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EDUCATION

Monash University

*Doctor of Philosophy, Civil Engineering:
Influence of land use and urban design on
public transport mode choice*

Completed in 2021

Monash University

*Bachelor of Environmental Engineers
(hons)/ Bachelor of Arts (Monash
University)*

Completed in 2015

CERTIFICATIONS

State of Victoria

*Investment Management Standard:
Accredited Facilitator*

2025

IDEO U

Storytelling for Influence
February 2025

Human Centred Systems
November 2024

Common Cause

Values- Based Messaging: Fundamentals
May 2024

Safe System Solution

*Safe Cycling Infrastructure for Streets &
Roads*
2023

Dr Laura Aston

Founder and Principal Consultant
Wayfinder Labs

PROFILE

Laura is a systems innovation consultant helping professionals realise long-term, lasting improvements that unlock better choices for communities. She has 10 years' experience working as a transport planner in the public and private sector, a researcher and sustainability consultant.

Laura is an accredited investment management system facilitator who offers an holistic approach to help you shape an investment that tells a story of systemic change.

- Laura has experience in government, both in Premier and Cabinet, preparing business cases and ministerial briefings; and transport departments and agencies where she worked as a network planner and user-centred designer. Laura has worked as a graduate sustainability consultant (EY) and more recently as a transport planner at Arup and Movement & Place Consulting. She has been responsible for developing state and local transport strategies and plans with a focus on community engagement and equitable benefit delivery.
- Laura holds a PhD from Monash University. Her research, conducted through the Public Transport Research Group examined the influence of the built environment on public transport mode choice. Laura worked as a research fellow with the Department of Art, Design and Architecture, in partnership with the NIH to explore health measures of active transport.
- Laura invests continuously in her professional development, including ongoing coaching, and development of her communication, lean innovation and user-centred design. This learning helps her effectively operationalise her interdisciplinary thinking in the context of investments and intervention design.
- Laura has facilitated IMS workshops across a range of industries and applications including local government investment cases, organisation-level initiatives within consultancies and grant applications for not-for-profits.

SKILLS

- Program logic
- Facilitation
- Benefits management
- Monitoring and evaluation
- Business writing
- Systems innovation
- User research
- Transport planning
- Experimental design
- Lean entrepreneurship

IMS facilitation services

My approach to facilitation

I conduct workshops in accordance with the Investment Management Standard. I bring a systems lens to my facilitation which means I will use questioning to surface assumptions and build shared understanding among participants.

I have developed IMS-aligned workshop packs for online whiteboard software Miro, to facilitate collaboration in an online environment.

Get clear about trade-offs and invest for the long term

The way we're doing things has benefits. We'll get clear on the factors responsible for maintaining the status quo, and consider the trade-offs needed to realise the desired benefits of investment. Applying systems thinking means finding the best place to invest limited resources in a way that addresses the root cause – not just symptoms – to deliver lasting benefit.

Who gets what benefit?

My approach brings in whole cost accounting with knowledge of frameworks including regenerative and wellbeing economics, SDGs and planetary boundaries; and sets the scene to explore the equity of benefit delivery in subsequent stages of business case development.

Nature of investment	Description	Cost (ex. GST)	Inclusions
Simple, low risk/value	Single session focusing on problem and benefit definition with strategic introduction of response and solution	¹ \$1,870 (in-person) \$1,650 (online) ¹	<ul style="list-style-type: none"> Preliminary meeting with investor and guidance for participants 2-hour workshop Outputs: <ul style="list-style-type: none"> problem map Investment logic map
Complex, high risk	Individual workshops for each module: problem, benefit, response and solution definition	\$6,500 (in-person) \$5,600 (online)	4 x preliminary meeting and 4 x 2-hour workshops Outputs: <ul style="list-style-type: none"> Problem definition: problem map & ILM Benefit definition: Benefits map, Benefit management plan Response definition: Response options analysis report Solution definition: Investment concept brief

¹ - in-person delivery only available in Victoria