

OUR CAPABILITY

Giant X is a business growth and transformation specialist. We provide innovative thinking and growth solutions to ventures at all stages of the business lifecycle. Our aim is to cultivate growth and capability in small to medium businesses in order to unlock latent potential. Our entrepreneurial mindset and broad experience across industries enables us to provide business owners and leaders with proven strategies that will help position their business for its next move.

Whether your business is in the start-up phase, positioning for growth, or needing a structured turnaround, Giant X has the team, thinking, and expertise to help you achieve your goals.

Areas where we create and deliver value include:

- Business Design, Modelling & Innovation
- Strategic Planning
- Leadership Development
- Team Resourcing
- Business Structuring
- Sales Team Development
- Franchisee Relationship Management
- Franchise Development
- Franchise Recruitment
- Global Expansion
- Retail Development & Rollout
- Branding & Market Positioning
- Marketing: Traditional, Local-Area, Digital & Social
- Performance Coaching
- Behavioural Change

We also have strategic partnerships with specialist providers:

- Financial Engineering
- Business Funding
 - Debt & Equity
- Asset Finance
- Omni-Channel Operations
- Strategic Accounting
- Specialist Legal – Franchise, Trademarking & Intellectual Property

Our leadership team



John Wickham

With over two decades of entrepreneurial experience, John has a depth of insight and a practical approach to shaping, designing, and innovating businesses. John's passion for strategic business design and innovation has him working with a variety of ventures from start-ups to managing growth and business turnaround for mature enterprises. His capacity for listening and thinking strategically enables him to gain a deeper understanding of what is really happening in his clients' businesses. In his trademark entrepreneurial style, he then guides them on a path to business agility, empowering them to be responsive to – and even disruptive in – their market.

In addition, John's understanding of franchise business models positions him well to lead the development franchise systems and store rollout plans. This is enhanced by his experience and knowledge of retail development strategy.

John's unique perspective has been developed globally covering a broad spectrum of industries in Australia, USA, Singapore, India, UK, and France. Some of the brands John has worked on include Australian Sports Nutrition, Bondi Chai, Glass Financial, MindChamps Preschool, Gloria Jeans Coffees, West eld, Vodafone, Revlon, Colette by Colette Hayman, Yumi's Quality Seafood, Quality Food World, Waterthins, Country Valley Dairy, Symantec, Val d'Orbieu, Woolworths, and Arnott's.

John has an Executive Masters Degree in Business from the University of Sydney focused on business model innovation, business agility, and leadership.

John is married to Becc, they have four sons and one daughter.



John Smallwood

John is a highly experienced corporate executive, management consultant, and high-performance leadership coach. His experience ranges from founder of a number of start-ups through to engagements as CEO of listed enterprises. He has successfully led and managed businesses with turnover up to and in excess of \$US250 million in Europe, Australia, and throughout Asia. This range of experience has provided John an insider's view, enabling him to see straight to the critical issues in an organisation.

John also has extensive experience as a management consultant specialising in start-ups, turnarounds, and successful business integration. More recently, he has qualified as a behavioural change coach with Master Coach accreditation, continuing his passion of working with and for high-performance teams. This latest qualification gives him a very valuable perspective on how organisations operate at the leadership level.

John became interested in the effects of performance in business leadership through many years of personal development, combined with his experience at the head of several companies. He has over twenty years' experience as a CEO, and has led and worked with businesses and organisations including APN News & Media, Adshel, Blue Star Group, Lagardere International, Petronas Bhd, Bank of China, English Cricket Board, Sydney FC, Peleton Capital, and Mirait Technologies.

John lives in Sydney with his wife Louise and two daughters.