

maxme

Maxme Pty Ltd

Brand articulation

Our mission

We exist to

MAXIMISE
HUMAN
POTENTIAL

We do this by equipping people with the **critical human skills** they need to realise their career potential and thrive.



We believe

Success isn't about IQ, it's about unlocking what makes us truly human.

Through exceptional learning experiences, our pledge is to be your trusted partner on that journey. Along the way, we'll equip you with the critical human skills, advice and support you need to realise your career potential and thrive. **Human skills upskilling for anyone, anywhere, at any time they want it.**



Differentiation

Our special sauce

DEMOCRATISED UPSKILLING

We put upskilling in the hands, hearts and minds of any human demanding it, in flexible formats that complement the flow of everyday life. Because there's no place for elitism in education - learning and growth belongs to everyone.

WHOLE OF HUMAN

Success isn't just about IQ, it's about knowing, nurturing and maintaining the emotional, physical and intellectual self. Maxme equips individuals with the critical human skills they need to better understand themselves, others, and the world in which they operate.

LEARNER FIRST

We exist for the learner; advocating, developing and designing exceptional apps, content and events to maximise their human potential. In doing so, we equip our learners with the critical 'soft' skills required to not only realise their personal and professional best, but the full potential of their 'hard' technical skills too.

EXCEPTIONAL DESIGN, ENGAGING EXPERIENCES

Everything we do is about optimising the learning experience. Engagement, ease, and enjoyability are king. We cut through with vibrant, human-driven designs and bite-size, gamified experiences to work in the flow of everyday life.



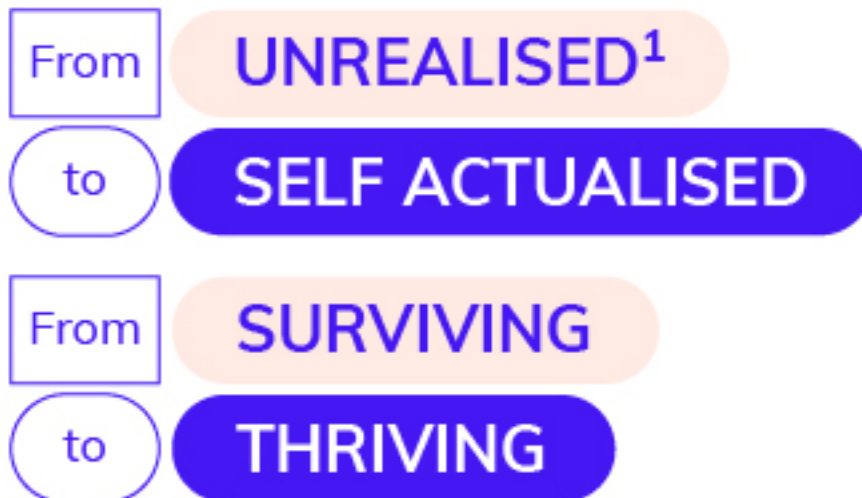
INSIGHT-BASED, EXPERT LED

Ongoing research, analysis, and insight-led decisions are key to our success. We know our methods work because we test and perfect them with hundreds of employees across diverse workplaces, sectors and geographies. We know the problems we're solving are real ones because we tap the brains, habits and lives of our users.

The change

Enabling epic transformations

PRIMARY (USER)



Equipping individuals to unlock their full potential and thrive. Greater confidence, clarity in purpose, and the ability to cut through cluttered, busy environments to achieve high impact results.



Human skills learning opportunities are often costly, ineffective, or only available to a select cohort earmarked for success. With democratisation in our DNA, we place vital human skills in the hands of any individual demanding them.

¹At Maxme, we often call this **HUMAN WASTE.**

It's a problem that hurts.

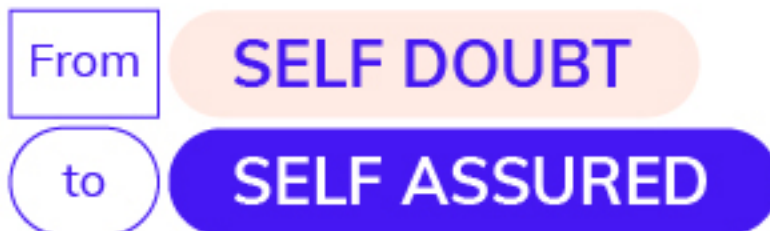
- **Failing our young people:** With employer 'time to productivity' targets accelerating each year, and simple tasks increasingly being automated, the pressure on new starters is greater than ever. After 12+ years of education, we have failed to adequately prepare our young adults for the world of work.
- **Businesses demand more human skills:** 97% of businesses require people with good human skills. Every role requires a mix of skills – both technical and human. But, Australia is facing a large, and growing, skills shortage*.
- **Human skills for success:** 2 out of 3 jobs will be human skill intensive by 2030. Human skills are critical to business performance, yet many businesses report that they are unable to source the skills they require. Skills will be the job currency of the future*
- **Better human skills better wage:** \$3,822 extra earned per year for workers with more human skills*.

*Deloitte Access Economics (2019): Premium skills The wage premium associated with human skills DeakinCo.

The change

Enabling epic transformations

PRIMARY (USER)



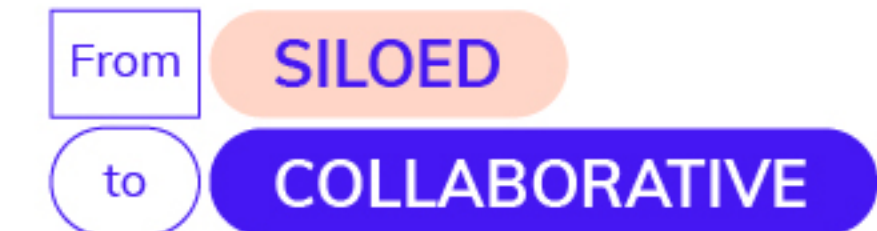
In isolating their core strengths, learners will have the confidence to embrace their unique points of difference, map a compelling career pathway and unlock their true potential.



Supporting individuals with the capability and conviction to 'own' projects, tasks, teams and responsibilities. To assume responsibility and ownership over their careers and lives.



Shifting learners from fixed thinking, single solution and wrote-based methodologies, to exponential, growth-based mindsets.



Guiding users on the power of diverse, collaborative, 'better together' problem solving versus lone-ranger, bias-prone approaches.

The change

Enabling epic transformations

SECONDARY (SOCIO-ECONOMIC)



By ‘actualising’ more whole humans, we have the power to solve broader socio-economic imperatives.

From

INEFFICIENT RECRUITMENT

to

OPTIMISED ACQUISITION

More students applying for, and landing, the right roles. More employers recruiting focused humans ready to thrive.

From

POOR GRAD EFFICACY

to

MORE THRIVING RECRUITS, SOONER

More graduates ready to hit the ground running in their formative years of work.

The change

Enabling epic transformations

SECONDARY (SOCIO-ECONOMIC)

From **FIXED-TERM TECHNICAL UPSKILLING**

to **LONG TERM, WHOLE-HUMAN ACTUALISATION**

Equipping humans with timeless, critical skills required for long-term success - creativity, adaptability, communication, collaboration, resilience and self-awareness.

From **SILOED SOLUTIONS**

to **OPTIMISATION ACROSS THE COMMUNITY**

More individuals, businesses, communities and economies working together to achieve impactful results.

From **ILL PREPARED INDIVIDUALS**

to **PURPOSEFUL HUMANS PROGRESSING A HEALTHIER WORLD**

Equipped with critical awareness of self and the environments in which they operate, Maxme grads are ready to live more purposeful, rewarding lives with benefits to themselves, and the planet too.



Our DNA

HUMANISING FOR SUCCESS



Success isn't about IQ, it's about **unlocking what makes us truly human**. That's the reason we exist - to equip people with the critical human skills they need to realise their career potential and thrive.

HERE FOR ALL THE HUMANS



Democratisation is in our DNA - we level the playing field, empowering all humans to upskill, wherever they're at. Affordable education for anyone, anywhere, at any time they want it? **Now that's a world we're excited about.**



ENLIGHTENING THROUGH EXPERIENCE



Everything we do is about **optimising learning for our users**. From gamified apps to immersive work-experience programs, captivating, effortless and, above all, **enjoyable experiences are king**. We keep the buzz alive with vibrant design, personalised content, and plenty of rewards along the way.

PROGRESSING WITH PURPOSE



We know our designs stick because we test, measure and refine them with hundreds of users across multiple workplaces, institutions, sectors and geographies. We know the problems we exist to solve are real ones because we tap the brains, habits and lives of our community. **Our learning never stops and curiosity never stagnates.**

SPREADING THE LOVE AT SCALE



From day one, we've been **dreaming, designing and developing for global delivery**. Creative thinkers with exponential ideas, **we're committed to solving human skills challenges at scale**. To deliver on our mission, we build big from the outset, relentlessly innovate to accelerate, and deploy technologies to transcend tomorrow.

COLLABORATING FOR BIGGER BENEFITS



Helping humans become the best version of themselves is a serious perk of our work, but when it comes to 'maximising' en masse, we're passionate about solving broader problems too. Chasing down **big goals with big benefits**, we never go it alone - we collaborate with comrades, brand allies and industry agitators from all corners of the classroom.

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