

## ***Succession Planning***

### **Inform Design and Construction**

#### **Client Profile:**

Inform Design & Construction was formed in 1992 with the goal to provide the best quality, architect designed homes at prices that make them affordable to a wider spread of the community.

Inform started by inviting a number of leading architects to submit their ideas on Inform's identity, philosophy and signature in a detailed proposal. After careful consideration they selected Col Bandy who is considered to be one of Australia's best residential architects and to whom they feel greatly indebted.

In 1999 a new partnership was formed with well respected and experienced architect Leon Meyer who created Inform's first display home. Further success followed with awards for "Best overall Victorian Display Home", "Australian Display Home of the Year" and the industry's highest accolade – 'The HIA 2003 Australian Home of the Year!', illustrating Inform's commitment to quality, contemporary, Australian architecture."

Inform offers clients a comprehensive range of services that include custom design, interior design, town planning and landscape design. The current portfolio offers in excess of forty, single and double storey architect designed homes which include designs specifically to suit narrow sites or sloping and difficult sites. Many of these designs offer a great degree of versatility and flexibility whereby they can be tailored and individualized to meet the varying accommodation and or site specific needs of most clients.

Today, Inform is regarded as one of Australia's best builders of architect-designed homes.

#### **Program Structure:**

In 2004, Inform founders, Tony Prowse and Chris McKimm, participated in a 'How to Sustain your Business' Group program auspiced by Bayside City Council. They joined the program at a time when they were addressing succession planning. Since completing the program, The Closed System Pty Ltd has worked with John Gaffney, the new Inform CEO and the management team. The Closed System continues to support Inform with mentoring and programs aimed at further applying sustainable business management.

#### **Key Results:**

Inform has undergone significant changes in recent years as it secures its future sustainability. Tony and Chris have learned how to separate themselves from the business and take on their new roles as Directors. They are both still active as Directors and have handed over the reins to John Gaffney as CEO. John brings his own management style to Inform and continues to build a dynamic management team. The business is growing strongly, still focused on its core success of developing architect-designed display homes built with the most professional systems for scheduling workflows based on 5 Steps – planning, design, approval, construction & maintenance. A range of innovative marketing strategies has underpinned the growth of the business. Sustainability is an important consideration in all aspects of the business – new display homes incorporate latest technologies, environmental designs and cost-effective solutions while retaining the unique Inform style.

#### **Testimonial:**

Inform senior management have both enjoyed and greatly benefited from working with The Closed System to improve our perspectives and outcomes. Leigh and his colleagues at The Closed System challenge you to rethink your business with outstanding results. The learning process is understandable and the opportunity to think outside of the business is critical. John Gaffney (CEO)