GREEN AND GOLD

The Green and Gold Runway - how SEQ businesses can build the operational foundations to capture a decade of economic opportunity from the Brisbane 2032 Olympic and Paralympic Games.

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CONTENTS

Abstract

The 2032 Brisbane Olympic Games represent the most significant economic catalyst South East Queensland has seen in a generation; bringing $8.1 billion in direct benefits, a $180 billion infrastructure pipeline, and a tourism sector targeting $44 billion by 2032. For entrepreneurial businesses, the opportunity is real, large, and deliberately structured to include SMEs, with 80% of Games procurement earmarked for small and medium enterprises.

Yet the majority of SEQ businesses are not operationally ready to capture it. This article identifies the seven most common operational challenges holding Queensland businesses back and connects each one to a proven solution within the Entrepreneurial Operating System (EOS). It then maps the EOS Proven Process as a practical, phased roadmap from first conversation through to the Games window and the legacy that follows.

The goal is to show precisely how a structured operating system transforms a business's ability to plan, execute, and grow - and why that transformation, started now, is the most practical step any SEQ business owner can take to capture the Green and Gold Runway.

Introduction

Since the inception of trade and the rise of private businesses, organisations have faced the enduring challenges of maintaining strategic clarity, operational discipline, and team alignment. The Entrepreneurial Operating System (EOS), developed by Gino Wickman and popularised through his book *Traction*[19], offers a structured methodology to address these issues. EOS is not a software platform, it is a set of simple, practical tools that help leadership teams run their businesses more effectively.[19,20]

For businesses in South East Queensland, this moment is one of unusual significance. A decade of sustained economic activation - anchored by the 2032 Olympic and Paralympic Games - is creating a window of commercial opportunity that rewards businesses with operational maturity and penalises those without it. The businesses that will look back on 2032 as a turning point are not the ones that simply showed up. They are the ones that built the foundations: the systems, the team, the clarity, and the execution discipline.

This article is structured in five parts. Part 1 maps the scale and nature of the opportunity. Part 2 names the seven operational challenges most commonly blocking SEQ businesses from capitalising on it. Part 3 introduces EOS, its six components, core tools, and proven mechanics - as the operational framework that resolves every challenge identified. Part 4 maps the EOS Proven Process as a phased roadmap from now through the Games window and into the post-2032 decade. Part 5 sets out the measurable impact of EOS and the practical next steps.

PART 1 THE OPPORTUNITY

Why Brisbane 2032 is a once-in-a-generation moment for SEQ businesses

Brisbane 2032 is not simply a sporting event. It is the most significant economic catalyst South East Queensland has seen in a generation. The businesses that are operationally ready will capture a meaningful share of it. The ones that aren't will watch it pass.

A region in the middle of something historic

South East Queensland has been Australia's quiet achiever for most of the past three decades, growing steadily, attracting interstate migration, and building infrastructure at a pace that often went unnoticed from Sydney or Melbourne.[7] That era of quiet momentum has ended.

The region's population recently crossed 4 million, growing at 2.2% annually - almost 50% faster than the national average of 1.5%.[6] Brisbane, the Gold Coast, Ipswich, and the Sunshine Coast have merged into a single, highly connected economic corridor that now competes with Sydney and Melbourne as a destination for investment, talent, and global business activity. The 2032 Olympic and Paralympic Games are the catalyst compressing twenty years of development into a single decade of activation.

The direct opportunity: $2.5 billion in contracts designed for businesses like yours

The Brisbane 2032 procurement program opened in late 2025, with Expressions of Interest across more than 50 contract packages.[4] These span digital infrastructure, event management, branding, security, sustainability services, catering, creative production, and many more. The total value sits at approximately $2.5 billion.[5]

The Brisbane Organising Committee has made a deliberate, structural commitment: 80% of these contracts are targeted at small and medium enterprises.[3] This is not an aspiration or a PR position. It is a stated policy backed by local-first sourcing frameworks, dedicated SME engagement programs, and a procurement portal (the ICN Gateway) specifically designed to surface Queensland businesses to major buyers.[11]

$2.5B

in Brisbane 2032 Games procurement contracts

80%

of Olympic contracts earmarked for SMEs - a structural policy, not a suggestion

> This is not a landscape designed for multinationals. The invitation to Queensland SMEs is genuine, funded, and actively managed. The question is whether your business is positioned to accept it.

The indirect opportunity: a much larger regional economy in transformation

The direct procurement story, compelling as it is, represents only the most visible part of the opportunity. For most SEQ business owners, the larger and longer-lasting opportunity is an indirect transformation of the regional economy in the decade surrounding the Games - and it operates at two distinct levels.

The first is the broader regional economic transformation already underway: the $180 billion infrastructure pipeline, a tourism sector targeting $44 billion by 2032, major corporate relocation to Brisbane, and a sustained elevation of baseline commercial demand across the entire SEQ corridor. Queensland's tourism sector contributes $17 billion annually and has set a target of $44 billion by 2032 - a near-tripling in a decade.[8,9] The $180 billion infrastructure pipeline spanning Cross River Rail, Brisbane Airport expansion, Queen's Wharf, the Gabba precinct, and Port of Brisbane upgrades is generating sustained demand across construction, professional services, technology, logistics, and finance.[10] Major corporations are relocating Australian headquarters to Brisbane. International businesses are establishing SEQ presences. Corporate travel, accommodation, events, hospitality, and professional services are all entering a sustained period of elevated baseline demand that will persist well beyond the closing ceremony.

The Queensland Government's economic analysis projects indirect Games benefits of $8.1 billion for the state and $17.6 billion nationally.[2] Combined with the $180 billion infrastructure pipeline and the tourism sector's targeted growth from $17 billion to $44 billion, the total indirect economic footprint of the 2032 cycle represents one of the largest sustained commercial opportunities in the region's history, accessible to businesses at every scale, across every sector.[1]

$8.1B	$44B
in economic benefits for Queensland, plus a $180B infrastructure pipeline	Queensland tourism target by 2032, up from $17B today

The second ring: becoming a partner to the partners

The first ring is the Games itself: the Organising Committee, the venue delivery authorities, and the major prime contractors. Substantial SME opportunity exists not just through direct contracts, but through subcontracting to tier-one contractors, supply chain inclusion, and niche specialist services where SMEs hold genuine expertise advantages over large corporates.[31] The second ring, which is significantly larger, is every business that supplies, supports, advises, or services those in the first ring.

Legal, financial, and consulting firms will find opportunity supporting tenders, compliance, and partnerships related to Olympic contracts and expansions.[32] For marketing agencies, technology and digital businesses, cybersecurity firms, HR consultancies, and financial advisers, the path to Brisbane 2032 revenue runs not through a direct Games contract but through the businesses that already have one. Every professional service a major Games delivery contractor needs is an opportunity, and most of it will flow to businesses that have an established relationship with the prime contractor before the pressure intensifies.

The research from London 2012 is instructive: SMEs were most likely to find opportunities at lower tiers in the supply chain, and contractors - even at lower tiers - tended to turn to existing suppliers under pressure to deliver on time and within budget.[33] The businesses that captured second-ring revenue were the ones that had planned, had a structure in place, and were already known and trusted. That window is open now. It will narrow significantly as delivery timelines compress toward 2032.

These relationships do not end at the closing ceremony. A marketing agency that becomes the trusted communications partner for a major Games contractor in 2029 does not automatically lose that relationship in 2032. The second ring is a path to the most durable commercial relationships in the region heading into the 2030s - built at a moment when every business in SEQ's delivery ecosystem is actively looking for capable, reliable partners.

The runway is the point

Here is what distinguishes Brisbane 2032 from most economic events: it comes with a visible, structured runway. Whether you are positioning your business for direct procurement, for the elevated demand the economic cycle generates, or simply to build the operational foundations that will drive growth through the decade - the timeline is known, the milestones are public, and the preparation window is open right now.

A business that starts building now has six years to prepare.[3,4] That is enough time to build genuine operational maturity, establish commercial relationships, strengthen systems, and position for whatever slice of the opportunity is most relevant to your specific business.

> *Start now and you'll be genuinely ready. Start in 2031 and you'll be competing for scraps. The distance between those two outcomes is operational readiness - and that's exactly what this article is about.*

PART 2 THE CHALLENGES

Seven operational realities holding SEQ businesses back

Most entrepreneurial businesses across South East Queensland share the same goal: to grow. The challenges standing in the way are equally consistent. In my work with business owners and leadership teams across the region, the same patterns surface again and again - not because these leaders lack capability, but because growing a business beyond a certain size requires a different kind of operational infrastructure than what got it started.[22]

The seven challenges below are grounded in real research from Queensland and Australia. Each one connects directly to an EOS component and a specific tool that addresses it. Left unresolved, they compound - together making it structurally impossible for a business to plan confidently, execute reliably, and take advantage of the sustained economic opportunity Brisbane 2032 represents.[13,15]

1

CHALLENGE

Financial and profitability pressure

Nearly 80% of Australian SMBs are experiencing cash flow problems, with one in five holding zero cash reserves.[12] Nearly half of business owners have been forced to reduce their own income. A 47% surge in insolvency appointments in late 2024 signalled the real-world consequence of these pressures at scale.[13] Businesses that manage by feel, relying on quarterly P&L reviews rather than real-time activity metrics, are systematically slow to respond because they see the problem only after it has already damaged the business.

MAIN FRUSTRATION: LACK OF PROFIT

"We're always reacting to financial problems rather than preventing them. By the time we see it on the P&L, it's too late."

THE FIX SNAPSHOT

EOS component: Data

Tool: Weekly Scorecard: 5–15 activity-driven metrics reviewed weekly, giving the leadership team a real-time pulse instead of a rear-view mirror.

2

CHALLENGE

Staff turnover and skills shortages

Skills shortages and staff turnover are the single most pressing operational challenge for Queensland businesses, consistently ranking above cash flow. 65% of small businesses report that skills shortages have put them under significant pressure, and 53% say they lack adequate staffing resources.[14] In a corridor where a $180 billion infrastructure pipeline is simultaneously competing for the same talent pool, this pressure will intensify through the decade.[6,10] The challenge is not just finding people - it is building a structure and culture that retains them.

MAIN FRUSTRATION: PEOPLE ISSUES

"We keep hiring the wrong people, or the right people leave. We don't have a consistent way of defining what 'right' actually means for each role."

> THE FIX SNAPSHOT
>
> **EOS component:** People
>
> **Tool:** Accountability Chart + People Analyser: defines every function the business needs based on where it's going and a consistent framework for evaluating people fit. Together they create clear structure, accountability, ownership and reduce hiring mistakes.

3

CHALLENGE

Technology complexity and adoption

Technology decisions rank as the number one challenge for Australian business leaders in 2026.[17] With 40% of business owners expressing concern about technology's impact and 25% already using AI tools regularly,[17] the question is not whether to engage with technology, but how to do so without creating new layers of operational complexity. Businesses that struggle chase tools without the process foundation to use them effectively.

MAIN FRUSTRATION: NOTHING IS WORKING

"We keep trying tools, but the business doesn't feel simpler. Technology creates more complexity rather than less."

> THE FIX SNAPSHOT
>
> **EOS component:** Process + Data
>
> **Tool:** Core Process Documentation + Weekly Scorecard: technology serves a defined and documented process and the investments are tracked against measurable outcomes.

4

CHALLENGE

Organisational systems haven't kept pace with growth

As businesses grow, their operational infrastructure often doesn't keep up. In technology, this is documented as "technical debt" - a 40% increase in rescue projects among businesses whose platforms cannot scale to meet demand.[16] The same pattern plays out in every sector. This is the challenge that most directly determines whether a business can scale when a major opportunity arrives.[22,23]

MAIN FRUSTRATION: LACK OF CONTROL

"We're managing the business the same way we did when we were half the size. Everything feels harder than it should, and we know it's only going to get worse as we grow."

> THE FIX SNAPSHOT
>
> **EOS component:** Process + Issues
>
> **Tool:** Core Process Documentation + IDS: structural and operational gaps are permanently resolved rather than managed around.

5

CHALLENGE

Growth and customer acquisition

Generating consistent new business is the most commonly cited growth challenge across every sector. Over 50% of small business owners find marketing overwhelming, and inconsistent lead generation is a top growth barrier.[13,14] The root cause, in most cases, is a lack of clarity about core focus - businesses that haven't clearly defined their niche tend to market broadly and win inconsistently.

MAIN FRUSTRATION: LACK OF PROFIT

"We're chasing every opportunity that comes our way. We don't have a clear focus or niche, so our marketing is scattered and our wins feel random rather than strategic."

> THE FIX SNAPSHOT
>
> **EOS component:** Vision
>
> **Tool:** V/TO (Vision/Traction Organiser): forces the leadership team to define exactly what the business does best and who it serves.

6

CHALLENGE

Succession planning and leadership depth

25% of Australian SME failures are directly attributable to insufficient leadership, management, and planning skills.[15] A further 32% stem from financial mismanagement - both symptoms of a business that runs through the founder rather than alongside them. When a significant growth opportunity arrives, the founder-as-bottleneck becomes the limiting factor for the entire organisation.

MAIN FRUSTRATION: HITTING THE CEILING

"The business runs through me. I'm the bottleneck. I can't step back because nothing works the same way when I'm not there, and I know that's not sustainable."

> THE FIX SNAPSHOT
>
> **EOS component:** People + Traction
>
> **Tool:** Accountability Chart + Rocks: build the accountability structure and outcome ownership to establish delegation habit and track record of follow through.

7

CHALLENGE

Owner burnout and unsustainable mental load

76% of Australian small business owners report ongoing stress or anxiety; 57% report burnout; 65% experience regular sleep disruption. Fewer than one in four have a strong support network.[13] These are not personality vulnerabilities - they are the predictable consequences of running a business where the owner simultaneously carries the strategic, operational, sales, HR, and crisis-management load.[18]

MAIN FRUSTRATION: HITTING THE CEILING

"I'm exhausted. I'm across everything but nothing feels under control. I can't grow the business because I'm too busy keeping it running."

> THE FIX SNAPSHOT
>
> **EOS component:** People + Traction + Vision
>
> **Tool:** Accountability Chart + Rocks + V/TO: move the business from founder-dependent to team-driven with a shared vision and distributed operational ownership.

From challenges to opportunity: the connective tissue

These seven challenges are not just operational inconveniences. They are the specific patterns that prevent SEQ businesses from planning confidently, executing reliably, and taking advantage of the sustained economic opportunity Brisbane 2032 represents. Financial pressure limits the ability to invest in positioning and pursuit. Skills shortages limit the capacity to scale. Systems that haven't kept pace break when growth arrives. Technology without process foundation creates complexity rather than capability. No clear focus produces scattered effort. No leadership depth creates a ceiling the founder cannot push through alone. And burnout quietly removes the strategic energy and relationship capacity that any major opportunity requires.

> Until these challenges are genuinely resolved - not managed, but resolved - no business can reliably plan for and act on the economic opportunity that Brisbane 2032 represents. The fix is in Part 3.

The Entrepreneurial Operating System - six components towards 2032

EOS is used by more than 250,000 businesses globally. It is a complete and proven operating system - six integrated components, each addressing a specific dimension of how a business runs. Together, they resolve the root cause of every challenge in Part 2 and provide the structure for a leadership team to plan, execute, and scale toward the 2032 opportunity.

EOS was developed by Gino Wickman and is set out in his book *Traction*.[19] It is built around a deceptively simple premise: every entrepreneurial business struggles with the same fundamental issues, and those issues fall into six categories. Strengthen all six, and the business runs at a fundamentally different level.[20,21]

Component	What it does	Primary tool
Vision	Clarifies where the business is going and how it will get there	Vision/Traction Organiser (V/TO)
People	Ensures the right people are in the right seats	Accountability Chart + People Analyser
Data	Runs the business on objective measurables rather than subjective opinions	Weekly Scorecard
Issues	Identifies and solves problems at their root	Issue Solving Track (IDS)
Process	Documents and follows core processes consistently	Core Process Documentation
Traction	Drives execution through discipline and accountability	Rocks + Level 10 Meeting

Component 1: Vision - everyone pointing the same direction

The Vision component ensures the entire leadership team has a shared, documented answer to the questions every strategic decision depends on: who we are, what we stand for, where we're going, and how we're going to get there.[19] EOS replaces long strategic-planning documents that gather dust with the Vision/Traction Organiser (V/TO) - a two-page living strategic plan, formally reviewed quarterly and actively used to drive execution.[20] It captures Core Values, Core Focus, the 10-Year Target, Marketing Strategy, the 3-Year Picture, the 1-Year Plan, Quarterly Rocks, and Long-Term Issues.

For a business building toward Brisbane 2032, the V/TO becomes the strategic instrument for capturing the opportunity. The 3-Year Picture might define the business as the preferred technology partner for Games-related work by 2028, or as a leading tourism experience operator by 2029. From that picture flows the 1-year plan, and from the 1-year plan flow the 90-day Rocks - the specific, owned actions that convert the economic ambition into a quarterly execution plan.

Component 2: People - the right people in the right seats

The Accountability Chart defines the structure the business needs to reach its 3-year picture, based on functions and accountabilities, not historical titles.[20] For a growing business, it reveals capacity gaps before they become delivery crises. The People Analyser evaluates whether each person shares the company's core values and has the GWC - Get it, Want it, Capacity to do it - for their role.[21] Together, these tools transform a capable group of individuals into a functioning, accountable team that can operate and scale without the founder at the centre.

Component 3: Data - managing by numbers, not by intuition

The weekly Scorecard is a report of 5 to 15 high-level activity-driven metrics, one per leadership team member, reviewed together every week.[20] Unlike a P&L that tells you what happened last month, the Scorecard tells you what is happening this week - two consecutive weeks of a declining metric is an early warning, not a surprise.

Component 4: Issues - solving problems at the root, permanently

The Issues component provides the Issue Solving Track: a three-step discipline called IDS - Identify the real issue, Discuss it to its root cause, then Solve it permanently with a clear action and named owner.[19,20] Applied consistently in every weekly meeting, issues stop recurring - the list gets shorter, not longer.

Component 5: Process - the consistent, scalable way you deliver

The Process component involves identifying the 6 to 10 core processes that define how the business delivers its product or service, documenting them to an 80% level of practical detail, and ensuring they are followed by all, consistently.[19,20] Documented, followed processes are what allow a business to scale confidently - they maintain quality without heroic effort, enable rapid onboarding, and give partners and clients confidence in a consistent experience.

Component 6: Traction - converting strategy into consistent execution

Rocks are 90-day priorities - specific, individually owned commitments made at the start of each quarter.[19] The Level 10 Meeting is a weekly 90-minute leadership meeting with a fixed agenda: review the Scorecard, check Rock progress, resolve issues using IDS.[20,21] For SEQ businesses building toward Brisbane 2032, Rocks are the specific tool that converts the economic opportunity from aspiration into action: ICN Gateway registration, Meet the Buyer attendance, process documentation, relationship-building - all owned, tracked, and delivered within a 90-day window.

Why EOS works

EOS works by providing a structured framework that aligns leadership teams and instils rigorous accountability across the whole organisation.[20] Vision without Traction produces drift. Traction without the right People produces misaligned effort. People without Process produces inconsistent delivery. EOS works because it addresses all six dimensions as an integrated system, and gives a leadership team the specific mechanics to sustain that integration, week by week and quarter by quarter, for as long as the business runs on it.

Want to see exactly how EOS applies to your business and the 2032 opportunity?

A free 90-minute EOS overview session for your leadership team is the best starting point - a focused, practical conversation about where your business is now and where you want it to be. No obligation.

The EOS Proven Process - from discovery to Olympic-ready

The EOS Proven Process is a structured, sequential path that takes a leadership team from their first conversation through to a fully functioning operating system and beyond. Applied in the context of Brisbane 2032, it becomes a roadmap from where your business is today to where it needs to be to capture the decade of opportunity ahead.

PHASE 1

Discovery Call - understanding your challenges and goals

Before any tools, frameworks, or plans, the starting point is a conversation. This is a diagnostic, not a sales conversation - sharing the business's current challenges openly, discussing what growth looks like, and exploring whether EOS is the right operating system. If there is mutual fit, the next step is the 90-Minute Meeting.

- Share the business's current challenges honestly and openly
- Discuss what growth looks like and what's getting in the way
- Explore whether EOS is the right operating system for where the business is heading

PHASE 2

90-Minute Meeting - is EOS the right fit?

A structured introduction to EOS for the entire leadership team - all six components, the key tools, and the Proven Process.[19] By the end, the team can make an informed, aligned decision about whether to proceed to implementation.

- Leadership team introduced to all six EOS components and the key tools
- Shared understanding of the EOS Proven Process and what commitment looks like
- Decision: proceed to implementation or not; either outcome is valid

PHASE 3

Focus Day - setting the foundations

The first full-day implementation session.[19] The Accountability Chart is built, core values are defined, the Rocks process begins, the Scorecard is drafted, and the weekly meeting rhythm is introduced. In the Brisbane 2032 context, this is where the first opportunity-specific priorities are set as Rocks - ICN Gateway registration, process documentation, relationship-building.

- Accountability Chart built: clear structure, clear ownership, clear gaps identified
- Core Values defined: the cultural filter for every hiring and business decision
- First Rocks set: 90-day priorities aligned to goals

PHASE 4

Vision Building Days 1 & 2 - mapping out the plan

Two facilitated sessions, typically 30 days apart, completing the full V/TO.[19] The 3-year picture is anchored to a defined commercial position by 2028 or 2029; the 1-year plan maps the goals that make it real; the next 90 days of Rocks reflect the immediate priorities.

- V/TO completed: Core Values, Core Focus, 10-Year Target, 3-Year Picture, 1-Year Plan
- 3-Year Picture defined with Brisbane 2032 ambition as the anchor
- Rocks for next quarter aligned to the 1-year plan

PHASE 5

Quarterly Rhythm - gaining traction

From the Focus Day onward, the business operates on a quarterly rhythm.[20,21] Every quarter: a full-day Quarterly Pulsing™ session reviewing Rocks and setting the next quarter's priorities. Every week: the Level 10 Meeting - Scorecard reviewed, Rock progress checked, issues solved using IDS.

- Quarterly Pulsing™ sessions: review previous quarter, set new Rocks, reset direction
- Weekly Level 10 Meetings: Scorecard review, Rock progress, IDS issue resolution
- Issues permanently resolved rather than perpetually managed

PHASE 6

Olympic-Ready - positioned to scale and seize the opportunity

After approximately 24 months on the Proven Process, most businesses have materially strengthened all six components. By 2027 or 2028, ideally, the business is operationally positioned to pursue and deliver on whatever slice of the opportunity is most relevant to it - foundations solid, team functional, systems able to handle elevated demand, relationships established.

- Full V/TO in place and actively driving decisions across the business
- Leadership team operating independently - founder no longer the bottleneck
- Real-time Scorecard providing early-warning financial and operational visibility

PHASE 7

Scaling During the Games Cycle (2028–2032)

The Games window is a sustained four-year period of elevated demand. Different sectors experience different peaks - tourism and hospitality from 2029, technology and digital services concentrated in 2028–2031, professional services and marketing in 2027–2029, event management intensifying 2030–2032. The most valuable thing the runway provides is the ability to build relationships before the pressure is on.

- Tourism and hospitality: sustained demand uplift from 2029 through the Games fortnight in 2032
- Technology and digital services: procurement and delivery concentrated in 2028–2031
- Professional services and marketing: relationship-building and procurement in 2027–2029

PHASE 8

Post-2032 - sustaining and compounding the growth

Businesses that sustained growth after previous Games were the ones that used the lead-up to build operational maturity, not just win event-related business.[24,25,26] EOS businesses consistently command higher EBITDA multiples because they demonstrate sustainable cash flow independent of the owner.[27,28,29] Post-2032, the V/TO is updated, Rocks reflect new priorities, and the operating rhythm continues - not as a project that ends at the closing ceremony, but as the ongoing system that compounds growth for the decade ahead.

- V/TO updated: anchored to the legacy opportunity
- Enterprise value built: business independent of founder, processes documented, data-driven
- EOS operating rhythm continues: quarterly planning, weekly execution, continuous improvement

> *The Green and Gold Runway is the most significant economic opportunity SEQ has seen in a generation. The businesses that will capture it, and sustain the growth it creates, are the ones building their operational foundation now. The Proven Process is clear. The runway is long. The only question is when you start.*

PART 5 TAKING ACTION

The EOS impact and next steps

EOS has been implemented in more than 250,000 companies worldwide, with a growing presence across Australia.[20,30] The results reported by businesses running on EOS are consistent and measurable:[30]

20–30% improvement in operational efficiency within the first year	**40%+** increase in leadership team alignment	**2.5×** more likely to achieve annual goals	**35%** more revenue growth, sustained longer

These outcomes are the direct result of strengthening the six components working together - alignment replacing drift, accountability replacing ambiguity, data replacing gut feel, and execution discipline replacing reactive firefighting.[30] A business that enters the 2032 cycle operationally ready - with aligned leadership, documented processes, real-time data, and a 90-day execution rhythm - is not just better positioned to win opportunities. It is a fundamentally different business from the day it started the journey.

Your three natural next steps

1 **Read Traction**

Traction by Gino Wickman[19] is the book that underpins everything in this article. Reach out for a complimentary copy.

2 **Come to a Get Traction Breakfast**

Free bi-monthly EOS breakfast workshops in Brisbane, demonstrating the practical tools in a room full of entrepreneurial leaders navigating the same challenges and opportunities. Reach out for an invitation.

3 **Book an initial call or free 90-minute EOS overview**

Phases 1 and 2 of the Proven Process - where your leadership team is introduced to the full EOS system and can decide, together, whether it is the right path forward. No obligation.

The Green and Gold Runway - let's start building.

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Mirko Roettgers is a Professional EOS Implementer® based in Brisbane, SEQ. A former Managing Director with a track record of 17% average profit growth year-on-year over four consecutive years running EOS from the inside, he now helps entrepreneurial leadership teams across South East Queensland build the operational foundations to break through ceilings and grow.

Mirko's background spans marketing, technology, tourism, and professional services - sectors that sit at the heart of the Brisbane 2032 economic opportunity.

He is an active trail runner and endurance athlete. Having completed 100km ultra events, he brings the same discipline and long-game thinking to his work with leadership teams across SEQ. He runs a monthly EOS Get Traction Breakfast in Brisbane and speaks at business and chamber events across South East Queensland.

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