



Making Life Easier 
dynamics
G-Ex

VIVID VISION 2020

VIVID VISION | 31st December 2020

Here at **Dynamics** it's about knowing where we want to go, and digging up the dirt to reach **the GOLD**. 2020 will discover a different company to what we are today. We'll have changed with the times, maximised the technology available to us and chased the company dream of making life easier. We are going to be very open and share our vision with you of what the company will look like in 3 years' time and we want your help on the journey to fulfilling that vision. None of this is going to be possible without the team we already have and the culture we've built together – be part of the trek, **PUSH IT UP**, and let's turn this into reality. **Beware 2020 – because you're gonna get crushed!**



VISION IN ONE

To Build a Culture of Making Life Easier, not a business.

[As we focus solely on our culture, the natural consequences will be; a better business, engaged staff and the countless other benefits of which there's too many to name. Understand what truly delivers results.]

CORE VALUE

Improving Life

[We dedicate ourselves to one core value, so it's meaningful, breathed and lived.]

DYNAMICS G-EX IN 2020

It's 2020 and you can't see us for dust!

We are a company where all employees know they fit, and everyone has a role they absolutely love to do. The passion for that role fuels the innovation, drive and ultimate care for the customer.

The **family** environment is warm and welcoming and **a place** where you enjoy being... working here **is a pleasure**. We relish the environment of trust where employees feel safe within the team and can reach out when in need, saying what they need to say. As each employee knows they are cared for, they in turn nurture each and every customer relationship as part of the family.

A few of the major perks that attract, retain and develop **great talent** here include; paid birthday's off, holiday travel tickets for employee and spouse every year, quarterly team building days and the break out areas and games rooms to **relax**, recharge and rejuvenate **the brain**.



GROWTH & DEVELOPMENT

Since 2017 we've **DOUBLED** our revenue, meaning a 26% growth year on year, whilst still being privately owned and self-financing. We stay ahead because we often ask ourselves this powerful question: **“What's the next big thing that – if a competitor beat us to it – could put us out of business?”**

Our hunger to find that answer before anyone else does is what keeps us winning. We no longer worry about our competition copying us, we'll worry when they stop. We lead, they follow. **The 'Innovation Core' program** is renowned for its ability to execute our clients' biggest needs into realities, and leads the Geological Research & Development market. The world's biggest mining companies are talking about us and providing video testimonials through their excitement at partnering with such a progressive company.

There's **NO kidding** when our customers give testimony to our service and our **Wall of WOW** is filled with it. We are now supplying at least one of our top 10 products to every single mine site in Australia. Our clients know they can order from us and have it despatched within 24 hours regardless of the size of the order.

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CULTURE

Our Culture is identical whether you sit in our **HUMMING QLD HQ** or the **PUMPING Perth branch**. We hire for culture fit, not based on individual flair or expertise, therefore we have very low staff turnover. Ownership and top-level management remains focused on the bigger vision for **Dynamics** – the days of hoarding work that can be delegated to other talented staff are OVER.

We now have time to work ON the company, not just IN it. Our '**Would you believe it Wall**' is the creative heart of where we dream big and turn our dreams into realities. The other walls in the office are a far cry from the traditional office, employees explore their originality to make the environment truly different and a world of interest to the onlooker. Through lean we consistently eliminate waste in our lives, and deliver value from our customers perspective by stopping our internal struggles, continuously improving our processes and fixing what bugs us.

All our meetings are stand up and everything has a place so we know where to find it; LESS time wasted internally delivers **MORE value** to our customer. We are no longer chasing the sheep, instead we are building the fence.



GREAT PEOPLE

Great People are our **MOST** important asset. Take care of our people and they will take care of our customers. Take care of our customers and they'll take care of our brand. Take care of our brand and it will take care of our growth, profits and opportunities.

Our dedicated People Person ensures each person is doing what they **LOVE**, and creates an environment where without a doubt Dynamics is the best place our employees have **EVER** worked. Our staff look out for each other and do as they'd like to be done by. We see slack in our team as a key element to our success in serving the customer and delivering value from the customers perspective, because when any of our staff have time off, our customer experiences no pain and our internal capacity continues to flow seamlessly.

Our staff are rewarded on results, not the hours worked and each member's KPI's tells them when they are **WINNING**. Through upskilling and training our staff are more capable, more fitted, more trained and more motivated to achieving ultimate **SUCCESS** in their own lives.



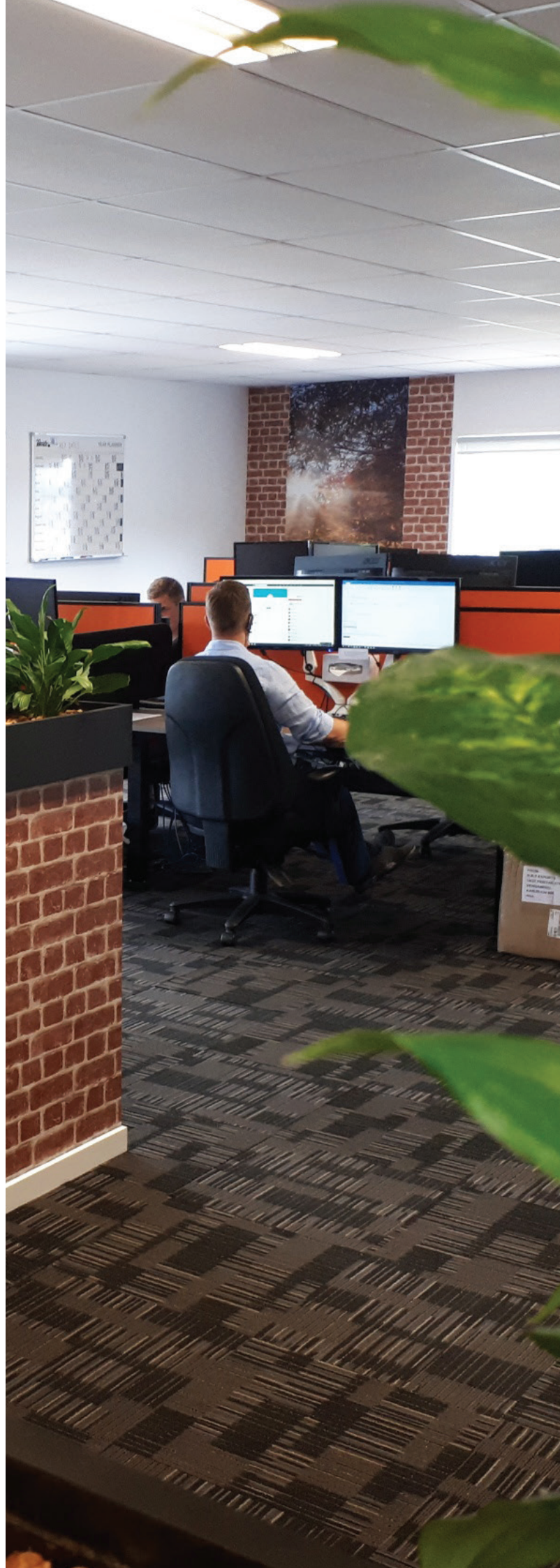
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CUSTOMER SERVICE

We are renowned for this! Our quote turnaround time is **UNDER 30 minutes** and each order is processed in **UNDER 10 minutes** of being received. Our website is the easiest to use in the industry, with the most in-depth product descriptions, best images, informative videos and downloadable instructions manuals for total ease of use.

Each key product will have a customer testimonial to its quality. **We are SO good** and efficient at selling what we stock and stocking what we sell that clients will continue to come to us even if we aren't trying to be all things to all men, because we remember that everything the glitters is not gold. If we dilute our talent and stretch our resources we are no longer as **STRONG** in the products we truly believe in.

Our gold shines brightest when it's unalloyed with elements that weaken our value.



MARKETING

We have over **10,000 Blog & LinkedIn followers ENGAGED** with the progressive nature of the business, and loving our unique content. We are recognised as an industry thought leader instantaneously. Our Lean principles are recognised in **Making Life Easier** for people everywhere and the company helps to make a difference to livelihoods giving people a better way to live. Word of mouth and referrals are our biggest source of new business.

OPERATIONS

Operations have been streamlined to include revolving weekly stocktakes and a fully barcoded stock integration system to maximize every order being **100% CORRECT** with no backorders. We are completely paperless and all software is cloud based so any employee can work anywhere in the world, anytime, effectively and efficient as if they were sitting in the office.

Every activity is systemised through video guides or 1-page best practise checklists, so anyone could walk off the street and complete the job with **100% success**.



**VIVID
VISION
2020**

THE WINNING TEAM

It's 2020, the culture is remarkable,
the people doing business with
DYNAMICS do so as they love the way they are treated.
They feel listened to and essentially,

WE ARE...

MAKING LIFE EASIER.

