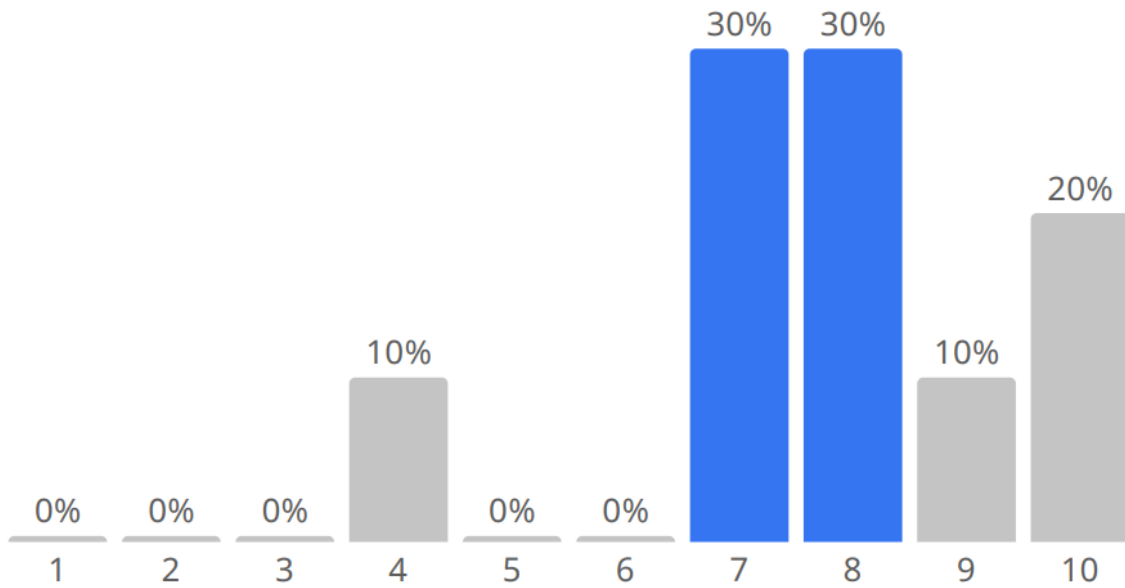


On a scale of 1-10, how clear is your business's purpose? With 1 being not clear and 10 being crystal clear.

010

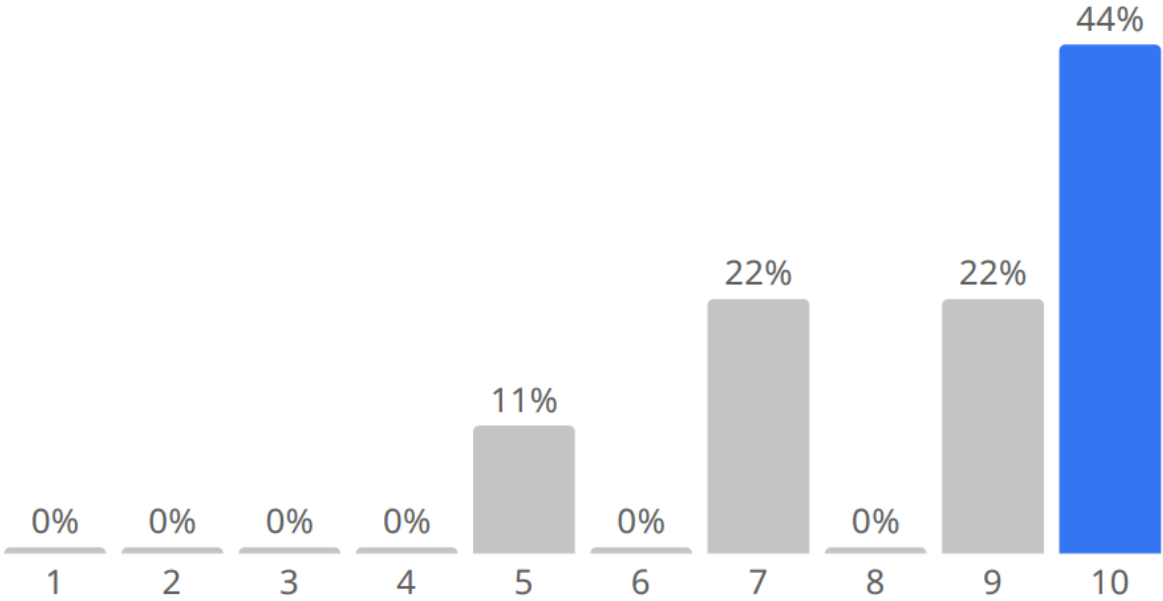
Score: 7.8



On a scale of 1-10, how clear are your business's values? With 1 being not clear and 10 being crystal clear.

009

Score: 8.6



How do you attract the right people for your business?

010

- Find empathetic people who have the means to take positive action on your behalf in their domain
- Virgin: get their staff to hand out cards to anyone who gave them gr8 customer service
- Generally from the industry that we work, however must have the the same work ethic as the companies
- Explain values and work process right
- Network
- Interview them
- Be clear on your message / service
- I use my network who already align with my values knowing that they're more likely to find someone who will suit my needs.
- Networking and organic social media
- Think of people I know are good and ring them up

What is one key learning for you from today?

008

- That my business values match most of the group which was a little surprising given my generally direct attitude
- Be selective with the people working with my business that need to be in line with my values
- People are everyone who supports you from family to clients
- People you surround yourself with are so important for your business
- There isn't one way, you have to adapt but as long as you bring in "love" and values, you should be ok.
- Don't compromise your values
- Winning hearts - and minds
- Love. I love idea of bringing love into business

What's one action you're going to do from today?

008

- Transition from solo into a business with external support
- Spend more time identifying the people I would like to work with, collaborate with = be more intentional
- Speak to MD of my business over next month about his values - help him get clear. What would more love look like in the business?
- Mentor business colleagues to be empathetic
- Prepare and send that 'invitation to engage' email to my local Waitrose!
- Give more thought about people who work with me
- I'll actually write my business purpose and values and keep it somewhere I can always see so that it guides me.
- Think of other people who could support me more in my business.