer to Compliance Manager
- Jrn. Business Analyst role to be filled
- Veda Gasta to appointed permanently to accounting team
- New HR Director role created
- Charmaine Querouz appointed to Talent Acquisition Manager / Event Manager
- New scope for Utilities Supervisor - take on direct responsibility for facility maintenance
- New Fixed Assets Accountant role - Mike

What does this mean for the Service Delivery team?

We continue to investing in our frontline client facing teams. This means the following changes:

- Appointment of Tim Farr as COO with remit across service delivery for our clients
- Jabber responsible for staff allocations, onboarding and capacity planning
- Chy will be promoted to Cluster Head role
- Lailani transition to manager new Cluster - Dedicated team focused
- Tessa appointed Cluster Manager for paraplaning, to run AMP account, transition out in 6 months
- Shi An will step down from Sales Support to focus solely on Cluster Roles
- Kay to focus on Manager development (Senior and Middle Manager teams) Training
- Leo to become Training Manager
- RP - to become a permanent member of training team, accountable for Paraplaning training
- 2 new CSMs (internal recruitment), 4 additional (external), 1 replacement, all new CSM to become part of Forge for 3 months before placement
- Second team assistant to be appointed (AMP focus)

What does this mean for the sales & marketing team?

Our business has grown organically and successfully since we started. This has served us well but there are greater opportunities out there for VBP to take advantage of.

We are now investing in deliberate and planned sales and marketing. This means the following changes:

- Andrew Rocks appointed as Head of Partnership and Business Development
- Shi-An will handover new sales inquiries to Valerie (P/T role)
- Andrew to run sales meeting each week with Capacity Planning Team – Forge
- Database management of Active Campaign to become one of Christine's (Tin's) functions

What does this mean for David Deegan?

DD has been a familiar and key part of the VBP family since we started.

We're excited that VBP is able to embrace DD's ambitions to build a new innovation hub.

The innovation hub will explore how our business will innovate, tackle disruption and prepare for the years ahead.

- DD remains a founder and owner of VBP, but steps down as COO
- DD will lead the new Innovation Hub, his title will be Director of Innovation
- DD remains part of the Executive as the leader of innovation and as an owner
- The Innovation Hub will be part of the Service Delivery function and report to TF
- This is a great example of a matrix environment at work!

What does this mean for VBP?

There are some other considerations:

- Cluster heads to take on part of the responsibility of employee experience, replacing the single role (Employee Experience Manager).
 - Culture squads to be retired, replaced with new Cluster Activities.
 - Each Team (approx 31) to run an activity throughout the year.
 - Each Cluster to be our responsible for one major event per annum – Awards, Christmas, All hands meeting
- All Senior Management Team members will be confirmed by March 2020, they will cross over Cluster Heads and share in responsibility of employee experience.

Where can I get **more** information or give feedback?

- Talk to your manager
- Email you functional leader (Nath, Tim or Andrew)
- We will share these slides via Staff Home Page
- Read the 515 (a weekly update that we will email each Friday), kicking off soon
- Sign up to a 'briefing' session - where one of the Exec team will walk you through the changes
- Send in feedback care of tin@virtualbusinesspartners.com.au, and we will share answers in the 515