



Curtin Growth

SYNDICATES

CHAIR'S PROFILE: ESMOND JOHN LANGE

With his highly developed business acumen and broad industry experience gained from a range of senior appointments within the international oil and gas and associated sectors, Esmond Lange brings an informed and worldly quality to the Curtin Growth Syndicate.

Born in Trinidad, Esmond was educated in England prior to his return to Trinidad in 1963 where he worked in the Drilling and Production unit of Texaco Trinidad Inc. Six years later he joined Dowell Schlumberger and there ensued a 24 year career with assignments in Africa, South America, Australia, Europe and Asia culminating in Division Manager roles in East Asia and the Andean countries. In 1993 Esmond joined EMAIL Metals in Singapore as Regional Manager, Asia Pacific with the remit to consolidate and expand operations throughout the region.

A return to Australia in 1995 saw Esmond take up various Board and Advisor to the Board positions in the oil and gas sector with his focus on planning and implementing corporate strategy, growth and diversification.

In 2002 Esmond founded Sounding Board Australia to provide mentoring and advisory services to senior executives of listed companies, as well as to owners of SMEs. Esmond's ability to bring complex issues back to basic principles coupled with high integrity and his non-threatening way of challenging the status quo helped SMEs develop innovative strategies that improve performance and deliver better returns.

Esmond brings pragmatism, practical experience and a large network of contacts - all combined to help his clients navigate through strategic planning, restructuring, product, marketing and capitalisation initiatives.

He recognises that people (both owners and employees) are the cornerstone of any business and considers the whole of person (personal, spiritual, health) when mentoring in a work context. His ability to challenge work teams to remain grounded yet setting the bar high enabled many organisations to achieve and sustain peak performance.

SNAPSHOT

Professional Service: Chairman & Managing Director, Sounding Board Australia Pty Ltd
(Current) Advisor Board of Directors, Neptune Marine Services Ltd
Non Executive Director, Ayres Composite Panels Pty Ltd
Business Advisor & Mentor, Kempe Engineering
Business Advisor & Mentor, Neptune Asset Integrity Services
Business Advisor & Mentor, Stewart & Heaton
Business Advisor & Mentor, ABCO Water Systems
Mentor, Small Business Development Corporation

Memberships: Member - Australian Institute of Company Directors
Former Secretary & Member - Society of Petroleum Engineers
Former President - Caribbean Australian Association

Growth Program mentors offer practical advice.



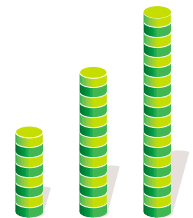
Esmond Lange

Mentor for the Curtin Growth Program

After a long and very successful career which took him to the far corners of the globe and culminated in him accepting full responsibility for Dowell Schlumberger's mining operations in Malaysia, Brunei, Thailand, Burma, Philippines and Vietnam, Esmond Lange made a short-lived attempt at retirement. While the golf was good he soon found himself drawn towards sharing his vast store of knowledge and experience with small business owners and he discovered huge rewards in helping clients convert their vision into reality.

Today Esmond still plays golf but he also sits on four boards, owns Sounding Board Australia, is a guest lecturer in the Curtin MBA program, advises for the Small Business Development Corporation and mentors participants in the Curtin Growth Program.

Esmond's focus is on developing strategies that create growth opportunities, improve performance and achieve better returns on investments. He claims he "has no magic wand, just a lot of experience gained by making lots of mistakes along the way." This experience has taught him that individual brilliance is great but teamwork is everything; that a good manager matches skills and tasks within an organisation; that every business should adopt a no-blame culture that allows people to learn from their mistakes. If delegation has always seemed like a cop-out to you, Esmond will identify the line between delegation and abdication – the difference is vital to you, your employees and your business. All this information is served up with good humour, a wealth of stories, and analogies that will stick in your mind long after a coaching session is over.



Programs offered

- 1 Growth Program:** A 12 month program consisting of 16 full-day workshops and the one-on-one support of an experienced mentor. It is intended for companies that are turning over \$500K to \$10m+ and covers the full range of business development disciplines. It is unique in Australia and has helped hundreds of people improve their businesses in the 12 years it has been running. The cost is \$11,000, payable over 11 months. The business coaching component alone is worth the price and many people quickly recoup the investment through increased profitability. The next program begins in March 2007
- 2 Business Improvement Program:** A five-day course run over five weeks. It is a shorter version of the Growth Program to help smaller businesses learn the basics of business development. It focuses on planning, finances, marketing and communication skills. The cost is \$1800. The next program will be held in May 2007.
- 3 Financial Dynamics:** A one-day practical accounting workshop for non-accountants. It covers the basics of the P & L and Balance Sheet, the use of Key Performance Indicators and how to run a better business. It is suitable for the vast majority of people in business. This workshop is a component of the other two programs and many people attend this workshop before enrolling in one of the other two programs. The cost is \$300. These workshops run throughout the year.

