



ALICIA MCKAY

Director, Structured Conversations Limited

ABOUT

Structured Conversations is breaking new ground in New Zealand, applying a unique model that utilises best-practice techniques along with policy, communications and engagement frameworks to deeply understand problems and develop options for the future. The result is engaging and productive workshops, first-rate analysis and strategic advice. Structured Conversations have a particular specialty in engaging with 'tricky' projects that are politically sensitive or have a history of dysfunction.

[Alicia McKay](#) is a specialist investment management consultant with experience developing business cases, policy, strategies and feasibility studies for the public sector. A former policy analyst, Alicia established her consulting practice in early 2014 and has now worked with dozens of clients including local authorities, NGOs, universities, District Health Boards and central government agencies.

Alicia is known for her sharp insight, down-to-earth workshop approach and wicked sense of humour. An authentic personal style earns trust and credibility with all stakeholders. Alicia 'gets it' quickly, and can help you to distil complex information into clear trends and key messages.

QUALIFICATIONS

BA (Hons) Politics, Massey University

BA Political Science; Media and Communication, University of Canterbury

PG Certificate; Management, Massey University

ACCREDITATIONS

- Investment Logic Mapping (ILM) Facilitator
- Better Business Cases (BBC) Practitioner
- Managing Benefits Practitioner
- IAP2 Practitioner

WHY CHOOSE ALICIA?

Knowledge – DTF accreditation complements extensive facilitation, policy and strategy experience.

Skill – Alicia pulls themes and issues apart, structures the conversation and ensures participants see the 'story' take shape in their own words.

Challenge – Not afraid to ask tricky questions, Alicia brings sharp insight to your investment challenges.

Fun – Workshops are fast-paced, engaging and fun!

INVESTMENT LOGIC MAPPING

Investment Logic Mapping (ILM) is a focused, strategic method that enables organisations to start with the end in mind. A series of facilitated workshops enables us to understand problems, outline benefits and generate an appropriate policy or investment response.

Developed by the Victorian Department of Treasury and Finance, ILM challenges organisations to make fit-for-purpose, evidence-based investment decisions and produces a simple, common-sense 'map' to demonstrate this logic. In New Zealand, ILM has been recommended by the NZ Treasury since 2005. ILM integrates neatly with the Better Business Case model, underpinning the Strategic Case. It is also used as an early scoping or 'fast fail' technique to decide whether to move to business case stage, as a Gateway checkpoint or test, and as an investment evaluation technique.

The ILM method leverages the collective knowledge of a carefully selected group, using informed discussion to deeply understand the context of an investment. A skilled facilitator will guide the session, testing assumptions and asking a series of questions. Facilitators should be independent of the investment, unbiased and willing to challenge assumptions.

For further information about ILM check out the [DTF](#) and [NZ Treasury](#) websites.

WORKSHOPS AND COSTS

The Department of Treasury and Finance (DTF) recommends up to four two-hour ILM workshops to define problems, outline benefits and design a strategic response.

Alicia will tailor the number of workshops required depending on the size and scale of the investment, and integrate ILM work with other processes such as Better Business Cases (BBC). Each workshop costs \$3000 + GST. Alicia is Wellington-based and regularly travel across New Zealand at cost.

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