

**STRAIT FORWARD**  
**SOLUTIONS**



# Capability Statement



**2026**

# People-led improvement. Practical strategies. Sustainable results.

If you've been around business for a while, you've probably seen this play out. A new improvement approach arrives, a few tools get rolled out, and for a moment it feels like things are about to shift. Then the consultants wrap up, the slide decks get tucked away, and everyone gets back to the real work.

A few months on, not much has actually changed. The same problems are still there - sometimes even more tangled - and a few new ones have joined the mix. The tools aren't being used, the team has moved on or lost interest, new people have come in, and the "lasting improvement" never really landed.

At **Strait Forward Solutions**, I'm here to break that cycle — and I don't do it alone. I don't drop in with a pre-made fix. I work alongside clients and their teams, building practical, people-led solutions that actually hold up in the real world. Everything I deliver is grounded in how the business really runs, shaped around timing and capacity, and designed for long-term impact.

Whether it's **Lean, Continuous Improvement, Change Management**, behavioural based **Coaching**, or **Strategy Development** I bring real experience, high EQ, and genuine respect for the people doing the work. And when the work calls for it, I bring in trusted collaborators who share the same values and standards.

Because meaningful improvement doesn't come from a one-off push — it comes from moving forward together with trust, clarity, and shared momentum.

# Who We Are



From little things, big things grow.

Our approach is grounded in trust, clarity, and hands-on support - tailored to **your** team, **your** goals, and **your** context.

We don't just consult. We co-create, coach, and grow operational roots, from the ground up.

Built on **Experience**.  
Backed by **Results**:

2023

Strait Forward  
Solutions founded

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17+

Years of Industry and  
Coaching experience

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110+

workshops facilitated  
with measurable  
outcomes

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700+

hours of business and  
workplace coaching  
across multiple layers  
of leadership

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# Our Purpose & Vision

At Strait Forward Solutions, we exist to make business improvement real, practical, and sustainable.

**Our purpose** is to empower people and teams to solve the right problems, at the right time, in the right way. **Our vision** is to be the trusted partner for practical, sustainable business improvement, known for real results and an unwavering commitment to our clients' success. We **envision a future** where businesses don't call on us to chase performance or fix problems. Instead, they're equipped to lead and solve - enabled through quality coaching, strong teams, effective strategy building, and solid partnerships.

We help businesses move forward by making improvement feel achievable, useful, and people-led. We work alongside teams to **build capability, solve operational challenges,** and **embed behaviours** that support change that lasts.

*Because real solutions aren't  
delivered to you, or for you.*

*They're built with you.*

*Forward. Together*



# Why I Do This Work & Why It Matters



*With over 22 years of operational experience across hospitality, logistics, mining, and industrial sectors, Carmen Irwin brings strategic clarity, practical know-how, and a deep respect for human capability to every engagement.*

Carmen grew up in country South Australia, with deep roots in farming and a lifelong drive to be a force for good. From volunteering with adults with disabilities to working all over Australia with one of the world's largest mining companies, her path has always been people-led, results-driven, and sleeves-up. Her reach is broad: leading large-scale transformations and SAP implementations, while also partnering with small and local businesses to build their own capabilities and improvement roadmaps.

Carmen founded Strait Forward Solutions to challenge the sugar-hit approach she often saw in business improvement. Her philosophy is simple: real change is built with people, not delivered to them. She's an Associate Certified Business Coach (ACC), Lean Six Sigma Black Belt, accredited DISC, Driving Forces and EQ TTI insights facilitator, Traiuner and Assessor, AgilePM accredited trainer and holds multiple Change Management certifications. She's known for tailoring tools and messaging to fit each client's unique context, from food producers and local manufacturers to large coal producers.

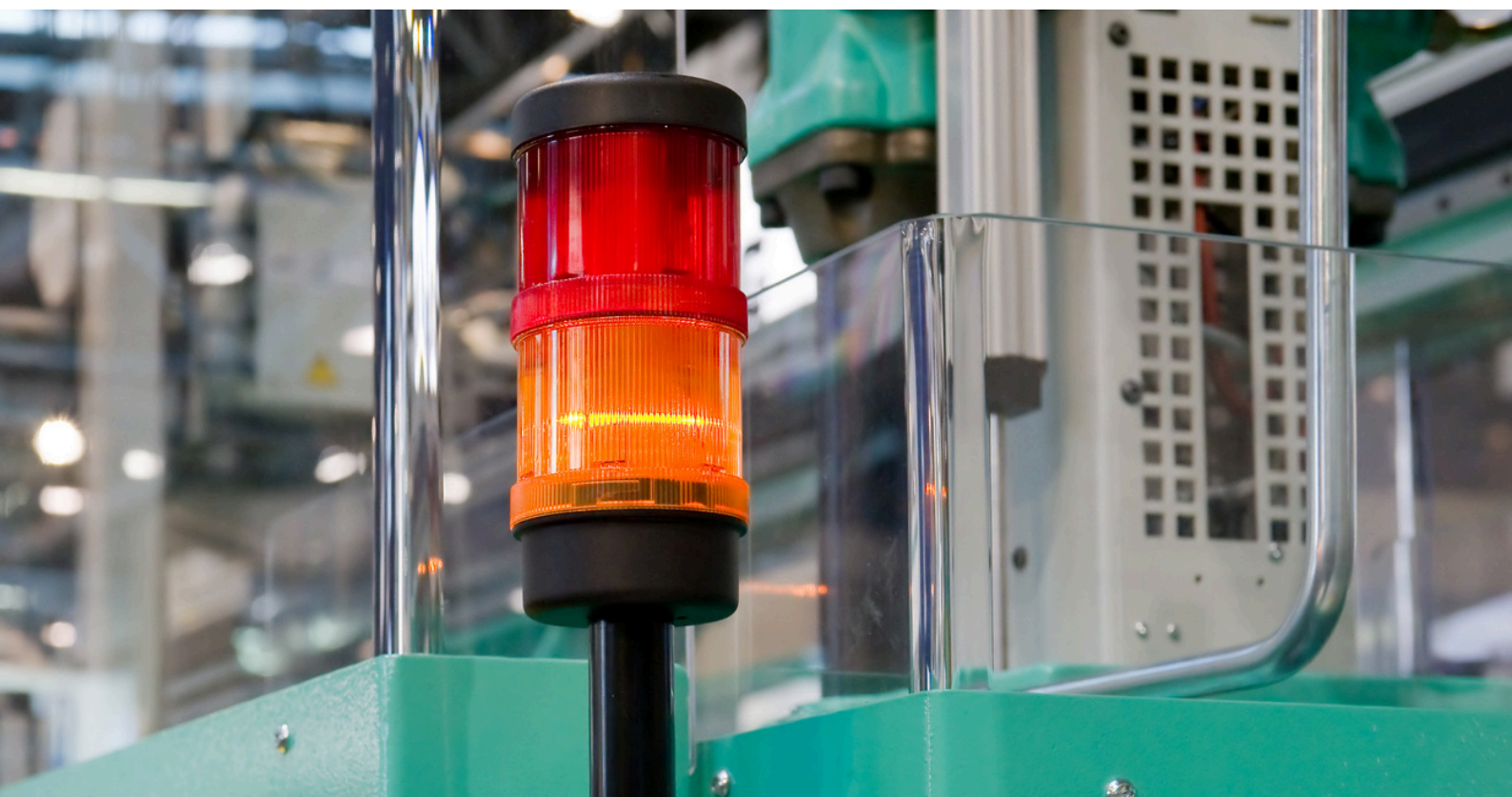
*I started Strait Forward Solutions because I kept seeing small businesses caught in a loop - working hard, juggling priorities, but struggling to build a strategy that actually fits. People had ideas. They saw the problems. But they weren't sure how to turn that insight into action. And when they tried, they were often met with complexity, jargon, or frameworks that felt disconnected from the real work. Lean thinking, in particular, seemed out of reach - too rigid, too corporate, too far from the heart of what they do. But it doesn't have to be. Improvement can be practical, human, and tailored.*

*It can start with what's already working and build from there. Strait Forward Solutions is about helping businesses find clarity, confidence in their direction, and capability in their teams. 'Forward. Together' isn't just a tagline - it's how I work, how I listen, and how I help businesses grow without losing who they are.*



# When Change Doesn't Stick

Rework is one of the most underestimated drains on business performance and it's not just about fixing mistakes. It's about lost time, diluted value, fixes that unravel, and missed opportunities. At Strait Forward Solutions, we understand these risks deeply, and the impact they can have on our clients' success.



52%

of rework occurs simply from poor communication and bad data

Miscommunication and bad data are responsible for over half of all rework incidents

88%

risk of regression with poor sustainability efforts

Even when change efforts hit initial targets, many organisations regress because the systems, rhythms, and behaviours needed to maintain momentum were never embedded

28%

impact to bottom line due to waste and rework

Multiple studies suggest rework can lead to a significant reduction in profitability due to wasted labour, delays and reputational damage

# Sustainable improvement starts with those who make it happen

At Strait Forward Solutions, we work with our clients **to start with the end in mind**. That's why we focus on embedding solutions from the start: building ownership, designing fit-for-purpose systems, and putting controls in place that future-proof the effort.

These solutions aren't just delivered. They're wheel-chocked in strategies co-created with our business leaders, ensuring they're grounded, owned, and effective.

Because when improvement is built to last, rework becomes the exception - not the norm.

## Strategy

Planning systematic and

a plan of action

Cluster of decisions

what actions to take,

# What We Offer & Why It Gets Results

Strait Forward Solutions helps organisations improve how they work — from the frontline to leadership. We specialise in Lean implementation, operational coaching, and change management, with a focus on practical delivery and long-term capability building.

Our services include:

- Individual and team behavioural assessments including DISC, Driving Forces and EQ
- Operational Excellence Assessments and Improvement roadmaps
- Workshop design and facilitation (e.g. Value Stream Mapping, 5S, Standard Work)
- Lean Six Sigma project support and facilitation
- Operational coaching for leaders and teams
- Change management planning and delivery
- Continuous improvement strategy and execution

Whether you're scaling operations, solving bottlenecks, or embedding a culture of improvement, we tailor our support to meet your goals.

Our approach is grounded in experience, not theory. We combine proven frameworks and a deep understanding of how people and systems interact.

Clients trust us because:

- We **work alongside teams**, not over them
- We **tailor every engagement** to fit the organisation's context and readiness
- We **apply structured methods** that drive clarity, ownership, and results
- We **focus on outcomes** that are practical, scalable, and sustainable

*"Improvement sticks when people own it.*

*That's why we build capability - not  
dependency."*

# How We Do It

We deliver our value through a structured, people-led approach grounded in Lean thinking, coaching, and proven change methodologies.

We start by understanding the client's operational context, readiness, and goals. From there, we identify possible opportunities using a mix of practical tools and frameworks, including:

- Lean Six Sigma (DMAIC, PDCA, 5S, Standard Work)
- Operational Coaching (GROW model, performance conversations, frontline leadership development)
- Operational Excellence Audits and Pulse Checks
- Change Management (PROSCI ADKAR, APMG Agile Change)
- Continuous Improvement Facilitation (Waste Walks, Value Stream Mapping, Root Cause Analysis using Ishikawa diagrams)

Our delivery is collaborative and hands-on. We work alongside teams to build capability - not dependency - ensuring improvements are embedded, understood, and owned by the people closest to the work. Every engagement is shaped by the client's culture and operational reality and an agreed cadence. We don't apply templates, we co-design solutions that are practical, scalable, and sustainable.



# Let's Move Forward, Together

Whether you're ready to kick off a project, explore a partnership, or simply have a conversation about what's possible - we're here for it. At Strait Forward Solutions, we believe the best outcomes start with real connection and practical collaboration.

We don't do cookie-cutter. We listen, we tailor, and we walk alongside you to build solutions that stick.

**Book a complimentary consultation** and start a conversation that's grounded in clarity, built on trust, and focused on what matters most to your business. We look forward to hearing from you!

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# STRAIT FORWARD SOLUTIONS



ABN: 39 678 054 656

ACN: 678 054 656

Combined Professional Indemnity & Public Liability Insurance



**Business  
Chamber**  
QUEENSLAND