

The DRIVE Framework

Organisational Transformation

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Executive Summary

The DRIVE Framework builds permanent operational capability through systematic transformation of leadership, culture, and systems.

Your nominated team member becomes an internal expert - learning advanced systems thinking, human factors integration, and change management capability as they build the systems alongside expert coaching. Your team owns the methodology, sustains the improvements, and drives continuous development.

Discovery & Assessment identifies gaps and prioritises what needs attention. From there, apply the complete DRIVE framework to specific operational challenges, or implement comprehensive transformation across your entire operation - whichever your context requires.

Built from two decades in high-pressure environments where systems either work or missions fail.

The Problem

Operational capability that doesn't match where your business needs to go - whether complexity is outpacing the team or change is stalling.

Systems that haven't grown to meet demand and resist needed evolution. Leadership stretched beyond effective span or mismatched to operational complexity. Transformation initiatives that don't land. Performance improvements that don't stick or fade under pressure.

You need systems that scale, leadership that drives change, operations that perform under pressure, and improvements that become permanent.

What you don't need: templated solutions that ignore how your organisation actually works, or consultants who deliver reports and disappear.

DRIVE builds permanent operational capability.

What DRIVE Builds

Three essential pillars:

- 1. Human Capability** - Leaders and teams with the capacity, skills, and mindset to perform under pressure.
- 2. Cultural Strength** - A culture where people speak up early, problems surface before they escalate, and the organisation learns and adapts continuously.
- 3. Resilient Systems** - Systems that work reliably under pressure, scale with demand and deliver consistent performance.

If these aren't optimised, organisations can never reach peak potential.

How DRIVE Works

DRIVE is a systematic framework that scales to your operational needs.

Discovery & Assessment Understand your current state - culture, systems, leadership capability, operational risks. Identify the gaps limiting performance and prioritise what needs attention.

From there, DRIVE can be deployed two ways:

Targeted Interventions Apply the complete DRIVE methodology to specific operational challenges - such as leadership development, crisis response, risk management, cultural change. Complete framework, focused scope.

Full Transformation Complete implementation across all operational systems with your nominated DRIVE Lead trained to own the capability permanently. Systems, culture, and leadership aligned for sustained performance.

Every engagement begins with scoping to ensure DRIVE is tailored to your specific operational context.

The DRIVE Framework

Five practical phases

D – Discovery & Assessment Assess current capability: culture, systems, risks, leadership. This phase is foundational and diagnostic. It sets the scene by engaging key people, understanding the current state of the organisation, assessing culture and compliance, reviewing regulations, profiling risks, and identifying gaps. The outputs shape the roadmap and future actions.

R – Roadmap & Strategy Define the future state and the sequence of work that will actually land. This phase plans the pathway forward after Discovery. It defines how the organisation will move from current state to desired outcomes through governance, vision, system design, sequencing, resource planning, and communication.

I – Implementation Build the systems you actually need: operational frameworks, risk management, training, incident response, crisis preparedness, leadership capability. This phase puts the roadmap into action through communication, policy creation, technology deployment, training, and operational development. Your nominated DRIVE Lead builds these systems alongside expert coaching, learning the methodology as implementation progresses.

V – Verification & Monitoring Validate that systems perform under real operational pressure. Data quality management, performance tracking, audits, investigations, and continuous learning. Your team provides honest feedback on what's working and what needs refinement. Success measured by your outcomes, not deliverables.

E – Embedding & Sustainability Systems integrate into core business processes, culture reinforces through leadership and recognition, governance structures sustain continuous improvement. Knowledge transfers across your team so capability isn't dependent on any one person - including me. Your DRIVE Lead stewards ongoing development, but the capability lives in your whole team - in daily decisions, operational processes, and cultural norms. The change feels natural because it's optimised for your actual operations, not imposed as a separate system.

What Makes DRIVE Different

1. People First, Then Systems

Most transformation initiatives fail because they impose new systems on unprepared teams. DRIVE builds human capability before implementing systems, then validates everything works under real operational pressure. Genuine capability and behaviour shift - not superficial change initiatives.

2. I Build Capability - Not Dependency

Your nominated DRIVE Lead learns the complete methodology - advanced systems thinking, human factors integration, change management capability. They do the work to become your internal expert.

Then they can update systems, develop staff, sustain performance, and drive continuous improvement.

3. Built By Your Team, For Your Team

Most consultants deliver templated solutions. I coach your team to build systems themselves using the DRIVE Framework - for your actual operational context, not theoretical best practice.

Your DRIVE Lead learns methodology proven in high-pressure environments. They build it. They own it. They can adapt it.

4. Proven Under Pressure

From Counter-terrorism operations, FMCG, Remote State Parks, Alpine Resort Areas moving a million guests a year. Built for pressure, not theory.

Who This is For

Operational capability that's either outpaced by growth or stagnated into resistance and existing approaches haven't solved it.

Complexity scaling faster than capability. Systems that don't scale with demand or resist needed evolution. Leadership stretched beyond effective span or mismatched to operational complexity. Transformation initiatives that don't land. Performance improvements that don't stick or fade under pressure.

DRIVE builds permanent internal capability through systematic transformation - your team learns to own the systems, sustain the improvements, and drive continuous development without ongoing consultant dependency.

Invest in genuine capability building, not quick fixes.

Next Steps

Schedule a Conversation

We'll discuss your organisation's goals and challenges, current state, and whether DRIVE is the right approach.

No cost, no obligation.

If we proceed, every engagement begins with scoping to ensure DRIVE is tailored to your operational context - whether that's targeted intervention on a specific challenge or comprehensive transformation across your entire operation.

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About Brendan May

20+ years building leadership capability in high-pressure environments - from tactical operations to commercial settings where margins, risk, and efficiency matter.

Experience: Australian Army → NSW Police Tactical Operations Unit (Counter-Terrorism) → ALDI (Operations & People Leadership, \$96M area) → Thredbo Alpine Resort (Head of WHS, Risk & Training, 1M+ guests annually)

Qualifications: Master of Occupational Health & Safety (2026) | Certified OHS Professional | Organisational Coach (University of Bath) | Advanced Diploma Leadership & Management | Diploma Security & Risk Management

Proven ROI:

ALDI - \$96M Area: 260% ROI

- 52%/\$320k reduction in area inventory loss ~5 month ROI
- Staff turnover: 22% → 7% additional ~\$90-120k annual cost reduction
- Methodology validated by ALDI corporate - pushed nationally across Australia and globally by ALDI Germany

Thredbo Alpine Resort - 1M+ guests annually:

- 420% increase safety reporting
- 50.3% reduction workers compensation claims ~\$230k annual cost reduction
- EVT Group Executive Leader of the Year and COVID-19 crisis management awards

Combined impact: \$650k+ annual value creation