


**Top philosophies
for
business/company's
growth**




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A4e is a successful international business and a market leader in global public service reform. They are a £120m, 2500-strong, global organisation that is focused on innovation, delivery and social change - for the individuals they commit to help, and for the governments they support.




These are some business philosophies those have seen, her turn a small regional training provider, founded in 1991, into an international, multi award winning company.



Follow your passion - don't pursue the money. I've seen examples of managers cost cutting and these are often the worst performing departments or offices. If we do good we do well.

Lead people - leaders have moral authority, managers have formal authority. No-one told Ghandi that he could lead the country; he just decided that he would find a peaceful way to lead. Everyone is a leader with moral authority - you don't have to have formal authority.



**Inspire, encourage and elevate -
very rarely criticise. Be ruthless on
the issue but kind to the people.**

Work 'on' not 'in' the business -
employ fantastic people and step up.
Trust the people below you to do a
sparkling job and give them the space to
grow and show you how great they are.
You need smart people in the
organisation who know more than you.

Always have a plan - how did I write the improving people's lives vision? I got a piece of paper. When I'm mentoring I ask people - where are you heading? If they don't know, they will go round in circles surrounded by too much baggage stopping them going forward.

Keep it simple - no wobble-gobbing. Incompetent people use fancy language - this hides incompetence. Be clear and get people informed. There will never be boring people running A4e and we'll always have passion.

Have confidence to side step the dinosaurs - A4e will always improve people's lives and we will do it right. Ensure you're nimble on your feet and get round problems. I'm asked by women 'how do I deal with the glass ceiling?' - I walk around it.

Marketing, marketing, marketing - talk to the world about what you are doing. Spot opportunities. I have a rule, every day I take a piece of paper and divide it into four and talk to four people in the outside world about what we do. Filing and tidying the toilet rolls will not secure the future and build people's careers.