



Torque**Point**

Creating Wins With Smart Global Thinkers

June 2025
Capability Statement

About Us

Smart organisations and teams seeking unique ways to design, test and execute strategy are a perfect match for TorquePoint consultancy services. We work to disrupt conventional thinking and planning because if you plan like everyone else you will perform just like them too.

You can watch a short (2m 25s) video about TorquePoint on YouTube by following this link <https://youtu.be/ISX5Wetdqco>

23 INDUSTRIES WORKED WITH



20 COUNTRIES IN CLIENT BASE



Our **Vision**

Internationally recognised as architects of strategic success

No plan survives first contact with the market. Testing strategy to counter this is crucial because most organisations are notoriously lacking in objectivity about their own weaknesses and threats. TorquePoint works with organisations to plan and test strategy in unconventional ways. Our results produce resilient organisations able to adapt to and prevail in conditions that threaten others.

TorquePoint clients are able to draw on our unique fusion of commercial and political experience, military planning techniques and the latest thinking in disruptive strategy. This includes a comprehensive analysis of competitors and the environment, development of appropriate plans and, most importantly, testing those plans using tools rarely seen in the corporate world. The lessons learned provide a solid launch platform for achieving your organisational goals.

We find opportunities where others see danger. We strive to be creatively provocative. Capability transfer to our clients is an integral part of our business process. We do not believe in building dependencies.



Our **Services**



Simulations

The design and conduct of medium to large scale simulations

We're small and intend to stay that way so you're always dealing with our principals. However, we have a large pool of contractors that provide the agility we need to undertake any scale assignment. Nothing we do is "off the shelf" – every programme and project is designed for individual clients.



Plans

Strategy is not what you plan but what you execute. Creative leverage is a must

- We design and conduct medium to large scale business simulations with a particular focus on disruptive innovation
- We design creative plans for executing your strategy
- We advise on how to get best effect from your interactions with politicians and officials
- We conduct experiential learning programmes ('ELPs'), both publicly and in-house, in political lobbying, governance and several management topics



Learning

Adults learn best by experience, not sitting and listening

- We undertake market and environmental analyses for your product or sector
- We conduct bespoke research including Board evaluations
- We provide pro-bono assistance for humanitarian projects



Research

Time spent understanding your business environment is never wasted





Our Values

C

Challenge

We are creatively provocative - expect the unexpected

O

Optimism

We find opportunities where others see danger

I

Innovation

We prefer the path less travelled in seeking leverage

F

Fit

We seek out clients where there is organisational fit between us

F

Fun

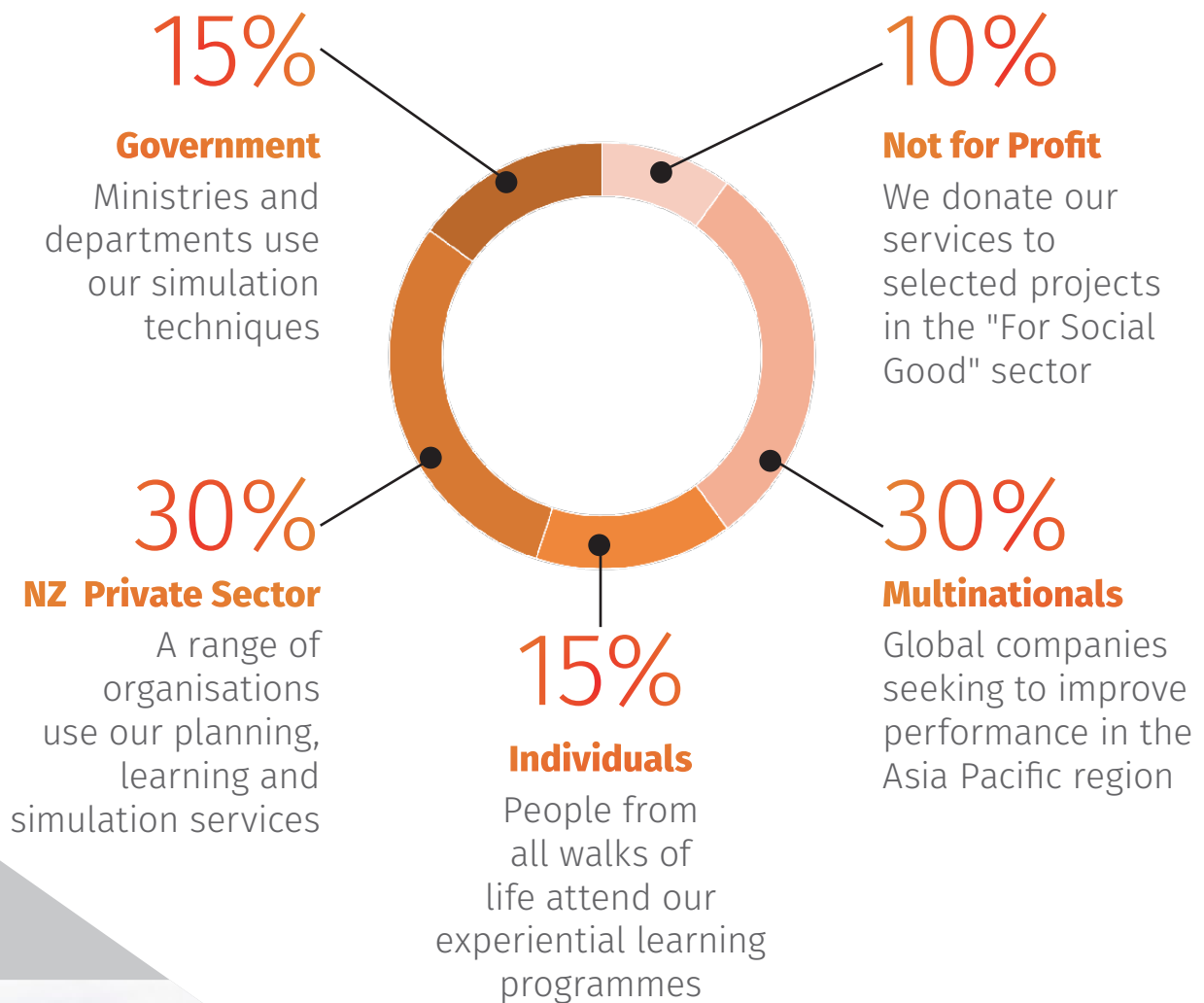
If work can be fun you are already half way there

E

Energy

We create the strength and vitality required for success

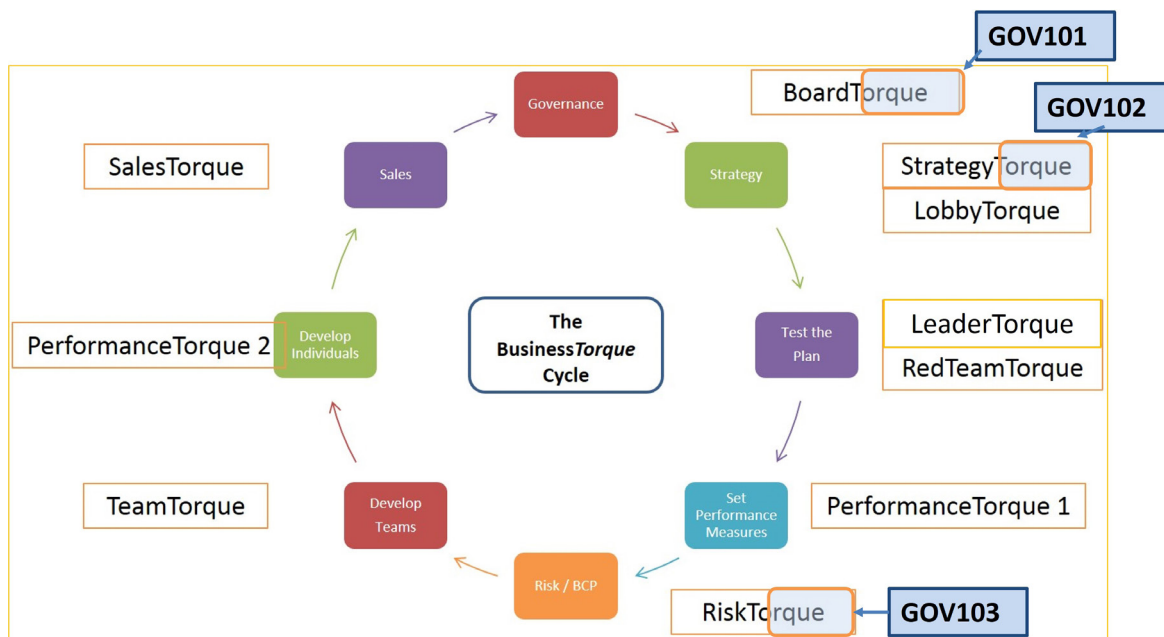
Who Chooses



Our Methods?

- Our largest simulation in New Zealand involved 140 delegates in three separate industry streams testing plans for market entry into the United States
- Our largest international simulation to date involved 80 delegates from 20 countries over 2 days in Singapore exploring product resilience in the face of disruptors
- Our flagship experiential learning programme is LobbyTorque. This focuses on effective political lobbying in New Zealand and runs up to 6 times per year. Over 150 people, to date, have attended this programme
- Our pro bono projects have included village restoration in Fiji following Cyclone Winston and the cleaning and restoration of service graves through the NZ Remembrance Army.

BusinessTorque Experiential Learning Programmes



Sector Experience

Since the early 90s, the TorquePoint crew have amassed a wealth of experience in many industries. This includes hands-on experience working within and consulting to many companies as well as researching, teaching and publishing. The list on the facing page is indicative of the breadth we bring to your assignment.



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- Central and local Government
- Health (Primary and Secondary)
- Pharmaceuticals
- Banking and Finance
- Scientific research centres
- Defence
- Aviation
- Agribusiness and agritech
- Engineering and manufacturing
- Education (all sectors)
- Electricity and Gas
- Advertising
- NGOs and voluntary organisations
- Adventure tourism
- Primary producer boards
- Dispute resolution
- Apparel
- Food and Beverages
- Viticulture
- Professional services
- Workforce management
- Infrastructure and Construction

Our Crew



Hon Heather Roy
Chief Engagement Officer

In addition to being a director and principal of TorquePoint, Heather Roy is a professional director and Chair of the Security and Reliability Council (advisor to the Electricity Authority) and Financial Advice NZ. She is also on the board of Port Marlborough Ltd, the Banking Ombudsman Scheme and Robinson Construction Group Ltd.

Heather was elected to the New Zealand Parliament in July 2002 and retired in November 2011. During her 3 terms in parliament she was a Minister of the Crown from November 2008 until August 2010 as Minister of Consumer Affairs, Associate Minister of Defence and Associate Minister of Education. From 2006 - 2010 she was Deputy Leader of the ACT party as well as party whip. Heather has also served as a Reservist in the NZ Army. She joined the army as a Field Engineer in 2006 and was a commissioned officer in the New Zealand Defence Force Headquarters until April 2016.

Physiotherapy was Heather's earlier career, working both in New Zealand and the United Kingdom. In the 1990s she was a Clinical Trial Coordinator for a number of pharmaceutical companies involved in multi-national trials. Heather also set up the position of Manager of a private kindergarten and was the Publicity Officer for the New Zealand Portrait Gallery in 2001. She has undertaken many voluntary roles and committee positions associated with her children's schooling and sporting activities – great places to learn the difference between governance and management! Heather has also tried her hand at fundraising, being the Gala Convenor for 8 years at the primary school her children attended.

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Small Team - Big Reach



Dr Simon Ewing-Jarvie
Chief Disruption Officer

A disruptive thinker, experienced leader and dynamic change manager. Simon learned the basics of getting the best from people literally from 'the ground up' as a New Zealand Army Infantry Officer with training in Australia, New Zealand and Canada. This was confirmed in senior roles on peacekeeping operations in Sinai and East Timor. He formalized his hands-on leadership experience by completing a business degree in human resource management while still serving in the Army.

Simon adapted this knowledge and experience effectively into the commercial scene in the 90s as a business consultant in a mid-sized company that was deeply involved in the deregulation of the NZ marketplace. Later, he ran an aviation company and was a human resource manager with a large bank. This was interspersed with periods of concurrent study and teaching (HRM, leadership and management) at university in order to gain Masters (Comp Sci) and PhD (Business) degrees while continuing to serve as an army reservist.

Since that time, Simon has managed a company with operations spanning consultancy, internet marketing, multimedia publishing and training. He has also been the senior advisor to a Minister in the National-led Government of New Zealand. He is a director and principal of TorquePoint and NISI Ltd and is also a keen newcomer to fiction writing.



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