



Systemise like a ROCKSTAR

ABOUT US

At Via Technology, we help service-based leaders refine their core business systems, and leverage their resources for greater outcomes by simplifying and streamlining processes and operations with proven, stress-free software & technology. Via further contributes to the Australian business community by elevating conferences and events with a fresh, experience-driven approach, championing education through active, hands-on learning.

Valentina “Val” Coin, co-founder and director of Via Technology, is a distinguished digital transformation thought-leader, consultant, speaker and author. With over a decade of leadership experience across various industries, Val successfully executed over 100 digital transformation projects, including large-scale initiatives for national organisations of 5,000+ staff.



“Val's thinking around how to navigate the coming together of people and technology in our thoroughly modern businesses is incredibly insightful yet refreshingly easy to understand.”



WORKSHOP OVERVIEW

Attendees will step into a real-world business scenario, role-play solutions, and tackle challenges with creativity and collaboration. Expect insights, laughs and "Aha!" moments as each team masters problem-solving in a fun and engaging way.

Business doesn't have to be all spreadsheets and stress; it can be fun, too!

While some may believe in a one-size-fits-all “right” answer, this session flips the script on that assumption, equipping individuals with a mindset for tackling business complexity in a more nuanced way: one that balances systems, people, and strategy for long-lasting success.

With a touch of gamification, this experience is an engaging and stimulating activity that upskills, educates, challenges, and empowers individuals to look beyond the obvious (often ineffective) answers.



INSIGHTFUL

Put on your thinking caps, roll up our sleeves, and get to work... I mean...play!

The game's afoot!



INTERACTIVE



FRAMEWORK



PROBLEM-SOLVING



HANDS-ON

Most businesses hit the same friction points as they grow. Things get messy, systems strain, and what worked yesterday stops working today.

This workshop drops attendees into the thick of it, simulating the experience of running and systemising a business under pressure. It's practical, and designed to mirror real-world challenges that scaling teams face every day.

As they manage shifting priorities, conflicting needs, and growing complexity, players are invited to analyse problems, test their instincts, and explore different paths forward.

Some solutions seem obvious. Others demand deeper thinking.

The magic is in discovering which is which, and why.

TAKEAWAYS

By the end of the workshop, attendees will walk away with a powerful 5-step framework to design tailored business systems that work seamlessly for your unique needs.

This isn't about one-size-fits-all templates, or listening to an inspirational talk.

It's about inviting creative thinking that elevates operational efficiency while creating client experiences that truly matter.

Attendees will learn through play how to:

- Think strategically
- Identify bottlenecks
- Streamline operations

and deliver consistently outstanding results, all while keeping business outcomes and customer experience at the heart of it all.

Keen to have Via at your next event?
Let's get started!



GET IN TOUCH



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