

How to 'Win'

The World Cup may grip you.
The World Cup may have gripped you until England's exit.
You may detest football.
Whatever group you belong to you will have a view on the art and science of winning.
The theme of this newsletter issue is winning;
be it personally or professionally.



1. Build a first class team

The first secret of winning is in recognising that however competent you are you cannot do it all yourself. You need to surround yourself with positive role models; professional partners and inspiring people.

2. Have courage in your conviction

Winners aren't budged from their agenda. They overcome roadblocks, others cynicism and self-limiting beliefs with spades of self-belief and confidence to implement plans excellently. Even when others around them are expressing concerns about strategic choices and approach they remain unphased and focussed on translating dreams into reality.

Personally, jumping off the corporate career ladder is a case in point. In setting up Size 10 ½ Boots I walked away from in house blue chip roles and the comforts of company cars, private health care and pension. I had wanted to work for myself since the age of 6 or 7; thirty years later I am achieving this dream.

If you have a clear goal and your desire is strong, make it happen!

3. Continued personal and professional development

Ongoing education is a trait of winners. Despite stretch financial targets Size 10 ½ Boots places a high emphasis on investing a percentage of profit in to learning. Reading, attending seminars, professional qualifications, listening to audio development materials, and mentoring are all activities that we actively participate in to build our knowledge and improve mastery.

We believe that learning is a lifetime activity and should not stop at the end of a graduate training program.

- Are you investing enough time to improve your skills and knowledge?
- Have you built personal development into your plan?

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4. Have the right attitude

The notice below was spotted in a Sheffield based accountancy practice reception. This is a great example of an organisation with a winning attitude.



Welcome to...

While you are here with us today...

We want to make your time with us as profitable, convenient and memorable for you as possible. So if there is anything we can do for you – anything at all – please don't hesitate to ask.

For example, we would be delighted to:

- **Answer your mobile phone so that you don't miss any urgent messages**
- **Photocopy documents for you to collect before you leave**
- **Top up your parking meter**
- **Book you a taxi**
- **Organise some sandwiches for you to eat later**
- **Lend you an umbrella if its raining when you leave**
- **Word process documents for you to collect before you leave**
- **Telephone wherever you are going next to tell them when to expect you**
- **Or anything else that makes your life easier – anything at all**

All you have to do is ask at reception and we'll do our best to help.

Conversely, a visit to a brasserie in Derby was a painful lesson in the art of appalling customer service. After waiting an eternity to be asked for a lunch order I asked a disinterested member of staff if he could help. The response was a grunt and then an outstretched hand to take my credit card. With his back to me the assistant then wiped his nose on his sleeve and returned my card.

As I reluctantly collected the card another member of staff whispered not quietly enough, "Have you taken an order? Oh no, they will kill you in the kitchen". Incidentally, it was 1.10pm!

This mindset will ultimately turn customers away and ensure that the only winners are competitive outlets in Derby. After all, "small differences collectively change outcomes".

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size 10¹/₂ boots

5. Take action

Winners quickly move from planning to project delivery. They recognise that plans can be modified as they learn from project implementation. Winners don't procrastinate and strive for unobtainable perfection. Instead they have clear objectives; plan the approach; engage the appropriate stakeholders; and then 'fire'.

Ongoing project evaluation and tweaking ensures a successful path.

There will always be a reason for not taking action. Better to jump and modify your course based upon learning by doing. This ethos is epitomised by the Nike slogan, "Just Do It".

5 Things to start doing today

1. Make a video testimonial
2. Write a blog
3. Send a hand written thank you card
4. Begin a new hobby
5. Phone someone special that you have lost touch with

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