

## HOT TOPICS: 5 Top Themes & questions - Question 5 Accessing wisdom\*

A question for you - what wisdom exists in your company or organisation? Share it with us to add yours to the richness of the mix. You may well recognise or resonate with the wisdom that follows.  
responses collated by Halina Jaroszewska PCC

Here is a flavour of wisdom accessed those asked shared:

- Probably other companies have the issue of not having vision and strategies in place that genuinely influence and guide all aspects of daily process. **Leaders get caught up in doing operational work** and then struggle to take themselves away from it enough to work strategically. Imagine that is often part of the growth process that sub-10M companies are going through.
- **Not as profitable as they think they are.** Process and back-end – more slick on-boarding process. We are behind curve **technology**-wise. Some companies are very stable and have different dynamics as this company is across many offices. What doesn't work is arrogance as witnessed in competitors – the gossip and maliciousness is rife.
- **Wisdom is IP.** And therefore you want to protect it. At Dyson secrets were kept secret. New technology and IP were the lifeblood of the company and all new products were 'N' numbers, to keep them exactly that – secret.
- In my current organisation we often talk about 'learnings' but if you reflect on learnings after every product launch and re-cap on learnings at the start of each product launch – you will **learn from your learnings**. You can make a mistake once and be forgiven. But twice is unacceptable.
- Difficult to say what they are, probably much the same as ours in terms of problems. In terms of **secret sauce for success strategies**, it's difficult to say really, I'd love to know what they are though!
- I would say that agencies in a similar business to ours find it a **constant challenge to stay ahead of the game with technology – to stay relevant in** order to better assist their clients. Clients also expect now 'experiences' rather than the traditional sales and marketing route. That is hugely challenging if you don't have the head space or resource to be able to explore and come up with engaging content and experiences.
- I would recommend to any business that you have to **embrace innovation and change**, human nature is to push back on change; change is scary but you have to.
- Many companies operate less effectively than we do ....the return per person is often very low and **no one seems to care!!**
- **If I could wave a magic wand**, I would have a 3-year rolling funded agreement with partners ...linked closely to a flexible SLA
- **Lack of mentoring / knowledge sharing** with other users
- For other companies – think back to time when started first business I was a bit naïve. **Secret weapon is a mentor** who has experience / knowledge and can be a sounding board.
- Biggest challenge: is to have **someone to talk to who isn't** spouse / family / friends as they haven't set up their own business also are too involved to be dispassionate. Would love to have a mentor. How to find one? When I joined current company a mentor was one of my requirements. The frustration is that in the group of companies where there should have been a stabiliser it hasn't happened.
- Companies that manage to unlock their staff creativity and demonstrate trust and appreciation of their full talents. This is wisdom I'd like to access! Google has a strategy to allow staff to spend 20% of their time working on what they think will most benefit the company - great idea to boost creativity - whether it works in practice is questionable due to other aspects of Google culture. Other companies do it in different ways, but essentially it is about **restoring dignity, humanity and balance** to companies and organisations that are concurrently under substantial budget pressure.

**Success strategies** .... I'd love to know what they are. Wisdom is IP! New technology and IP are the life blood of a company. A secret weapon .... A mentor, someone to talk to who has been there has experience, knowledge and is a sounding board. Top tip: a lack of mentoring and knowledge sharing holds an organisation / company / business back. Companies that manage to unlock their staff creativity and demonstrate trust and appreciation of their full talents. This is wisdom I'd like to access! Leaders remember ... not to get caught up in doing operational work and then struggle to take themselves away from it enough to work strategically.

**Top tips:** Reflect on learnings, re-cap on learnings, mistake once is forgiven twice unacceptable; embrace change and innovation, change is scary but you have to in order to thrive rather than just survive; manage the hugely challenging reality that clients/customers expect now 'experiences' rather than the traditional sales and marketing route; basic things like getting the process and back-end sorted giving a more slick on-boarding process competitors would die for. I would wave a magic wand and have a 3-year rolling funded agreement with partners. That would do it **giving me and us breathing space.**

Essentially it is about restoring dignity, humanity and balance to companies and organisations that are concurrently under substantial budget pressure is valuable wisdom shared. And we need to **start with applying this to ourselves first.**

\*[Thinking points: What issues do you think other companies have and keep quiet about? Which of their success strategies, if you could find out about them, would work for you? Which wouldn't? And why?]

