



Building Digital Systems for the WA Trade Sector

STEADYHAND

CONSULTATION PACK

# ABOUT

We're a digital practice that builds new capabilities for Western Australia's trade sector.

We have a deliberately broad sense of what trades are - not simply what 'tradies' do - but virtually any service-based tradition that hinges on a manual skill, from caravan mechanics to surfboard ding repairers.



Steadyhand starts where you are, and supports you in creating:

- stronger, safer workmanship cultures across teams
- more operational stability and data-driven decision-making
- better profitability in early (0-5 years), mature (5-30+ years) and legacy transitions
- personal wellbeing, life balance and real community capabilities

Started by people who've actually run operations in the trade sector, our digital systems put people and practical application first.



# TRADES AND DIGITAL MOVES

These days, we routinely get asked to assist trade businesses with things like:

- Data Governance
- Payroll
- Trade-specific AI Training and Safety
- Compliance, Insurance Filing and T&Cs
- Digital Site Safety Procedures and SWMS
- Analytics for Sales and Finance
- Predictive Analytics for Site Operations
- Point of Sale and Secure Payments
- CRM installation and customisation
- Field Management Systems
- Inventory Systems
- Supply Chain Monitoring
- Integrated Scheduling
- Website and Socials
- Digital Ad Campaigns
- Videography / Commercial Photography
- Project Documentation
- Product R&D
- Grants, Tenders and Bids
- Admin Recruitment / Embedded Talent
- Dispute Resolution Tools

Where we really excel is in combining these in integrated operations plans.

# CASE STUDIES

# CASE STUDY #1 THE EARLY PHASE SOLE TRADER (0-5 YEARS)



- Sole traders are often Owner-Operators who gradually, through their own success, begin doing more volume than pencil and paper can handle.
- Limitations appear as forgotten clients, materials than never made the order, quoting bottlenecks, mental clutter and poor communication.
- Compliance can be uneven and actual margins on work may be unknown
- No advanced scheduling or multi-site coordination
- No time to consider business development

**RECOMMENDATION:**  
DIGITAL UPGRADE  
(4-8 WEEKS)

# CASE STUDY #2

## THE SOLE-TRADER TO SME SHIFT



- When the Owner-Operator is ready to go up in volume by hiring and training new staff, and to invest in new assets, it's also a time for bootstrapping the business in its brand feel, its legal liabilities & its core offerings or services
- Modest scaling accompanied by efficiencies in Cost of Goods Sold (CGS) increase annual revenue / profitability
- Errors can appear through new scaling triggers, which need to be addressed by sound operations leadership and fresh admin training

**RECOMMENDED PLAN**  
**DIGITAL GROWTH**  
**(8-12) WEEKS**

# CASE STUDY #3 MATURE SME SHIFT



- Trade businesses that have achieved stability over longer time periods through 1990s and early 2000s nonetheless increasingly face market disadvantages if slow to adopt digital technologies for their operations
- SMEs that have reached their mature stability quickly (under 10 years) may consider a further enterprise-level shift that takes them into larger markets
- More complex and longer normalisation requiring change management
- Any investment in operations of approximately 35-40% of annual revenue should produce an increase in overall business valuation

RECOMMENDED PLAN  
GROW / TRANSFORM  
(16 WEEKS)

# CASE STUDY #4

## SOCIAL TRADE ENTERPRISE / B-CORP SHIFT



As a for-purpose enterprise ourselves, we support trade businesses who wish to incorporate substantial social or environmental commitments, as well as higher standards of accountability and transparency, in their core mission.

**RECOMMENDED PLAN:**  
**TRANSFORM**  
**(16 WEEKS)**

# CASE STUDY #5 LEGACY SHIFT



- In preparation for the sale of a businesses, digitalisation can create a further dimension of the business's footprint
- This digital footprint is likely to increase the desirability, job readiness, and value of the business for future owners
- A legacy is made up not only of achievements, but ways of doing things, and those ways of doing things can be lost or forgotten without a persistent record of them

RECOMMENDED PLAN  
DIGITAL UPGRADE  
(4-8 WEEKS)

# VETTING QUESTIONS

1. HAS YOUR BUSINESS OUTGROWN OR DRIFTED AWAY FROM YOUR ACTUAL PROCESSES & SYSTEMS?
2. DO YOU HAVE PLANS TO GROW, PIVOT OR EXPLORE NEW BUSINESS CHANNELS?
3. WHAT NEGATIVE PRESSURES OR ERRORS ARE YOU EXPERIENCING DUE TO YOUR OPERATIONS?
4. WHAT ARE SOME TANGIBLE AND INTANGIBLE GOALS IN YOUR NEXT BUSINESS PLANS FOR 3- AND 5-YEARS?

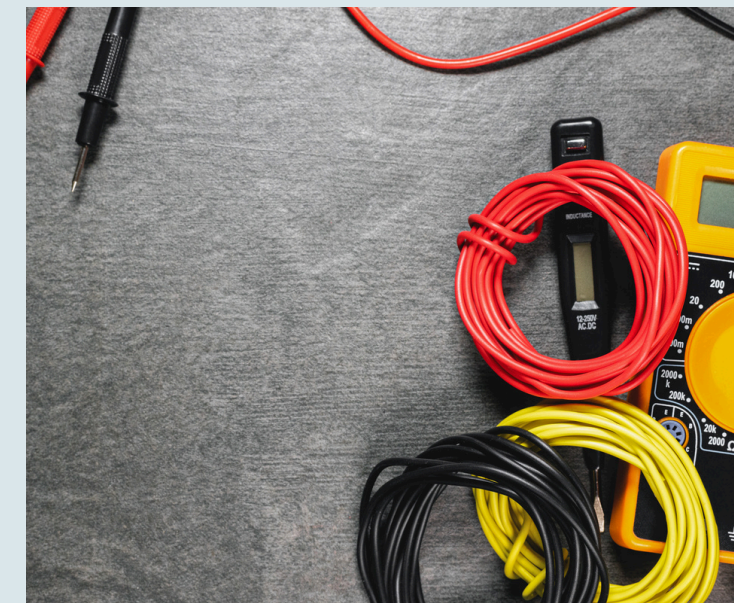
**CORE SERVICE**

# STEADYPLANS



We offer **8-week**, **12-week** and **16-week** tailored digitalisation roadmaps that include:

- CRM Subscription for 3 seats
- Fully-customised CRM build and beta testing
- Site operations and brief tools
- Online bookings / scheduling set-up
- Automations
- Cloud file tree and CRM-integrated accounting
- Training and Troubleshooting Guides
- Aftercare Service (Steadyhand Membership)



# OVERVIEW OF STEADYPLANS

<b>Plan</b>	<b>Investment Level</b>	<b>Roadmap in Weeks</b>	<b>% of Expected 12-Month ROI</b>	<b>Business Mindset</b>
Roadmap 1	Conservative up-grade	8 weeks	15-25%	Efficiency upgrade
Roadmap 2	Growth-focused	12 weeks	25-40%	Scalable growth
Roadmap 3	Transformational	16 weeks	30-50%	Strategic repositioning
Roadmap 3+	Dependency consolidation after 16-weeks	Embedded	30-50%	Consolidation & error minimization

*All of our plans are personalised to suit your needs.*

# RETURN ON INVESTMENT (ROI) GUIDE

## Risk vs ROI Curve

In our initial consultation, the Steadyhand team will guide you through the tradeoffs between risk and return on investment in order to choose the roadmap best suited to your operations. As a general rule of thumb:

### Smaller investment produces:

- Lower disruption while you're in the zone
- Faster payback
- Limited ceiling

### Higher investment produces:

- Structural advantages and stronger returns
- New directions for outgrown models
- Change management



15-20% ROI

8-week roadmaps

25-40% ROI

12-week roadmaps

30-50% ROI

16-week+ roadmaps

We model realistic ROI profiles based on your industry, operational maturity and current revenue/margins.



# EXPLORE CRM, WORKFLOW, ACCOUNTING & E-COMMERCE SPECIALISATIONS

Every trade business is unique. Steadyhand customises an extensive range of user-friendly digital software to suit operations. Experience seamless interactions and workflows with our human-centered user-customisations.

# CONTACT US

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