

The background of the image is a complex, abstract pattern resembling liquid paint splashes or marbled paper. It features a variety of colors including deep blues, purples, reds, and greens, all set against a light, textured grey base. The splashes are irregular and organic, creating a sense of movement and depth. In the center of the image, there is a large, white rectangular box that serves as a backdrop for the text.

# THE DIRTY WORK OF SUCCESS.

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# About Me.

- Values-led entrepreneur passionate about building businesses that are as strong behind the scenes as they are in the spotlight.
- Passionate about a practical, people-first leadership style and turning structure and systems into real growth across multiple industries.
- I believe in leading with purpose, backing people with potential, and creating work environments where consistency, accountability, and respect are non-negotiable.
- I've built multiple businesses from the ground up — proving that with the right mindset, clear vision, and hard work, even the most unglamorous industries can become platforms for powerful success.



**Brandon Diplock**  
PORTFOLIO DIRECTOR

*All About House*



# The Journey.

## **Team Size & Locations:**

- 9 Cleaners
- 50 Clients

## **Senior Management Team:**

- Director

## **Fleet:**

- 3 Vehicles

## **Team Size & Locations:**

- 60 staff members across Blackwater, Mount Morgan, Rockhampton, Yeppoon, and Emerald.
- Serving 135+ clients across various industries.

## **Senior Management Team:**

- Director
- Operations Manager
- People & Business Culture Coordinator

## **Management & Office Support:**

- Accounts
- Team and Inventory Manager

## **Operational Structure:**

- 3 Field Team Leaders overseeing daily operations.
- Cleaners working in part-time, full-time, and casual roles.

## **Fleet:**

- 9 Vehicles



# Build with Purpose.

## Set Standards & Systems.

- Success starts with clear expectations.
- Systems create consistency — even when you're not there.
- Clear standards help your team deliver at a high level every day.
- Don't wait for growth to build systems — start early.
- Strong systems free you to focus on leadership and innovation.

## Protect your culture.

Hiring intentionally: The cost of a wrong hire vs building a strong culture early

- Hire slow, terminate fast.
- Hire for values, not just skills.
- A wrong hire costs time, money, and team morale.
- Start building a strong culture from the very first hire.
- Prioritise quality over speed — it protects your growth.
- The right people in the right seats create unstoppable momentum.

## Growth & Optimization (Ongoing)

- Strong businesses are built on strong leaders.
- Staff don't leave jobs — they leave poor leadership.
- We focus on developing leadership at every level by investing in training, upskilling, and creating pathways for growth within the business.
- We believe diversity strengthens teams, so we actively create opportunities for people from all backgrounds to step into leadership and specialised roles.
- When you invest in your people, you're investing in the long-term success of your business.

# Identifying Growth Opportunities.

IDENTIFIED GAPS THROUGH REAL CONVERSATIONS WITH CLIENTS	WATCHED COMPETITORS — AND NOTICED WHAT THEY WEREN'T DOING WELL	STAYED CLOSE TO INDUSTRY CHANGES AND CUSTOMER NEEDS	FOCUSED ON FLEXIBILITY — GROWING AND ADAPTING AS OPPORTUNITIES EVOLVED
<ul style="list-style-type: none"> <li>Identified a service gap through direct client conversations.</li> <li>Developed a streamlined system based on client feedback.</li> <li>Enhanced trust by aligning services with client needs.</li> <li>Delivered a more relevant and in-demand offering.</li> <li>The “Do It For Me” Market.</li> </ul>	<ul style="list-style-type: none"> <li>Observed competitors offering similar services but lacking in customer experience.</li> <li>Identified an opportunity to differentiate by enhancing service quality and attention to detail.</li> <li>Prioritized customer experience to stand out in the market.</li> </ul>	<ul style="list-style-type: none"> <li>Monitored industry trends, including technology advancements and regulatory changes.</li> <li>Proactively adapted to meet emerging client needs.</li> <li>Adopted eco-friendly cleaning products in response to the growing focus on sustainability.</li> <li>Gained a competitive edge by aligning services with evolving industry standards.</li> </ul>	<ul style="list-style-type: none"> <li>Recognized that rigid structures limited business growth.</li> <li>Adapted service offerings to align with evolving market demands.</li> <li>Introduced flexible service packages tailored to diverse client needs.</li> <li>Expanded market reach and maintained relevance through adaptability.</li> </ul>


The biggest shifts in business come from the way you lead — not just what you do.

# Mindset & Innovation.



Feature	Growth Mindset	Fixed Mindset
People	Delegate early and build trust	Micromanage everything yourself
Leadership	Empower your team with real ownership	Hold onto every decision yourself
Development	Invest in leadership development	Assume people will "figure it out"
Adaptability	Stay flexible and adapt as you grow	Stay stuck in old ways of working
Systems	Build simple systems to support growth	Rely on memory or "wing it" daily
Mindset	Focus on continuous learning and mindset	Resist change and fear failure





RIGHT PEOPLE  
+  
RIGHT SYSTEMS  
+  
RIGHT MINDSET  
=  
SUSTAINABLE SUCCESS

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Q&A.

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