v12 - August 2020

Mustajbegovic

YEARS OF **EXPERIENCE**

YEARS AS **MANAGEMENT CONSULTANT**

YEARS OF SOFTWARE **EXPERIENCE**

INDUSTRIES

Mining Oil and Gas Education Government Real Estate Health Energy Technology **Utilities**

STARTUPS

My daughter

LANGUAGES

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My work is at the intersection of technology, management and fundamentally how we organise human endeavour to bring the future we want to reality.

I love to help people transcend problems and create futures they want. It's one of my favourite things to do. Enlightenment in the age of tremendous change requires listening to the past and letting new thoughts emerge.

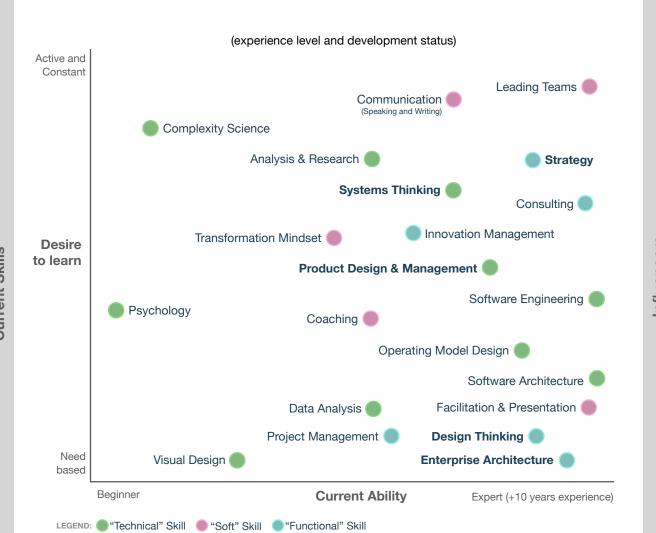
I don't know my real place in this work, I don't even know if its right and I don't know if that matters. What matters is that it is, that it is out there in the world, for you to feel and to experience.

Change is the life-force on its own. The only way we move forward is to bring ideas to the light of day, to this life-force that is change, to be tested, augmented and made better.

If you are interested in the future of management, how to make problems so interesting and solutions so compelling that everyone wants to work on them, get in touch...

of the parts rather than their behaviour taken separately."

"To manage a system effectively, you might focus on the interactions



W. Edwards Deming's Theory of Profound Knowledge has shaped my understanding of how management works and should work in manufacturing age.



Russell Ackoff's Interactive Planning and Idealised Design approaches have though me how to apply systems thinking to strategic challenges.



Donella Meadows systems thinking fundamentals and principles continue to inspire me and ensure I stay a learner.



Ricardo Semler is a pioneer of new management thinking, his ideas, experiments and results inspire me that something new is necessary and possible.



Dr Ernesto Sirolli has made me a better and more intensive consultant. His work has though me to focus on the individuals and their interactions, and how to find entrepreneurs in every situation.



Daniel Schmachtenberger continues to teach me a way of thinking that I feel is critical for the next phase of our civilisation, but I may never master.

"Software is eating the world"

Met my wife... Never thought that would be a thing...

First paying job, turns out not many people know how to make websites or code.

> I hate school but love programming.. learning time...

> > Product Lead

Digital Wizards / Imago

Designed and developed a web land sales portal that pioneered usage of google maps style approach years before such technology was available.

> Created a pioneering product suite for managing web content and online marketing used by clients such as Microsoft, UniLever Nickelodeon and United Nations.

.COM Crash... learned economics is a real thing...

Designed and developed Student Information Records System for Western Australia that delivered under budget despite high frequency of scope change, (still in use).

- Marc Andreessen

Maya is born. The world has to Led creation of be better now, Environmental and I have to Sustainability contribute... Platform for Jones Lang LaSalle that helps their clients reduce their

> Realised management is critical to how our world runs, even with software eating it.

carbon footprint

across the globe.

Thought leader on a transformational Information Systems strategy for BHP Billiton Iron Ore with **potential \$4B+ NPV**

Designed and planned integration of HWE mining IT landscape with BHP Billiton with 0 safety incidents and over 50% under budget.

and over \$140m+ in savings.

Realised management practice needs a redesign, especially given digital age.

- Russell Ackoff

Started ActionTwelve...

Out of corporate life into startup mode, discovering #newmanagement

Designed

world.

2017

large project

building a largest

iron ore hub in the

First ActionTwelve pivot, away from consulting towards education,

coaching and advisory

Future

"If we are gaining the power of gods, then without the love and

Technology strategy and architecture review and recommendation for an energy

utility company operating model for complex \$4B

wisdom of gods, we self-destruct."

Writing a book is hard, finding clients interested in a better future is hard...

- Daniel Schmachtenberger

Hope to make a difference in... - collective intelligence

- distributed situational leadership

- from shareholder view to stakeholder view

regenerative relationships

1997

• Software Leadership, Architecture & Engineering

2007

Team formation and management

Freelance Consultant

Management Consultant

Enterprise Architect

Journey One

 Manager Digital Transformation Head of Information Systems

Strategy & Planning

BHP

Founder

Action Twelve

Accomplishments Personal milestone

Career milestone

Employment

Beyond 42

Co-Founder

Action Twelve