

**SDA LTD**

An Introduction to

**James R. Lynch** QSM; DipBS

**Managing Director  
SDA Ltd – Systems Design Analysis  
Management Systems and Training Designers  
P.O. Box 17054  
Wellington, New Zealand**

## CV Summary

**James R. Lynch QSM, Dip.BS**

### *Background*

- Born **New Zealand**, 11 September 1947. Married, 2 adult children. Resident of Wellington, New Zealand.

### *National honours*

- Awarded the **Queen's Service Medal (QSM) 2001** for services to conservation in New Zealand.

### *Local honours*

- **Founder** (1992) of the **Karori Wildlife Sanctuary**. Now Founder Vice Patron
- Finalist '**Wellingtonian of the Year**' (2000) and two **Wellington Civic Awards** (1997 and 1999) for services to Wellington in conservation.

### *Sphere of work experience*

- I have operated at the national and local political levels and I have commonly dealt with Chief Executives/General Managers in client organisations.
- Most work is undertaken at a sector, national or organisational level.
- I have experience of numerous sectors:
  - Conservation
  - Insurance
  - Heritage
  - IT
  - Agriculture
  - Welfare
  - Energy/mining
  - Government administration.

### *Professional work experience*

- Self-employed specialist designer of large-scale management systems and management and specialist training programmes (1981 to date).
- Designed over 40 **enterprise-scale Performance/Business management systems and training** programmes for some of New Zealand's largest **private and public** enterprises (State Insurance, Department of Social Welfare, Justice Department, Accident Compensation Commission (ACC), Department of Conservation and many others).
- Developed sector and organisational scale **training frameworks and needs analyses**.
- Private contractor to New Zealand's **Department of Conservation** 1993 to date, involved in design and writing of many of Department of Conservation's major management system developments.
- Winner New Zealand Association of Training and Development (NZATD) national '**Outstanding Instructional Product**' award, 1993.
- Practising, published national level **cartoonist** 1979/86.
- Placed 2<sup>nd</sup> in Cartoonist Section national **Qantas Press Awards** 1983.

### *National professional awards*

### *Other national awards*

### *Innovator*

- Notable innovator in training design, management system design and conservation.

## *Background*

**Full Name:** James Robert Lynch

**Date of Birth:** 11 September 1947

**Status:** Married (to Evelynne Lynch)  
2 adult children

**Resident:** New Zealand  
2/53 Kotare Street, Waikanae

**Postal Address:** 2/53 Kotare Street, Waikanae, 5036

**Telephone:** NZ (0064) (04) 293 5587  
Mobile: 027 2205430

**Email:** jimeve@xtra.co.nz

## *Education*

- Educated Hukerenui District High School and **Massey University** (extra-mural)
- **Dux** of Hukerenui DHS 1964
- Postgraduate **Diploma in Business Studies (Dip.BS)** Massey University 1984 (with distinction)

## *Professional Training and Experience*

*Wide experience*

*Self-employed*

- Trained as **Instructional Designer** – Criterion Referenced Instruction (**Mager and Pipe, USA**)
- Trained as **Management System Designer** – ‘Blueprint for MBO’ (Abney Asstes, USA)
- 17 years experience in **operations and line management** – public sector
- 24 years experience in large scale and complex **management system design**
- 22 years as **owner/manager** of successful design consultancy – SDA Ltd.

## *National and Local Honours*

- Awarded **Queen’s Service Medal (QSM)** in 2001 for national services to conservation.
- Finalist in the **Wellingtonian of the Year 2000** for community services to conservation.
- Two **Wellington civic awards** for services to the city and conservation 1997 and 1999.

## *Sphere and Scope of Operation*

*Wide sector experience*

- I have worked at a national or large organisation level in the following sectors:
  - Fisheries
  - Insurance
  - Museums
  - Manufacturing
  - Energy/mining
  - Justice
  - Government administration
  - Telecommunications
  - Conservation
  - IT
  - Agriculture
  - Welfare
  - NGO/community enterprises
- During my work career I have worked at national and local political, board/governance, senior executive, middle management and operator level.
- I routinely work at Chief Executive and General Manager level.
- I have the skills and methodologies to operate in management or skills training design in any organisation at any level from governance to operator.

## *Professional work experience*

*Goods and Services Tax (GST) training and systems*

*Specialist in management systems and planning*

*Training design*

*Training needs analysis*

*Software (IT) design*

- My professional career began in **operations and line management** in the Department of Social Welfare (New Zealand's largest government department) where I rose to **National Training Manager** responsible for the training and development of over 5000 staff.
- In 1984 I formed my own **specialist management systems and training design** consultancy and our first project being the groundbreaking national **goods and services tax (GST)** system design and training project for the **Inland Revenue Department** where I was responsible for the training of over 800 staff for the introduction of GST.
- Since then I have designed over **15 major management systems** for some of New Zealand's largest organisations – private and public (including State Insurance, Justice Department, Internal Affairs Department, Department of Conservation and others).
- My speciality in management is **business and performance management** including strategic planning, business planning, management information, budgeting and reporting, quality management and performance planning.
- I have written **business and performance planning training** programmes for many large organisations including the Accident Compensation Commission (ACC) for which I won the New Zealand Association of Training and Development (NZATD) national award (1993) for '**Outstanding Instructional Product**'.
- I have written directly over 30 **training programmes** in specialist areas including taxation, social welfare, conservation, insurance, **marketing and sales, customer contact**, privacy and many others.
- I have conducted **sector and/or national scale training needs analyses** in insurance, welfare, taxation, agriculture, museums, conservation and Maori development.
- I have developed proprietary **software products** in integrated management systems as part of my business products and services and been involved in software-based management system design for client organisations.

## *Special Achievements in Conservation*

### *Special expertise*

- I have recognised special expertise in **ecology and conservation** relating to:
  - conservation management
  - conservation education and training
  - community conservation
  - economics and conservation
  - urban and social aspects of conservation.

### *Founder of Karori Wildlife Sanctuary*

### *Landmark project*

- In 1992 I proposed to the Wellington City Council the concept of the **Karori Wildlife Sanctuary**, New Zealand's first urban wildlife sanctuary, is notable for its location (2km from Parliament) and its unique 8km predator-proof fence surrounding 640 acres (252 hectares) of natural habitat. (See website: [www.sanctuary.org.nz](http://www.sanctuary.org.nz))
- This landmark project has created enormous international and national attention for several reasons including:
  - advanced predator exclusion techniques
  - its urban environment and social impact
  - its economic influences.
- My role in this project is extensive including (over the past 10 years):
  - Development of the original concept and vision
  - preparation and presentation of the original proposal
  - chaired and managed feasibility studies
  - preparation of business plan, restoration strategy and development plans
  - prime advocate and speaker
  - governance, as deputy chair of the Trust and chair of the Conservation Committee – now Founder Vice Patron
  - leader of the strategic and governance restructuring 2001/2.

## *Contractor for Department of Conservation*

### *Natural Heritage Management System*

### *A groundbreaking system*

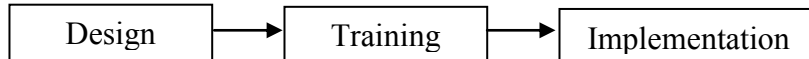
### *Business Process Definition*

- As part of my consulting business I have been integrally involved in the development of many of the NZ **Department of Conservation's** (DOC) major management systems and training programmes.
- DOC's proposed **Natural Heritage Management System (NHMS)** is a major system designed to manage, at a national to local scale, all natural ecosystems, threatened species, natural features and invasive species. It is a programme of considerable scope and scale and will have profound effects on the way DOC and other natural resource management agencies conduct their business.
- In 2004 I was asked by DOC to manage the process of outlining the system for NHMS. This involved:
  - coordinating the views of scientists, policy and line staff involved
  - developing a business case for the system's funding.
- I left this position in 2005, following completion of the business

*Other DOC management systems*

case, to return to private consulting.

- I was contracted to complete the Business Process Definition for this system – completed 2007.
- Between 1995 and 2002 I have also lead the design on a range of large-scale and complex **management systems** in other DOC operational areas including:
  - the **Visitor Asset Management System (VAMS)**
  - the **Business Planning System**
  - a number of **standard operating procedures (SOPs)**.
- All of these systems and SOPs are highly complex and technical. My involvement in all of them has included:



*Special skills and qualities*

*Innovation*

*Planning and management*

*Presentation and facilitation*

*Working with people*

*Specialist design*

*Personal interests*

- During my career I have always been **an innovator** and shown the ability to advance knowledge and methodologies in the fields I have chosen. This is evidenced by the national awards and honours I have won for work in my chosen field.
- I have special skills in **strategic, business and project planning** and management and a wide knowledge and understanding of **management and management systems**.
- I have proven skills in **presentation** to large or specialist audiences and **facilitating** large or small specialist groups. The plans and reports I produce are widely admired.
- I have the ability to relate to and **work with a wide range of people** from the political to the operator environment.
- I have developed unique skills and **processes** for the **analysis, design and implementation** of large scale and complex management systems and training. This includes IT systems analysis and design.
- I have a wide range of **personal interests** and pursuits including cartooning and art (2<sup>nd</sup> prize, cartoonist section national press awards – 1983), music, sport, heritage, history.

## *Chronology of Work Experience*

### *National Award*

1984 to 2004	<b>Self-employed Contract Designer</b> Major clients include:
1994 to 2008	Management Systems Design and Technical Training – Department of Conservation (10+ programmes)
2001 to 2004	National Training Framework – Te Papa Tongarewa Museum of NZ
1993 to 1996	Management Training Programme – Capital Coast Health
1992 to 1994	Management Training Programme – ACC
1989 to 1992	Business Planning/Performance Planning Systems and Training – Iwi Transition Agency/Te Puni Kokiri
1987 to 1996	Management Systems and Training – Department of Justice
1987 to 1993	Business Planning/Performance Planning Systems and Training – NZ Tourist and Publicity Department
1986 to 2001	Management/Sales/Marketing/Business Planning/ <b>Client Contact</b> – State Insurance Ltd
1986 to 1996	Business Planning and Training – MAFQuality Management
1984 to 1990	Management Training – Labour Department
1984 to 1986	GST Project – Inland Revenue Department
1965 to 1984	Department of Social Welfare (Rose to position of National Training Manager)

## *References*

### *City*

### *Conservation*

### *Karori Sanctuary*

### *Private Enterprise*

### *Public Enterprise*

- Celia Wade-Brown – Mayor Wellington City Council
- Colin Ryder – 20 Prospect Terrace, Johnsonville, Wellington
- Stephen Fuller – Ex General Manager of Karori Wildlife 23 Disley St, Highbury. Wellington. 6012
- Peter Major – National Operations General Manager, State Insurance Ltd (Reference attached)
- Peter Hughes – Professor of Government. Victoria University
- Murray Short – Formerly Justice Department and SSC (now retired) 11 Cassley Crescent, Papakowhai (Ph. 237 6780)
- Dr Jennie Harre-Hindmarsh – Formerly Te Papa 23 Murphy Road, Wainui Beach, Gisborne (Ph. 06 8632996)



Department of Conservation  
*Tē Papa Atawhai*

28 September 1999

**TO WHOM IT MAY CONCERN**

**Reference: James Lynch and Skill Development Associates Limited**

James, as principal of his company Skill Development Associates Ltd, has been involved in major contract work with the Department of Conservation since 1995.

During that time James and other members of his company have been extensively involved in the design and implementation of many of the Department's core management systems, including the Ecological Management Skills Training Programme (EMS), the Visitor Asset Management System (VAMS), the Quality Conservation Management Programme (QCM) and the redevelopment of the Department's Business Planning System. All of these are major programmes with considerable impact on the Department's operations.

During this time I have found the work of James and his team to be of a very high professional standard. All of the work completed in the above programmes has met or exceeded our expectations and collectively, has contributed significantly to the improvement in our operational effectiveness and efficiency.

In particular, the Business Planning System has been a considerable achievement successfully integrating annual direction setting and planning with finance, with the framework set for further integration with our performance measurement and reporting systems. This system has resulted in time savings throughout the organisation, especially in Area Offices. In conjunction with Departmental staff, the design work and training conducted by James and his team was central to the success of this programme.

For any complex management systems design and training task, I would be happy to recommend him and his team to you.

A handwritten signature in black ink, appearing to read 'Hugh Logan'.

Hugh Logan  
Director-General

**Head Office**

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Telephone 04-471 0726, Fax 04-471 1082





## TO WHOM IT MAY CONCERN

**Reference: JIM LYNCH AND SKILL DEVELOPMENT ASSOCIATES LIMITED**

I am pleased to have the opportunity to complete a reference for Jim Lynch and his Company, Skill Development Associates Limited.

Jim and Skill Developments have been involved with State Insurance since the mid 1980's in the design and implementation of staff training, management skills, performance management and customer care systems for our Company. He and his team have been very successful in facilitating staff workshops in developing and introducing these effective new systems.

I have always found the work undertaken by Jim and Skill Developments of a very high professional standard. Jim has brought to these complex initiatives a sharp intellect, innovative solutions and outstanding computer and communications skills. His completed reports and recommendations have always been of a very high standard.

Jim and his team have always related effectively with the Executive and staff throughout our Company.

Peter Major  
**General Manager, Operations**

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