

Sarah Richardson Consulting Pty Ltd

What do Obama, smartphones and scary giant fish have in common?

As a lover of Ten's *Shark Tank* – celebrating Aussie ingenuity, grit and real people – I recently heard a fascinating [ABC discussion](#) from the Grattan Institute on themes of competition, consumer rights, staff freedom and innovation featuring Uber Senior VP and former Obama Adviser David Plouffe, Regulator and Monash Professor Stephen King and Freelancer CEO Matt Barrie.



My news

Recent inspiration

"Why do you reckon Boo Radley's never run off?" Dill sighed a long sigh and turned away from me. 'Maybe he doesn't have anywhere to run off to ...'

-*To Kill a Mocking Bird* by Harper Lee

Board appointment

I was recently appointed to the [Advisory Board](#) of ProPortion Pty Ltd, an entrepreneurial firm established in 2001 supplying quality portion controlled snacks and desserts under the brands *Perfect Portions*, *Smartserve™* and *That!™*.

New website

With my new [website](#) a year young, I recently took the opportunity to add a blog section, update some content and make the site mobile responsive.

Latest musings

Strategy vs tactics

From large corporates to small organisations to charities, has a passion for operational excellence clouded our ability to create a [vision](#)?



Big data, next opportunity or just fad?

Big data can be empowering for some organisations. Many others are overwhelmed and lack the resources or expertise to collect, manage and report on large amounts of [data](#).



Staying tuned

I'm always keen to keep up to date with latest trends and recently attended some interesting seminars and read some insightful research.

Oz Government sustainability report

The much awaited [2015 Intergenerational Report](#) is out. Produced every five years, it looks at "how changes to Australia's population size and age profile may impact on economic growth, workforce and public finances over the next 40 years."

Marketo social media webinar

Connecting via conference from the US, Peg Fitzpatrick, co-author with former Apple Chief Evangelist Guy Kawasaki of *The Art of Social Media*, led an engaging and informative discussion on 'Power Tips for Power Users' in a recent seminar hosted by Marketo.

Connecting people with charities

Charities want to build support (read more donors, more volunteers). Studies have shown that support is linked to trust – and at the heart of trust is transparency. [ChangePath](#) is a new social register, connecting people with charities based on transparency measures. Still in its early days this is a welcome innovation to help users identify possible causes to support.

My consultancy

Established in 2004, we provide SME sales, marketing and management consulting to build disciplines for turnaround/growth. The [consultancy](#) offers business advice to CEOs and Boards who may not have a senior marketer, sales manager or HR professional, or who are looking for an objective outside review.

Biz health check

Take the [Survey](#) to identify your business advice needs.

Gold stars

Over the years Sarah Richardson and Sarah Richardson Consulting have been recognised with prestigious [awards](#).