



Success stories

Jodie Simpson Consulting

Enabling people with heart.



Identifying the need.

Taking a lived experience and passion to building a business to help others.

Hobby to a service in demand

Understanding people, systems, process and bureaucracy led Jodie to getting outstanding results for her family and those closer to her through the NDIS, a gap in the market identified.

When passion meets purpose

As Jodie refined her skills and started assisting more people, the results kept coming in, families receiving much better funding than ever before. The challenge became about helping more people, making it affordable, whilst making a living.

“Through the support I received from Michael, I identified early that there was a big knowledge gap between what I wanted to achieve and my business acumen” Jodie claims.

To compound Jodie’s challenge in monetising her business was that her skills and experience are not easily replicable, limiting the businesses scalability.

CEO Masterclass

Jodie joined a group of local businesses in the first Regional Victorian CEO Masterclass led by John Downes of Acorro.

This program provided Jodie with the opportunity to meet like-minded business operators but most importantly for her, develop a business strategy.

“Other businesses in the program have mentioned how helpful Jodie has been to them in understanding tasks, her whole language has changed, Jodie has developed such a great understanding of business” her Strengthening Business Facilitator Michael Duncan claims.

A digital future

With the newfound business skills & strategy, exposure to an online Learning Management System (LMS) and an introduction to Strengthening Business Digital Advisor, Sharyn Lowe, Jodie has found a new way forward.

This new pathway will see Jodie spending the early months of 2022 building an online platform that allows her to charge less and reach more people, which in her words “makes her heart sing”. This online system will provide videos and resources to educate families on how to navigate the process themselves, whilst still giving them the option of having Jodie help and support them through it.

“Making the move to Jodie Simpson Consulting was a big step for me, the online platform I’m developing will likely become its own stand-alone business in-time with its own brand targeting a national market with the aim of helping as many people as I can. The Strengthening Business Program has helped me develop this dream and given me the tools to make it achievable.” States Jodie.