

LOVE BUSINESS

THE PEOPLE WEBINAR

AGENDA

1. Introduction
2. Why me?
3. What I do
4. The People
 - a. Business 'DNA'
 - b. Love in business
 - c. Practicalities of leading people
5. Q&A

WHY ME?

- Founded, scaled up and sold five companies that have generated over £200m worth of sales;
- Still trading at over £20m sales per year;
- One company I led won the Queen's Award for Export twice, and the Queen's Award for Innovation;
- Raised over £5m of investment funding for my own companies, and helped my clients raise much more;
- Now : help 100's of clients achieve success.

WHAT I DO

- Private client business coaching and consulting;
- Group Learning & Development Programmes, e.g. The Business of Business L&D Programme. Next cohort starting in September 2021;
- The free RealityCheck® online indicator;
- Free webinars: next one is ‘The Business of Business’ on 14th July 2021;
- Radio show ‘Love Business with Alan Wick’ every Sunday at 2pm.

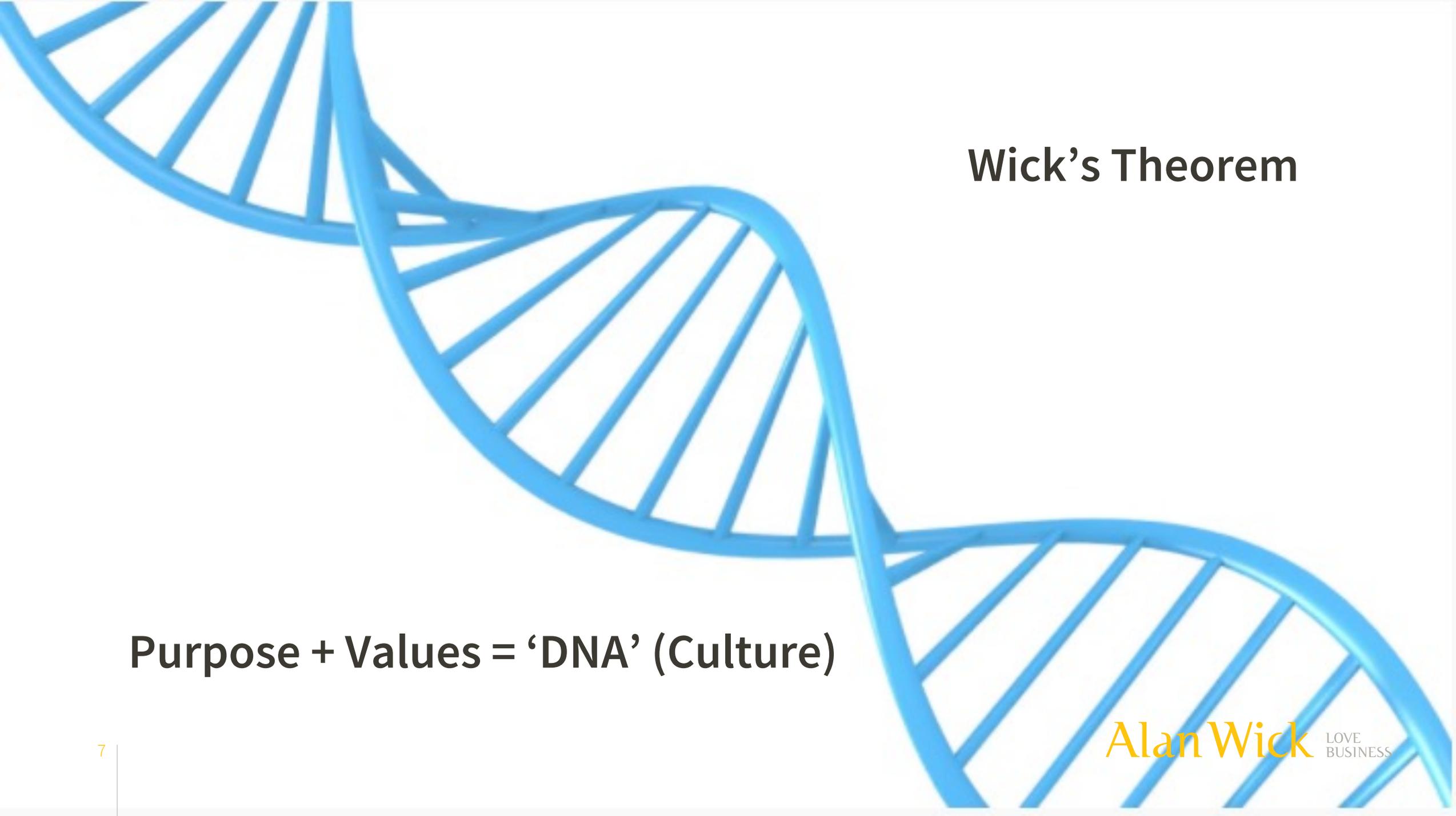
Who do you consider to be ‘the people’
on your team?

Breakout rooms

A business's team is comprised of:

- The business owner(s);
- Life partner(s), if applicable;
- Employees – permanent, part-time, temps;
- External contractors;
- Suppliers;
- Investors;
- Distribution partners;
- Customers/clients.





Wick's Theorem

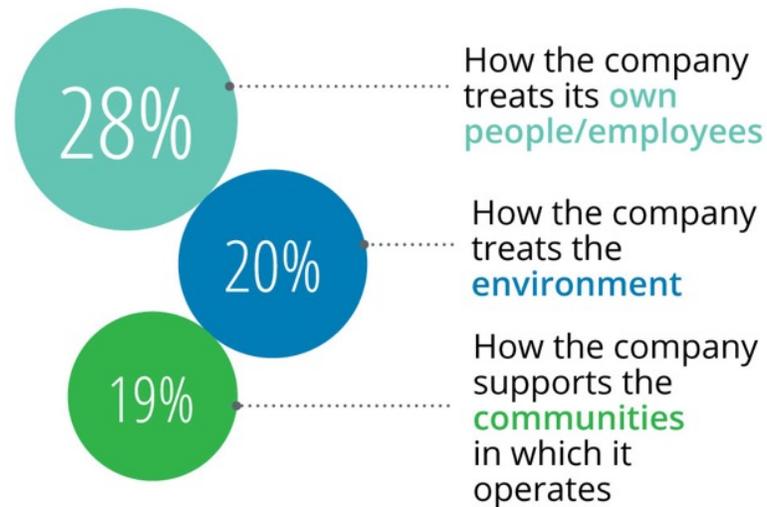
Purpose + Values = 'DNA' (Culture)

Alan Wick LOVE
BUSINESS

FIGURE 1

Top issues consumers identify with while making decisions about brands

Percentage of respondents



Source: Deloitte 2019 Consumer Pulsing Survey in the United States, United Kingdom, China, and Brazil.

Deloitte Insights | deloitte.com/insights

Deloitte Insights report found that purpose-driven companies witness higher market share gains and **grow three times faster** on average than their competitors, all while achieving higher workforce and customer satisfaction.

Value word	Definition	Behaviour	Owner	Example Behaviour	Example Activities
Community	Moving forward together	Caring	Alan	Being available to help without being asked	Accept requests for help from everyone (internal, clients, partners) No of times someone has helped out when they didn't need to Member of staff to take responsibility for the adherence of company values
		United	Brenda	Recognising we are all working for the same goal	Place top level values in prominent position around office for staff and clients to see everyday to help remind everyone of values and their importance All staff to contribute to one company project each year Giving people the opportunity to do things which are outside of their usual job (within the company)
		Supportive	Charles	Encouraging others to do well and giving guidance	Managers to conduct reviews with staff every six months to support the individual to achieve their own personal & professional goals Each new starter has a buddy (has to be from another dept) who can show them everything about the company and also answer any random questions which come up - both professional and personal
		Recognition	David	Highlighting when someone has done a good job	Set up an anonymous comments box for people, clients to leave good comments which is opened once a month. If someone gets recognition discuss whether they are happy to be highlighted in the company meeting Have a rewards cupboard which one person can pull a prize from each month, person can only do this after being recognised for their performance as agreed by anonymous box/directors agreement Display client results on walls to highlight delivery of work to clients (e.g. marketing campaign results, usability results etc)
Understanding	Knowledge of yourself and others	Responsible	Eric	Being accountable for your actions & knowing the impact of them	All staff to be trained in old/new paradigm Everyone to deliver to the RBB targets
		Respect	Fiona	Consideration of yours & others actions	Create a blog team to help show off knowledge and skills in the company and ensure blog is updated regularly from all areas of the business - Create time in work schedules for people to write for blog if they want to Create a set of 'ABC Acceptability Guides' for new staff so that they know what is acceptable behaviour in the office Create an 'ABC Charter' for all new clients to sign so that we make it clear about how we work and how we expect them to work with us so that we get their respect Sales presentation should include more about how we do work as much as what we do to give clients more understanding of our culture Hold a (bi) annual ABC client one day event to allow clients to find out more about how we do things, trends in the industry and knowledge share Create an ABC yearbook each year which highlights how many clients we have, work we are now doing, things which have changed in the industry/company so that clients understand where we are as a business Have 'show and tell' projects in every co meeting to demonstrate work carried out by each team
		Trust	Graham	Recognising someones capabilities and allowing them to to demonstrate them	Update the 'meet the team' page to show off skills more to staff and potential clients Set up a support/marketing/company key number screen for all to see how much is going on and when Client newsletter should shout more about company work to highlight skills - newsletter should be redesigned to allow for more information to be presented Newsletter should be sent from AD's & AM's to make it more personal and improve open rates
		Communication	Harry	Actively promote interaction	Board should outline 12 month plan for company so that everyone understands more about where company is going and where they fit in (KPIs, targets etc) - where possible get staff to give input on decisions to influence in company meeting Each team to put together process for how they work and share with other teams Get all staff to do profiling and share with everyone else in team/company. All should be stored centrally so that they can be reread by new starters and staff at any point Get system in place to allow all client information to be shared and collected in one place so that all staff can access all data
Passion	Desire to achieve	Happy	Jane	Durable fulfillment in my job	Put someone in charge of keeping office looking good and allow them time to carry out this task Allow each staff to personalise their own desk with a dedicated budget Personalise each desk pod so that it is obvious who works where for clients coming into the office Have fruit bowls in meeting rooms and kitchens to keep staff healthy Set up social team to put people in charge of doing outside of work events and organise a calendar for people to get involved with things outside of work
		Purpose	Larry	Working to what you want and knowing how to get it	Identify what each staff member wants to be in a year and putting plan in place for it happen The business supports ideas and all ideas are good ideas
		Motivated	Maria	Have personal energy to do better	Each person to generate three objectives which they share with their immediate team All staff to have time to work on personal objectives Old/New paradigm training to be made available to all to promote self responsibility Wages should be discussed by manager in every review meeting to ensure they are talked about in an open manner
		Innovative	Nadia	Challenging what is already in place and proactively finding new ways to solve problems	Get students from Uni to work on ideas / projects that we don't have time or skills for Hold & run lateral thinking ('challenger') workshops to encourage team to think in new ways, challenge usual behaviour to help promote innovative thinking

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My Purpose & Core Values

‘To inspire entrepreneurs who love what they do’

Excellence

Analytical, Challenging,
Knowledgeable,
Perceptive, Rigorous.

Love

Caring, Empathic,
Compassionate, Fun,
Helpful.

Authenticity

Congruent, Considered,
Honest ("Radical
Candour"), Measured.

On a scale of 1 to 10, how clear is your
business's Purpose?

Head to [slido.com](https://www.slido.com)

On a scale of 1 to 10, how clear are your
business's Values?

Head to [slido.com](https://www.slido.com)

Benefits of building and managing your business's 'DNA'

1. Increased employee retention;
2. Attract and recruit better talent;
3. Improves brand's reputation;
4. Improves productivity – happier, engaged people;
5. Improved and better decision-making;
6. Improved P&L;
7. Increased shareholder value.

All You Need is Love

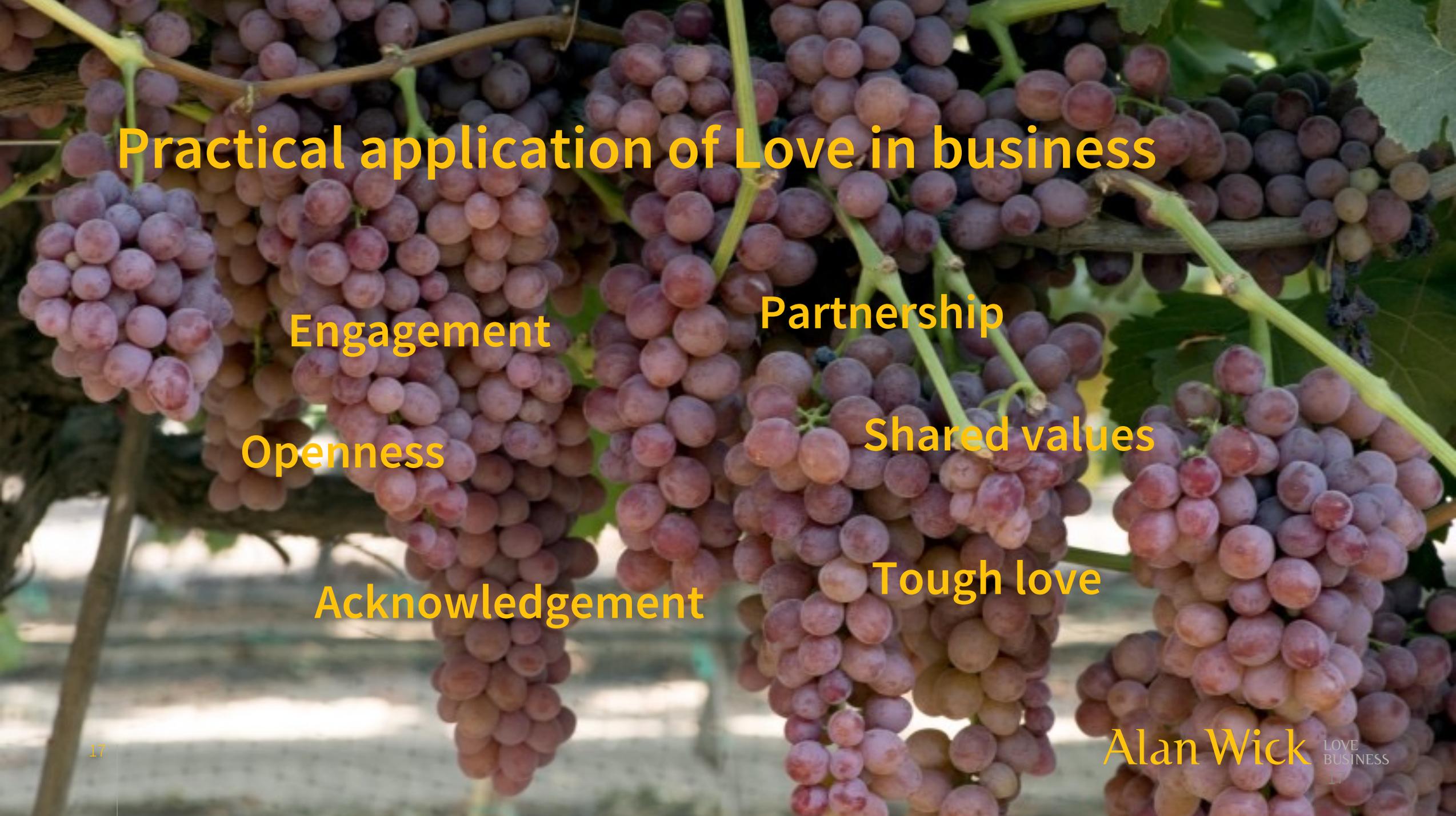


Question: “What’s the secret of your success?”

Answer: “I personally meet the CEOs of potential investees. I look into their eyes and try to figure out whether they love money, or they love the business. We invest only when they love the business.”

Warren Buffet, Berkshire Hathaway





Practical application of Love in business

Engagement

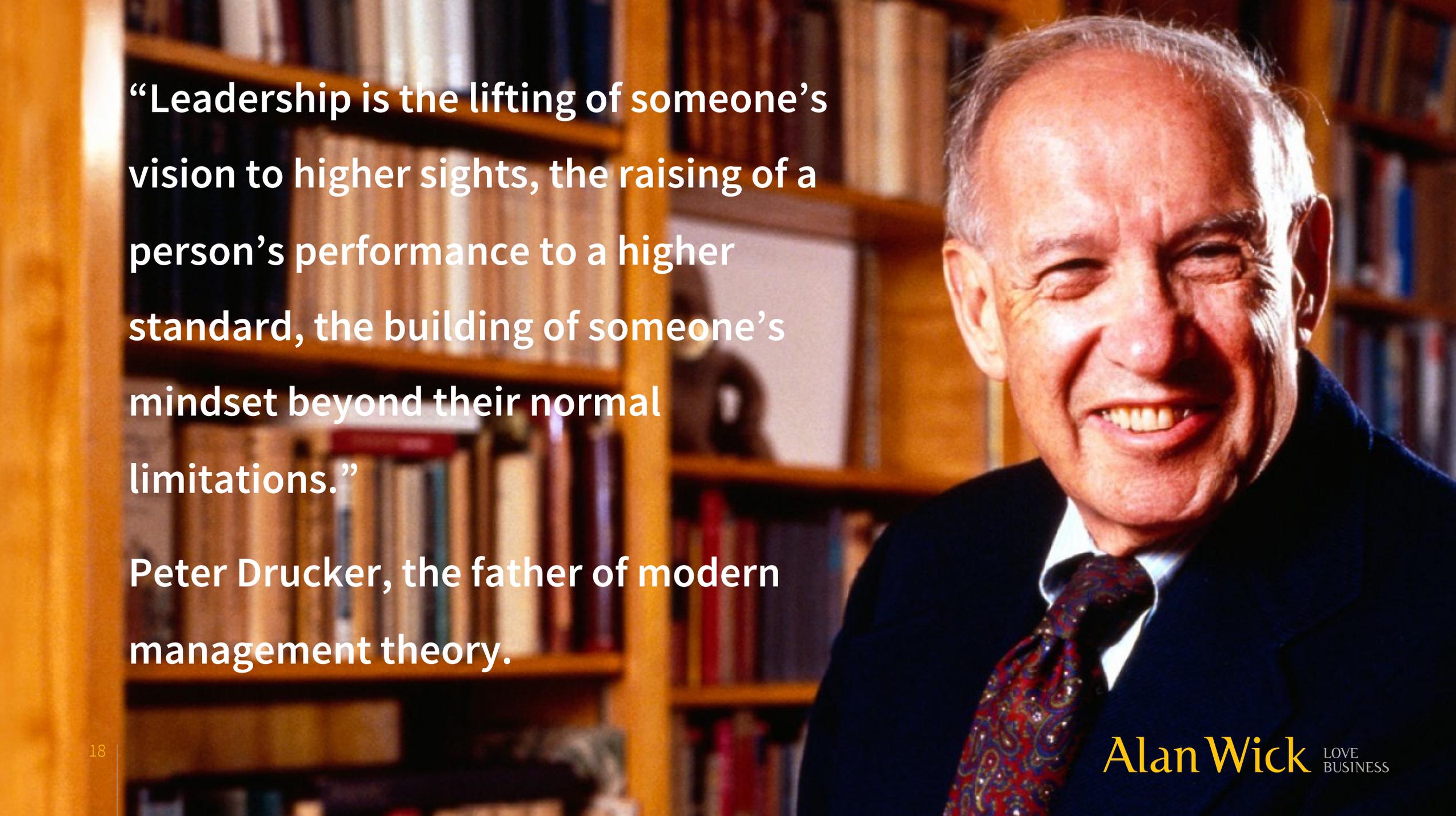
Partnership

Openness

Shared values

Acknowledgement

Tough love

A close-up portrait of Peter Drucker, an older man with white hair, smiling warmly. He is wearing a dark blue suit jacket, a white shirt, and a patterned tie. The background is a wooden bookshelf filled with books, creating a warm, intellectual atmosphere.

“Leadership is the lifting of someone’s vision to higher sights, the raising of a person’s performance to a higher standard, the building of someone’s mindset beyond their normal limitations.”

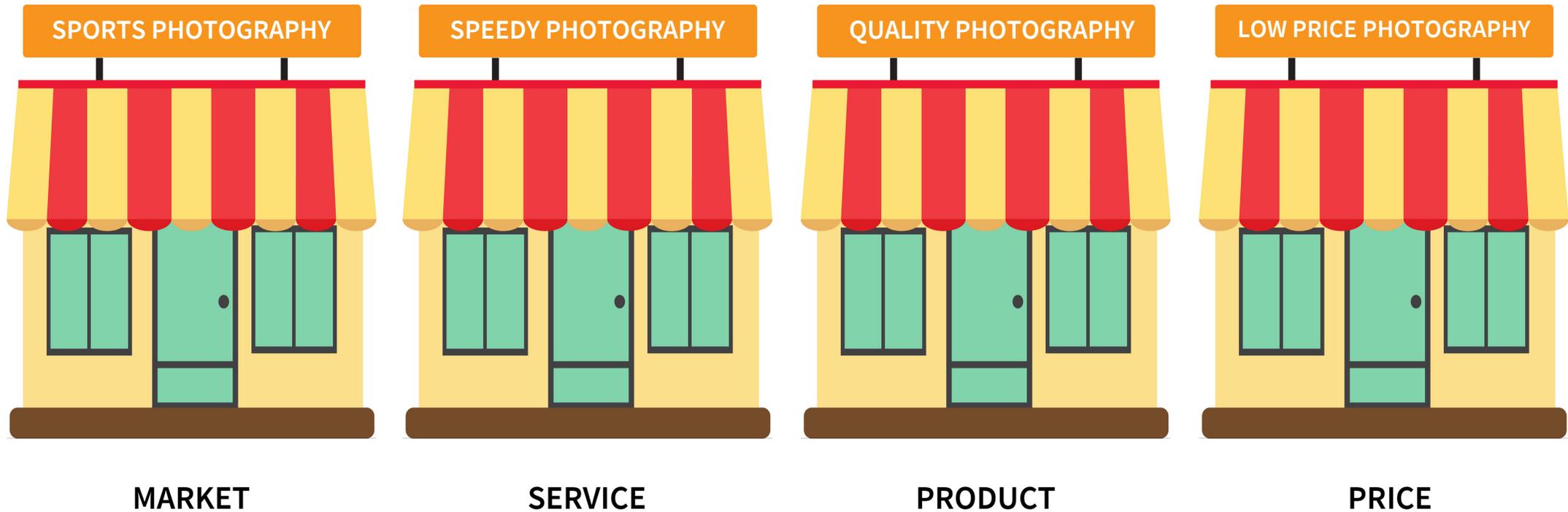
Peter Drucker, the father of modern management theory.

Six qualities of good leaders:

- They are self-aware and empathic;
- They prioritise personal and professional development;
- They focus on developing others;
- They encourage strategic thinking, innovation, and action;
- They are ethical and espouse the values of the business;
- They are effective communicators.



What do the *right* people look like for these shops?



How do you attract the *right* people for your business?

Head to [slido.com](https://www.slido.com)

How do you choose the *right* people/team?

- Clarity on the needs you have and/or role(s) to be fulfilled;
- Clarity on the different types of people required – internally & externally;
- Connection to purpose, values and vision;
- Attitude, aptitude and qualities;
- Experience and expertise relevant to your business and industry;
- Ability to communicate;
- Ability to work and build relationships with others – internally & externally;
- Ensure *agreed* expectations align;
- Remember there are five generations available today.

TOP TIPS

- Your people include all those around you, not just the staff you pay
- Purpose + Values = 'DNA'
- Bring 'love' to your business
- Having a clear Purpose & Values will give you a 'RoB' = Return on Behaviour
- Leadership = lifting others to their full potential
- Be clear about who the right people are for your business

KEY LEARNINGS – BREAKOUT ROOMS



What's one key learning?

Head to [slido.com](https://www.slido.com)



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

Head to [slido.com](https://www.slido.com)

THE BUSINESS OF BUSINESS PROGRAMME

- For startups and microbusiness owners who love what they do, but don't necessarily love all aspects of running a business;
- 12 modules, weekly over 90 days, delivered live and online;
- 4 categories with 3 modules in each:
 - The Future
 - Money
 - People
 - Day-to-day
- Online resources, moderated community;
- Next cohort starts in September 2021.

WANT TO KNOW MORE?

- The RealityCheck® Online Indicator: <https://alanwick.scoreapp.com>
- Chat: <https://calendly.com/alanwick/30-minute-chat>
- Business of Business: <https://www.alanwick.com/the-business-of-business>
- Radio show: Love Business with Alan Wick – Sundays at 2pm:
<https://tunein.com/radio/107-Meridian-FM-1070-s98953>
- Previous webinars: <https://www.alanwick.com/webinars>
- Next webinar: The Business of Business at 9.30am on Thursday 14th July 2021

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Please give us your feedback

<http://bit.ly/AWPeopleWebinar>

Q&A



LOVE BUSINESS THE PEOPLE

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