

Summary note – Fit for the new dawn – business support webinars

Your business keeping you awake at night? Sleep better with Authentic Advice!

Our regular speakers:

Howard Greenwood from *LoveWorkLife*

Dave Pye from *ToAugment*

Guest speakers:

Paul Sharpe

Your questions answered

Q. What is an 'attack' strategy and how does it look like?

- It's about getting on the front foot in the first 4 weeks and targeting the strengths and weaknesses in your business.
- Consider your financial viewpoints and understand where you are devoting your monetary spend.
- Identify gaps within clients, competitor relationships and markets – adjust your strategy and milestones accordingly (this might mean fully reviewing and revamping your products and services to fit the new emerging needs).
- Let data drive your decisions: segment your clients based on their purchasing history (buying, lapsed, 'dead') and needs, seizing opportunities to create closer, more profitable relationships.
- Demonstrate value to your clients, e.g. use the "judo flip" method: left – write the obvious approach you can take with the client/candidate, right – write the opposite of what you think you should do (this can help generate new ideas).

Q. How can leaders create better mindsets within their teams and help staff adjust post furlough?

- Exude a positive mindset and create that upbeat environment – start with yourself, understand what we're saying to ourselves to take control of our thoughts.
- Listen to your staff and their personal needs – COVID has reset some of the individual values, so as leaders we must re-learn what is important to our people (map their personal and career plans to see how they align).
 - Apply the 5:1 rule – find 5 positives about the team/individual and 1 area you want them to focus on.
- Get your staff on the phone speaking with clients and candidates to readjust quicker – focus on things they can do and encourage them to make progress.
- Use data to make informed decisions if you need to reduce your workforce but hold on to great talent within your business.

Q. What are the key components in the onboarding plan for returning furloughed staff?



- You should have a formal onboarding personalised plan or programme to help people re-adapt; remember that they've not had the chance to go on the journey with you into the new world of business.
- Outline the business strategy and the retraining opportunities to help people readjust and improve. Have a specific training plan (coaching and mentoring) – daily/weekly/monthly – to build on the core basics.
- Equally support your senior staff in the new ways of leading to build performance.
- Listen and understand how your staff are doing and make sure to ask 'how they are today'?'

- Again, use data – when bringing people back, understand their value and contribution to the business (e.g. the margins they’ve been generating for the last 12 months and your forecast for the next 12 months).

Q. What advice would you give to help re-educate a client on the new way of working?

- As a leader, set an example and display the right mindset to teams – people mirror behaviours.
- Provide a reason/cause to clients to give you their time – what value you can bring (e.g. how you can streamline the recruitment process to reduce their costs and how can you improve the overall candidate journey). Think about their immediate and future, strategic needs.
- Assess the readiness of your teams and set clear priorities, so that your teams know where to direct their energy.
- Consider outlining a succession plan, set clear expectations and provide regular guidance.

Presenters' contact details

	
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