

KEITH CLELAND

Throughout a career that began as a navigator in commercial shipping, to working in international management consulting, then as a professor in financial management at universities in Australia, New Guinea, and Germany, Prof. Keith Cleland is a highly credentialed academic and business professional whose natural inclination has always been to challenge conventional thinking.

Keith has been an innovator in business management for more than 25 years, noticing similarities in the poor performance of companies first as a consultant and then in solving those problems by conceiving, designing, and implementing his business management software, TARI for Business™.

Keith's qualifications and work experience can be characterised as being of tremendous breadth and depth in business nationally and internationally. During his work in the commercial world, Keith gained his BA, MA and PhD on Business Administration in Developing Countries, as well as earning an FCPA qualification.

His understanding of business was consolidated in his subsequent roles in international management consulting, the building and ongoing support for a 6000 student university in Southern China, the establishment of Commercial Services Polytechnic – Singapore, and Chairmanships of an Australian listed company and a UK public company.

In retrospect, the sum total of honing his diverse training (that also included a Dip Ed) and business experience has provided a unique foundation from which to develop and refine his ideas about the fundamental nature of business and how a business leader could best understand the performance of the business, and adjust the critical drivers of the business, in real time.

Those who have known Keith for a long period of time, however, say his greatest attribute is his ability to apply himself to any business situation, and communicate with business leaders and business owners in highly constructive and effective ways.

“Keith has the ability to take a complex business situation and explain it in simple terms. That's particularly important for business owners when you're talking about the financials,” says Tom Moon, one of Australia's leading TARI for Business™ advisers. “He can sit down and look at the detail of any business and explain the issues in a way the business owner understands. I've seen him talk with a swimsuit manufacturer then a driving school, and in each case identify key drivers of productivity and profitability for those businesses and using TARI™, show the owners how to lift their performance.”

In addition to his career-encompassing role as director of Focus Based Management and creator of TARI for Business™, Keith is currently Adjunct Professor of Financial Management, in the MBA program of the Institute of International Business Relations GmbH, in conjunction with the Kassel International Management School, Darmstadt, Germany. The Faculty is comprised of professors from universities of Oxford, Brussels, Louvain, Berlin and London Business School.

