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socialtraction  
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abn: 18 766 727 546  
p: +61 (0) 438 542 217  
e: [info@socialtraction.co](mailto:info@socialtraction.co)  
w. [socialtraction.co](http://socialtraction.co)

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socialtraction  
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Creativity. Strategy. Leadership. Success.

*Some people look at the world as it is,  
and ask 'Why?'*

*Others look at the world as it might have been,  
and ask 'Why not?'*

*Still others dream of the world as it might yet be,  
and ask 'How?'*

*Social Traction exists to help people who dare to dream of a better world.*

*We support people like you - people who work to enrich the lives of others  
and who open doorways of opportunity for those facing complex social  
and economic disadvantage.*

## Michael Maxwell

BTh, Dip A, Grad Dip Ad Ed (VET), M Soc Sci GAICD

Michael is Social Traction's Principal. He has worked in the Community Sector for thirty years creating and developing community services and social enterprises that have generated significant measurable outcomes. He combines his hands-on experience with post-graduate qualifications in Adult Education and Social Science.

Michael is proud to be a Fellow of the School for Social Entrepreneurs and member of the Australian Institute of Company Directors, the International Association of Community Development and the International Association for Public Participation (IAP2)



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**socialtraction**  
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- innovation & creativity
- strategic direction
- leadership development
- embedding success



### ► Innovation & Creativity

Let your creativity loose. Social Traction will resource you and your team to explore ways to turn dreams into reality. We will support you with all the tools you require to get your ideas on paper, build value-adding stakeholder connections and develop innovative and effective project plans.

- Innovation
- Exploration
- Networking and Connection
- Project design
- Stakeholder relationships



### ► Strategic Direction

Key to success in any endeavour is a clear and strategic plan. Such a plan will drive organisational development and be supported by strong internal systems that harness and align your resources while understanding risk and managing compliance. Social Traction, with its strategic management experience, will walk with you through this process.

- Enterprise
- Organisational development
- Project Management
- Policies and Procedures
- Risk and Compliance
- Strategic Planning



### ► Leadership Development

You and your people are your greatest assets as you pursue your vision. Social Traction will help develop your strengths and capacity as well as those of your team, governance and organisation. All of these will be critical success factors as you build an organisational culture that thrives on transformative growth. We can also support your personal development through professional supervision and engagement in quality reflective practice.

- Culture
- Governance
- Capacity
- Staff Development
- Change Management
- Professional Supervision



### ► Embedding Success

Social Traction will work with you, in both the short and long term, to embed your achievements into a sustainable operation. Your crafting of a clear and straightforward Sustainability Plan can ensure the continuity of outcomes that make a genuine and meaningful impact on your world.

- Vision
- Funding
- Outcomes
- Service Review
- Continuous Improvement
- Structuring for Success

*... dream of the world as it might yet be ...*