



UK Business Mentoring

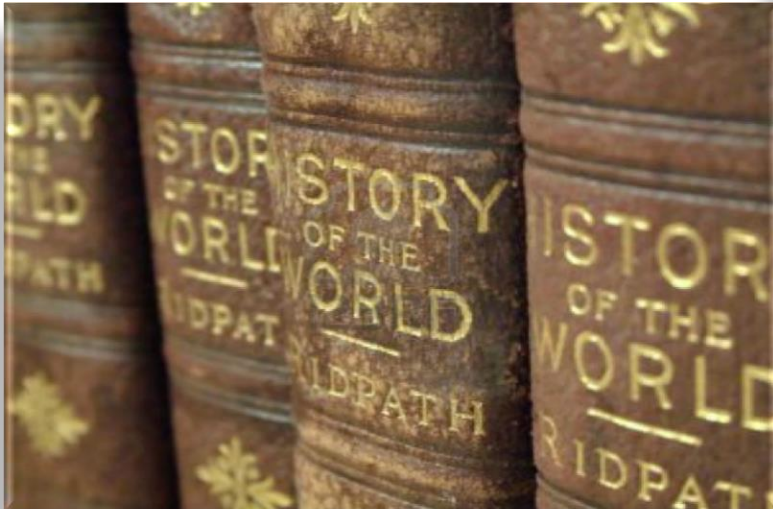
Traditional Values | Modern Thinking

Chris May

Director & Co-Owner

UK Business Mentoring

My offering to you today



'Scaling' Your Business



Common Five 'Fails'

Leadership & Management

Financials/
Dynamics



Sales &
Marketing

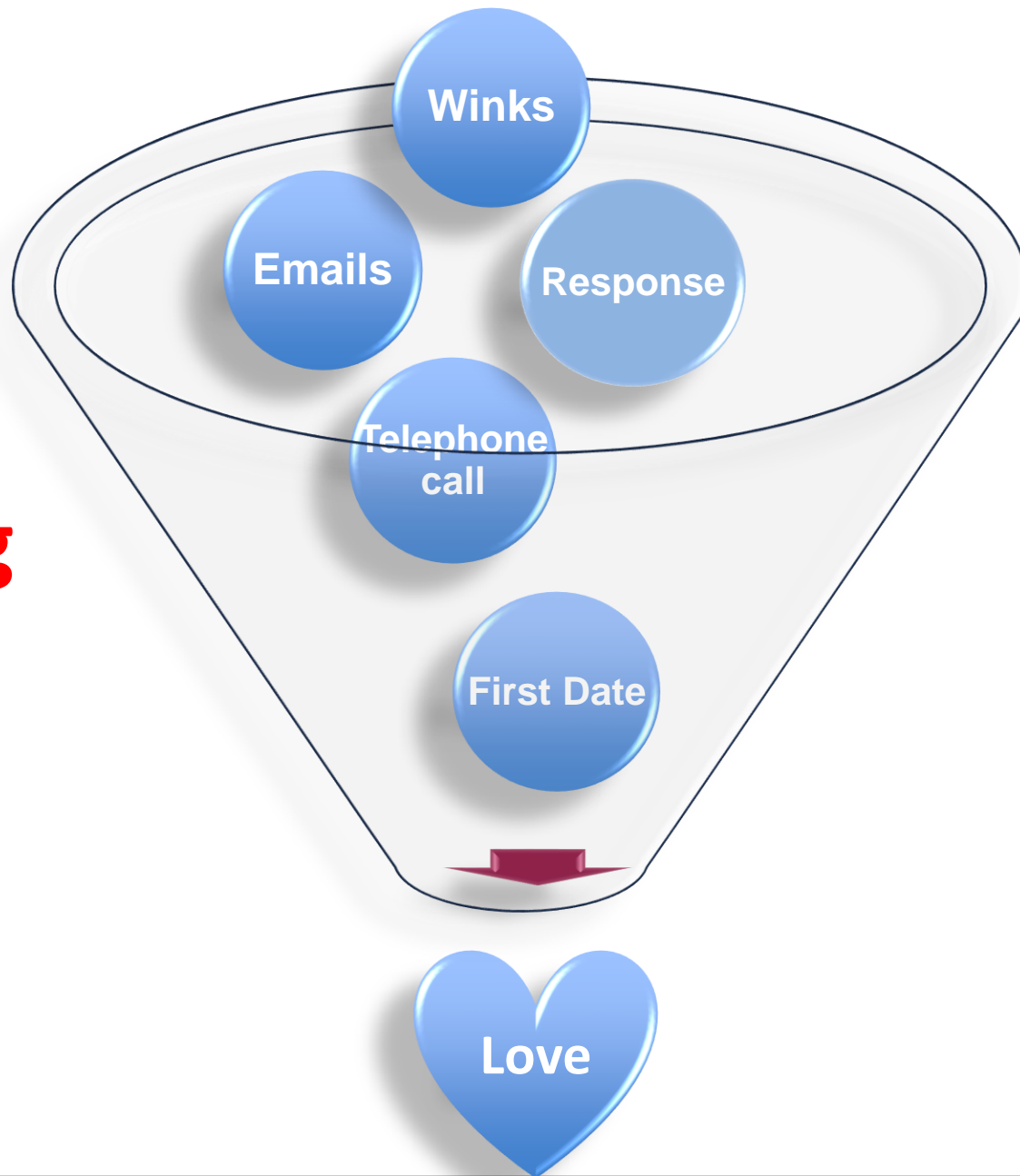
People

Common Five 'Fails'

**Financials/
Dynamics**



Finding Love Online



900 Emails

225
Responses

150 Tel
Calls

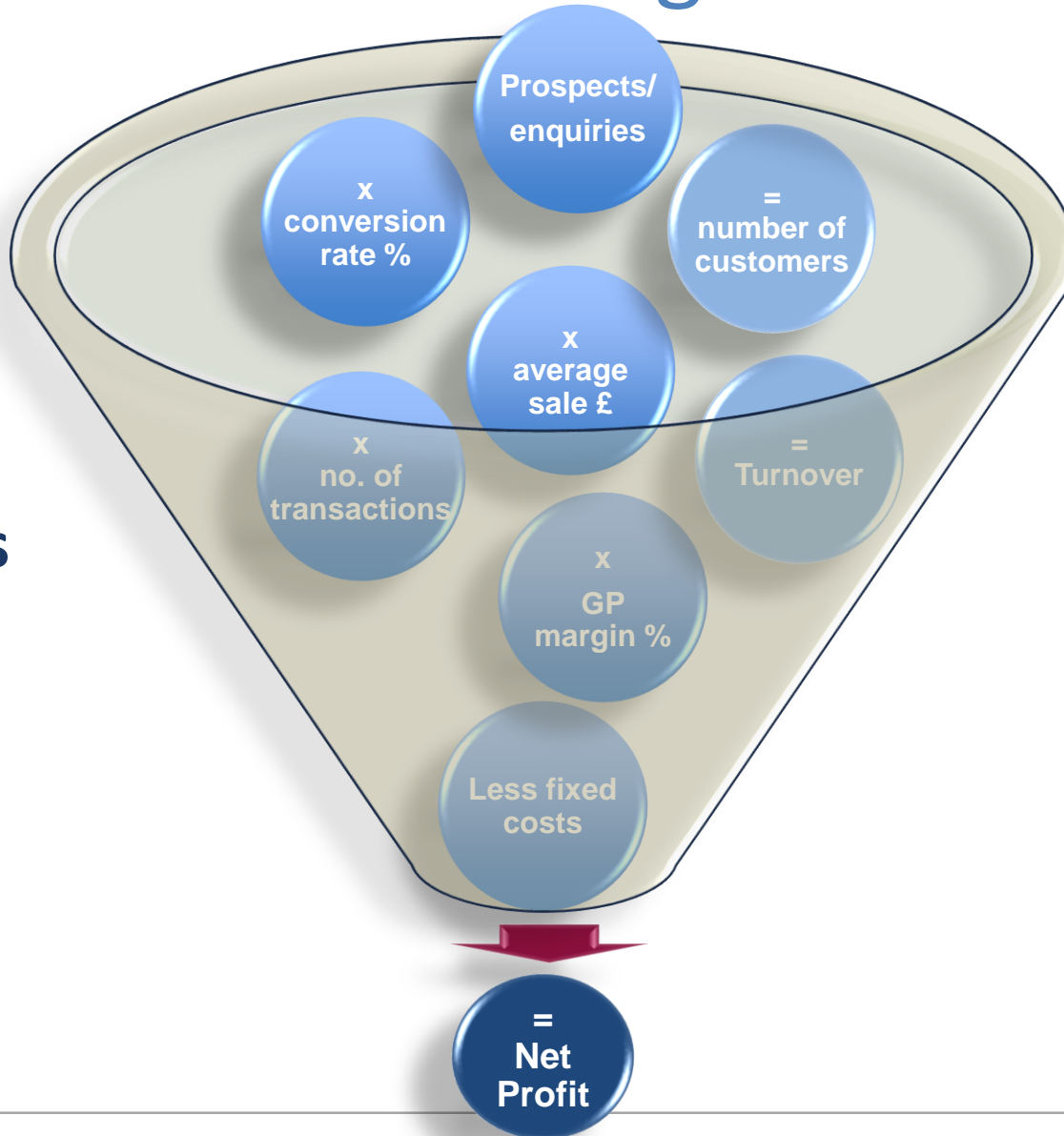
75 First
Dates

1 Partner

Funnel Management



The
Dynamics
of every
Business



Business Dynamics for Example Co

		Simple Price Change	Prospects	Conversion Rate	Average Sale £	Average Transactions	Gross Profit Margin	Fixed Costs
Insert % change	→	5%	5%	5%		5%	5%	-5%
Prospects	8,000	8,400	8,400			8,400	8,400	8,400
Conversion Rate	15.0%	15.8%	15.8%				15.8%	15.8%
Customers	1,200	1,323						1,323
Average Sale £							£716.63	£716.63
Average Transactions	1.0						1.1	1.1
Turnover	£780,000						£995,500	£995,500
Gross Profit Margin							60.0%	60.0%
Gross Profit	£429,000					£568,857	£597,300	£597,300
Fixed Costs	£328,000				£328,000	£328,000	£328,000	£311,600
Net Profit	£101,000			£187,700	£213,769	£240,857	£269,300	£285,700
Action Impact		£39,000	£23,400	£24,570	£25,799	£27,088	£28,443	£16,400
Cumulative Impact		£39,000	£62,400	£86,970	£112,769	£139,857	£168,300	£184,700

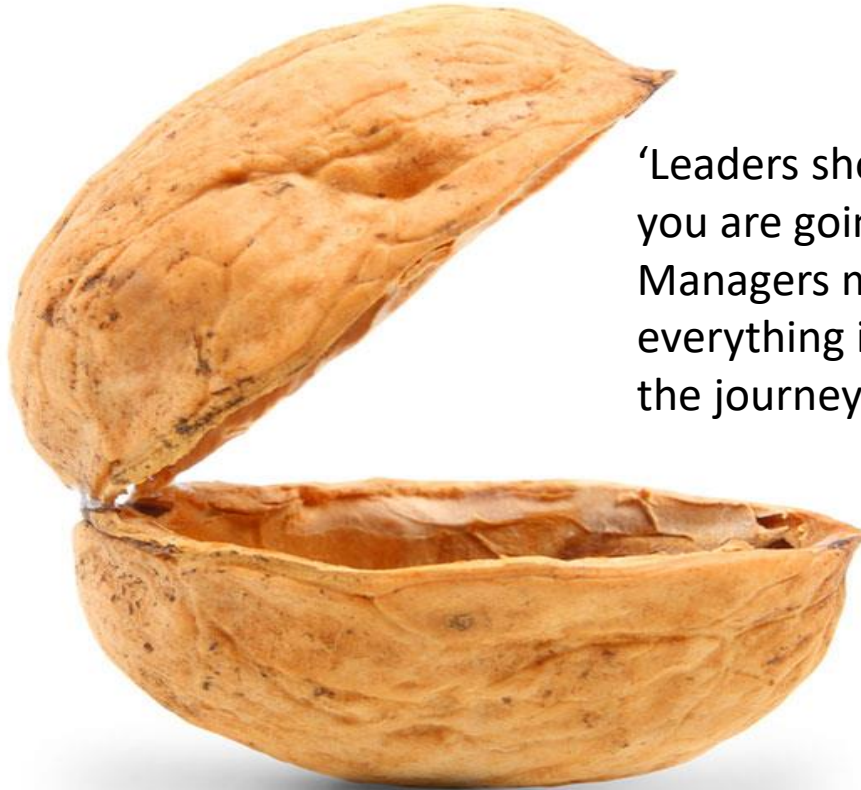
**£184,700 Increase
in Net Profit
A 183% Increase!**

Common Five 'Fails'

Leadership & Management



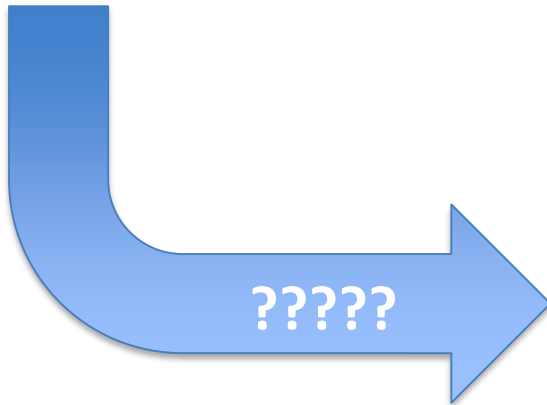
Leadership and Management – in a nutshell



‘Leaders show where
you are going and why
Managers make sure
everything is done on
the journey’

Harvard Business School Study

- Survey of three thousand middle managers:
- Managers leadership style responsible for **30%** bottom line profit
- **How does your leadership style impact on your business?**



Leadership and Management

Self assessment

Motivational

Enthusiastic

Positive

Trustworthy

Charismatic

Fun

Praises freely

Listens

Cares

Relentless

Consistent

Challenging

Firm but fair

High standards

Demanding

Verifies

Questions

Seeks excellence

Leadership and Management

■ Motivational

☐

■ Enthusiastic

☐

■ Positive

☐

■ Trustworthy

☐

■ Charismatic

☐

■ Fun

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☐

■ Firm but fair

☐

■ High standards

☐

■ Demanding

☐

■ Verifies

☐

■ Questions

☐

■ Seeks excellence

☐

Leadership and Management

Liked

- Motivational
- Enthusiastic
- Positive
- Trustworthy
- Charismatic
- Fun
- Praises freely
- Listens
- Cares

☐
☐
☐
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☐

Respected

- Relentless
- Consistent
- Challenging
- Firm but fair
- High standards
- Demanding
- Verifies
- Questions
- Seeks excellence

☐
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Common Five 'Fails'



Leadership & Management



People

Staff Appraisals – The Three Fs

Feelings

- How do they feel about their performance?
- How are they?
- How do they enjoy working here?
- What would improve things?

How we feel drives our behaviours and therefore our performance

Feelings

Facts

Facts

- What has been achieved?
- What is going well?
- What is not going well?
- What needs to improve?

How well are they doing against their objectives?

Future

Future

- What do they need to do differently
- Training/Development required?
- What would improve things?
- Future roles?

What will be different in the future?

Bonus Gem!



Daily Planner for Wed day 9/5/18

Objectives:

Deliver a series of practical tips to start-ups

'A' Priority (Actions ON the business)		✓	Time	Appointments
1	Sign off Marketing Plan with Agency		8.00	
2			9.00	SE London Brewery Seminar
3			10.00	
4			11.00	
5			12.00	
6			1.00	
7			2.00	
8			3.00	Review re. forecast
9			4.30	
10			5.00	
11			6.00	
12			7.00	

'B' Priority (Actions ON the business)

- Phone 2 New Associates
- Order for brochures
- Check Xero
- Invoice checks

'C' Priority (Other Actions)

- Anniversary Card to Gill

Notes on the Day:

Feedback re Seminar?

Business Mentoring



Professional support, business success

A brief history lesson

- In January 1879 Britain suffered its worst military defeat against a native force
- Any guesses?

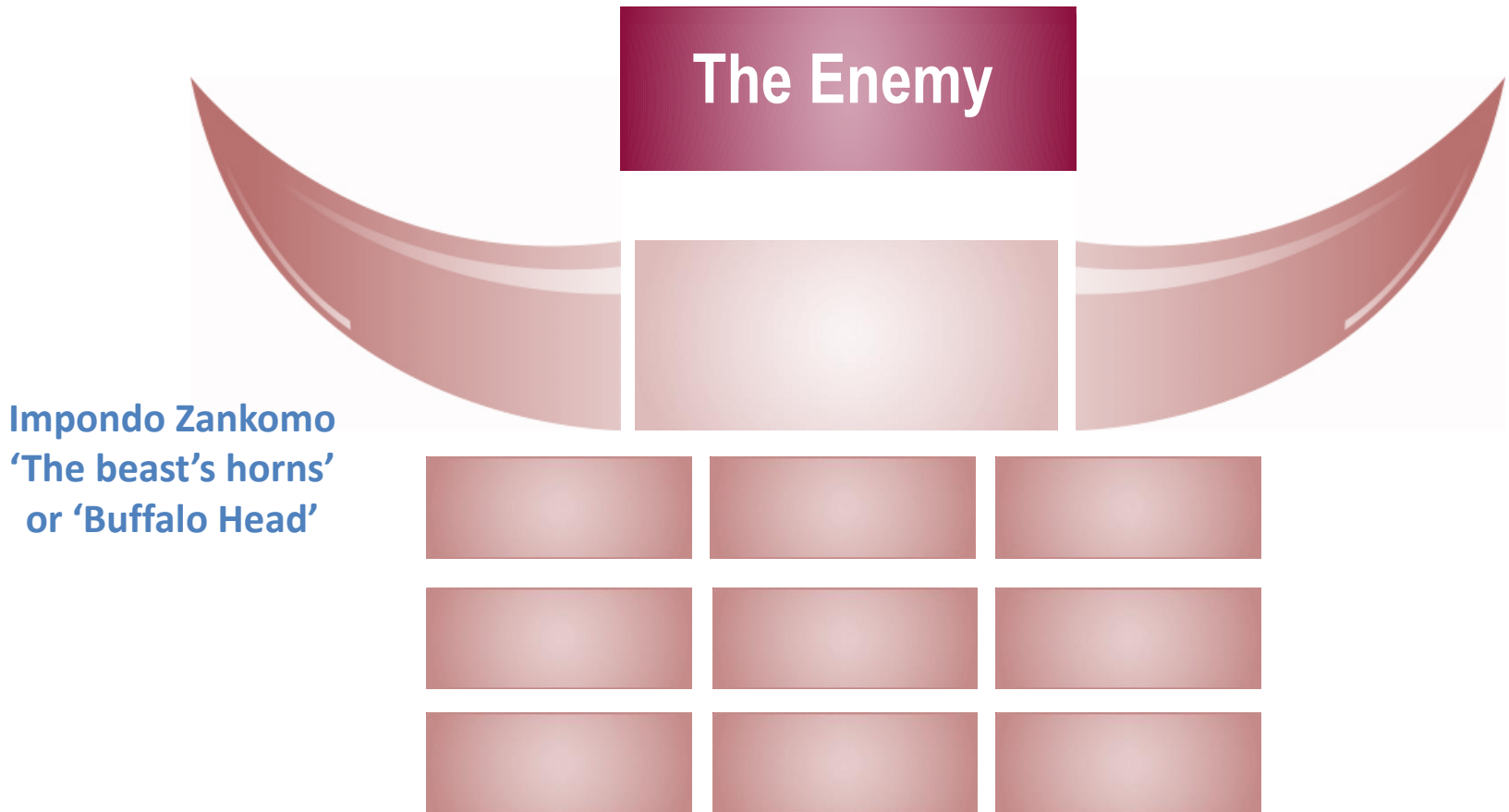


Cetshwayo
King of the Zulu Empire





Zulu Battle Formation



ZULU BUSINESS MODEL



What we do



**Zulu
Business Review**



**Planning
Day**



**Staff Engagement
Event**



**Coaching/
Mentoring**



Training



**Strategic/Exit
Planning**

Client Testimonials



UK Business Mentor

 **Top Rated**


Ranked **1st** out of

Rated No1 out of 125 Business Mentoring Firms


Rated No1 out of 591 Business Coaches

 **4.9**

[View 65 Reviews](#)




George Morris
georgemorris@bluebird.co.uk
London


 Posted 29 Jan 2018

Joe has a deep understanding of the business world. From day one he has gone out of his way to identify the intricacies of my business and the industry I work in and importantly understand what I do well and not so well as a manager and leader. Joe's reassuring and confident manner coupled with his vast experience and passion for helping people improve, has helped create some great changes and results within my business in a relatively short space of time. Joe arms you with the confidence and tools to make these changes yourself. It has been a pleasure working with Joe, I look forward to working with him long into the future.

[Publicly respond to this review](#)



Joanna Robbins
joanna@joanna.co.uk
Torquay

 Posted 19 Jan 2018

During the last year Chris has helped us look objectively at the businesses challenges, providing ideas and setting goals for the team. He's helped us put in place a simple system of evaluating the important key factors to ensure we keep on track.

[Publicly respond to this review](#)

Our offer of support following today



**A Complimentary
Mentoring
Session**

**If you want something to change, don't think
wish or dream about it, get up off your
backside and do something about it!**

