

PBE Meeting Minutes – 10/02/2016

These are truncated minutes, still with relevant facts, but none of the frills and fancy red type. Normal service will be resumed next week.

Vistors: LOTS (again)!!, Pippa, Duncan, Scott, Tom, Oliver, and Paul, Suzii, Julie.

Substitutes: None

Apologies: Jasmine, Trevor

The PBE Committee & their updates

Chair – Fiona Farley – Running the meetings, ensuring we keep to time etc.

(pretty spot on this week I thought!!)

Vice-Chair & Group Growth Co-ordinator: Marc Smith

Members Secretary and Mentor: Jasmine Lambert

Marketing Director: Matt Valentine

Treasurer: Chris Hayers

Social Sec: Penny Plimmer

Visitor Host Organiser: Kevin, AML and Andy.

One-to-one Co-ordinator: Nicky Cleverly.

Palms Report: Andy Blissett

(report next week please Andy)

Education\|Librarian: Trevor Pearce

4 Minute Education Slot

Delivered by Marc Smith

What can we learn from our children?

Work on the business not in the business, we've all heard that right.

I went to my kid's class assembly recently and came away with 2 things schools teach that as adults we seem to have to learn again at some cost.

Golden time and Green day.

Golden time is where the children are allowed to work on what they want for a couple of hours once a week, usually the younger children.

Green day is where there build up reward point for being in the top of their class, the more rewards the better the treat for them do a lesson they enjoy, watch a film, trip out or something fun.

Who has a default dairy? Who has Gold time and Green Days in there's?

The short story the kids left me with.

An American investment banker was at the pier of a small coastal Mexican village when a small boat with just one fisherman docked. Inside the small boat were several large yellowfin tuna. The American complimented the Mexican on the quality of his fish and asked how long it took to catch them.

The Mexican replied, "Only a little while. The American then asked why didn't he stay out longer and catch more fish. The Mexican said he had enough to support his family's immediate needs. The American then asked,

“But what do you do with the rest of your time?”

The Mexican fisherman said, “I sleep late, fish a little, play with my children, take siestas with my wife, Maria, stroll into the village each evening where I sip wine, and play guitar with my amigos. I have a full and busy life.” The American scoffed, “I am a Harvard MBA and could help you. You should spend more time fishing and with the proceeds, buy a bigger boat. With the proceeds from the bigger boat, you could buy several boats; eventually you would have a fleet of fishing boats. Instead of selling your catch to a middleman you would sell directly to the processor, eventually opening your own cannery. You would control the product, processing, and distribution. You would need to leave this small coastal fishing village and move to Mexico City, then LA and eventually New York City, where you will run your expanding enterprise.”

The Mexican fisherman asked, “But, how long will this all take?”

To which the American replied, “15 – 20 years.”

“But what then?” Asked the Mexican.

The American laughed and said, “That’s the best part. When the time is right you would announce an IPO and sell your company stock to the public and become very rich, you would make millions!”

“Millions – then what?”

The American said, “Then you would retire. Move to a small coastal fishing village where you would sleep late, fish a little, play with your kids, take siestas with your wife, stroll to the village in the evenings where you could sip wine and play your guitar with your amigos.”

My Kids are 10, 9 & 6, every week now I asked them what they learnt did at school, you never know I might learn something.....

No Book Review this week, but definitely next!

VALUE IN ACTION

Phil is an INDEPENDENT CONSULTANT in the training/teaching/nurturing business world. He used to work in Electronic Engineering, doing processes and systems, the experience of which he is now imparting to other businesses. Phil believes that there is no 'best way' to advise a business, but it is the understanding of how that business works, what they are trying to do that is important.

Everything Phil does is personal to that business. How does the changing market affect that business, how do the people react, communicate, change?? All important questions that Phil goes through to help a business succeed.

Phil's philosophy is to 'help that business get to where they want to be'! He enables the company to follow programmes that will allow and help them to change, but not change them, who they are fundamentally.

SURVIVAL is vital to any start up and Phil will help to develop a business model that works. Every business has growing pains, crisis that will be encountered. No business will look the same in 10 years from now.

Phil will help a business get through all these challenges, which are inevitable to a growing business.

The 'Slightly' Secret Formula.....

Sales and Marketing

Operations

Finance

= CUSTOMERS

Everything has to point to the Customer. You must have a clear strategy on how people work with customers.

Are your people skilled enough? How do they **communicate**?

What are the systems, processes – does work flow?

Phil sees processes as fabric – it is strong? Is it flexible enough to cope with changes?

Is it a strong structure?

Focus is very important.

Where are you now?

Where do you want to get to?

How are you going to get there?

Understanding where you are NOW is very important. Phil works closely with the business to give them OPTIONS, CONSTRUCT POSSIBILITIES!!!! And to decide, every step of the way, what works and what doesn't.

Control/Hunger/Options/Internalisation/Consequences/End Game = **CHOICE**

Phil will look at all the above, then **Implement** it. He doesn't walk away at any stage.

How can we help get referrals for Phil?

Here are some key words to look out for when talking to businesses.

Emotions?
Desire?
Frustration?
Determination?

If you come across any of these, let Phil know. Even better, you could mention Phil and recommend that they chat with him. We all want to succeed and judging by the superb 10 minutes today, Phil is the guy they need!! Please take his card to anyone you feel may benefit, if not now, they may well need his help in the future.

Great 10 minutes Phil, despite your poor throat. Well done!

Contributions this week: 29!!!

Winner of Raffle: Ian

Winner of 60 seconds: Matt

10 Minutes next week: Ian

4 Minutes next week: Kevin

Book Review next week: Debbie

And finally, my quote:

Everything we hear is an opinion, not a fact.
Everything we see is a perspective, not the truth!
(deep eh?)

Have a great week everyone!!

Hurry back Jas, the Minutes needs you!!!