

The

Changing Times

Volume 1, Issue 1

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Inside this issue



Are your staff actually adding value, or is it creative destruction?



Could it be possible for Africa to provide the First World with handouts?



Turn to page 2 to read 'Interview with a Rainmaker' for their thoughts.

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Lessons from the 1960's?

In the immortal words of Bob Dylan: **'The times they are a-changin'**. When he penned these words, many thought he captured the societal and political upheaval of the 1960's. Little did we realise that those words half a century on are still as relevant today, if not more so.

Possibly entering into a double dip economy with a general election looming on the horizon means it will be a tough environment, but then again we already knew this.

Advances in technology mean that customers and clients are more sophisticated today, absorbing information at a phenomenal rate and are given more empowerment to make choices. All very well and good if you are that client or customer, but from the other side, it already has had an impact.

Woolworths, Northern Rock, Barratt Shoes, Waterford/Wedgwood, LDV and MFI to name a few sent shock waves through society as one after the other they filed for bankruptcy and shut up shop, forever changing the way the High Street looks. The internet has changed the way we shop, communicate, interact and perceive relations. So what's next?

I remember talking to Jim Harris back in 2002 just after he published, 'Blindsided'. He explained how institutions like Cadbury's are being blindsided and will eventually have to be sold or close. I didn't think it was possible at the time. However, the recent events with Kraft proved just how right he was!

Those like Jim, the true rainmakers in the business world, know 'Times they are a-changin' and work well into the future and are already changing the way we do business. The age of the 'Magic Bullet' has been and gone. The time to build and be an architect of your industry has arrived.

Cindy-Michelle Waterfield, MD of Erudyte Ltd.



What's Hot and What's Not!

Are your staff Following, Leading or Ahead of Trends?

We like to keep our finger on the pulse and so every month we do a little of our own research. We ask our Rainmakers and business contacts which issues are 'in' or 'current' and which are now 'out' or 'passé'?

In no particular order, here are the latest results:

Out and passé:

Inspiration
Leadership
Teamwork
'Nice to have', but irrelevant to present business needs and imperatives',
Revamped solutions from the past.

In and currently challenging:

Staff Engagement
Sustainability
Contingency improvement
Customer perception
Knowledge of 'The real drivers of business and what is keeping people awake at night',

What is clear from our research is that, increasingly, the business environment and rules for engagement are changing rapidly for the first time in decades and that organisations are struggling to know what to do both in terms of their customers and their staff.



**Gary Sage
International
Business Coach
and
philanthropy
strategist.**

“The global financial storm has produced a global shift in awareness, not only have the rules changed - future sustainable business will need to understand that there is a new value equation out there – value 2.0 if you wish - achieving great performance will depend on truly understanding how to deliver and support this value. “

- Gary Sage Feb,2010

An interview with a Rainmaker: Gary Sage

In this issue we talk to rainmaker Gary Sage who gives us his valuable insight on some of today's leading issues.

Everyone talks about being 'sustainable' but what exactly does that mean when it comes to staff engagement?

Simple – treat your staff and people like valuable human beings – your social capital is important as society adjusts to a new generation of younger thinkers. These younger thinkers are in a position where they will soon work out that they don't really need stability formerly known as “a real job”, they already know that they can provide value, that means they can live off the land.... Er...world, that the baby-boomer built.

To be truly sustainable people will in some cases need to wait for the dinosaurs of an archaic pre-baby-boomer industrial age to retire or die out. The platform for sustainability is already around us – the baby boomers built it – the new generation knows exactly how to make sustainability work – they are building for tomorrow and doing right to others. The secret rests in applying the “Golden Rule”.

Motivational speakers tell us 'Its all about attitude', and 'positive mental thinking', whilst politicians say we need to keep spending to get ourselves out of the recession. Who's right?

Motivational speakers want you to succeed it's in their DNA and they are right in my opinion - it is truly about attitude, without high self esteem and positive mental attitude society would be listening to politicians who are reacting to spin and rhetoric dressed up as public opinion. Politicians today act only on short term events. Politics is about power - and power is all about what you can control.

That's about to change – society is far more open today. Young people think and act – some may think it's because they are precocious – perhaps? They do know what is good and they know what is special and they care about people - and they know what freedom looks and feels like because the upcoming world, demands freedom, as it demands air to breathe; and you know what freedom is all about don't you? Freedom is about what you can unleash - freedom is about “Thick 'n Deep” value for humanity!

The politician telling to spend your way out of the recession is acting out a party ideology in a bid to stay in control – which ultimately means they are not civil servants and guardians anymore are they?

My money is on the motivational speaker.

We appear to be moving into the age of individuals wanting to make a difference. Why is this happening and is it something businesses should embrace or fear?

Those who equated human beings with industrial machines, those who applied depraved Cartesian reasoning to human capital and poisoned the very space they live in are why things are changing! Those who misguidedly cite progress as the high road to some holy grail are soon to be buried and gone. The baby-boomers and their wonderful progeny Generation X and M, will embrace true capitalism - one that embraces people, profit and planet.

Making a difference is the essence of “Thick 'n Deep” Value – today wise people take the triple bottom line and embrace it.

Consider this - Africa is home to 70% of the 'bottom billion'. It would be truly stupid to ignore 700million people, who amongst them are the potential producers of your food, and who become the affluent consumer countries and even venture capitalists of the future. It is possible that in our lifetime that Asia and Africa will be providing some of the metaphoric First World with handouts.

'Adding Value' is becoming a phrase that's been hijacked by the bandwagon brigade. How should a business avoid being labelled as 'oh another one' when it starts to talk about its own 'adding value'?

Value is possibly one of the most worn-out terms in the corporate buzz word book: Today much of which is accorded value is a fantasy (think financial markets – value is not solid – it's all about leverage – it's made up – the King dollar and Queen pound are naked so to speak).

Before the iPhone every phone handset maker spent over 15 years claiming to “add value” to their phones - yet all they really ended up doing was creating a market for “upgrading” – value in this context simply defined a process of profiting from obsolescence dressed up as wanna-have-a-new-one “inspired upgrades”. Joseph Schumpeter had a great term for innovation – he called it “creative destruction”. If one fails to notice or one needs to analyse whether something is of true value - then the following assertion remains - it's thin value. I believe successful business needs to create not just thick value (a term coined by Umair Haque of Harvard Business School) but deep value as well.

To see the full interview with Gary go to http://rainmakerscompany.com/2010/02/interview_gsage/

Oyez! Oyez! Oyez!

Latest insights and thoughts from Rainmakers and speakers.

Geoprivacy

(source Euan Semple)

Stowe Boyd writes this morning of the issues of geolocation tools and privacy. I have been an early adopter of Brightkite, Foursquare, Twitter geotagging, Fire Eagle and Google Latitude. The only ones I use now are...

Should Everyone get involved in Social Media?

(source Euan Semple)

In this exclusive interview, social media expert Euan Semple breaks social media down into easy to understand terms and explains not only why every business should at least have a look at social media but also how they can...

Why blogging will (still) change the world

(source Euan Semple)

I remember ages ago talking about blogging to an older friend who said "Oh yes blogging - isn't that just people expressing their opinions?" But opinions are ideas and ideas change the world...

Does a bonus culture deliver value? . . . Oh Yes!

(source Gary Sage)

Just something I remembered as it becomes clear that it may not be a good thing right now (December 2009) to demotivate the very people who are expected to drag us out of the recession. Giving a 1 percent raise boosts employee job performance by some....

The Awesomeness Manifesto – Umair Haque

(source Gary Sage)

We live in a power hungry world where so many so called leaders are simply dressed up authority figures - they are not true leaders at all. The next generation of true leaders will use entirely new approaches to convey...

Getting employees involved is key to sustainability

(source Jim Harris)

So far, I have focused on why companies should go green; the compelling economic and marketing forces driving organizations to adopt sustainability initiatives. This is one strategy on how to go green....

Waste not, want not and profit

(source Jim Harris)

How we produce and distribute electricity is grossly wasteful. What is the future of energy? is a critical question. The three fastest-growing sources of power in the future will be: Negawatts, smart systems and clean power....

Leading in a Recession

(source Philip de Lisle)

As I write this, the economic outlook for the UK (and Europe) is looking precarious to say the least. Although we are not currently in a recession, market conditions are tough with a credit squeeze, rocketing fuel and power prices, falling house prices....



"In medieval England, town criers were the chief means of news communication. Today we call it Blogging, Twitter & Newsletters"





Our Offices at Castle Hill House

“Thought provoking, challenged one’s personal thinking and preconceptions. All in all, very illuminating and clarified ones thinking greatly.”



The view from our offices.—Windsor Castle.

So, What’s News?

The First Rainmaker Wednesday

Held under Chatham House Rule, the very first ‘Rainmaker Wednesday’ ran earlier this year and was deemed by delegates to be a great success. They tell us that they are looking forward to the next one! Delegates who attended the session at Windsor, facilitated by Gary Sage under the theme of: "How to Get Great Performance in a Recession (intermediate and advance level)", gave the following feedback:

“Ladies and Gentlemen - It was a pleasure to meet you all last night at Erudyte in Windsor and I think we can all agree that our Speaker Gary Sage was top notch - so much so I look forward to seeing you all on the 6th May. - I hope like me you found the evening entertaining and very informative”

And

“Thought provoking, challenged one’s personal thinking and preconceptions. All in all, very illuminating and clarified ones thinking greatly.”

And

“Great great value! I really felt like I’ve had a ‘thick value’ evening. I will certainly be changing what I do and putting new actions into place as a result of listening to Gary.”



At the event, Gary so inspired the organisers, Erudyte, that they bought into the ideas of ‘making a difference’ and ‘how can we make a difference above and beyond our normal business day to day activities?’

As a result the ultimate aim of the next ‘Rainmakers Wednesday event on the 24th February 2010 will be to be able to donate the profits to a charitable organisation that is ‘making a difference’. ActionAid’s Haiti Earthquake Appeal is exactly this. As Chris Taylor, Operations Director of Erudyte commented; *“We have seen loads of speakers over the years, all with inspiring messages and the ‘new thoughts of how to do things’ but collectively and unintentionally they have made us rather a very cynical and hard audience - so to be moved into action by Gary and the energy he generated in the room that night, was powerful stuff indeed!”*

Maurice Watts, Head of Sales and Marketing, has been instrumental in setting up another initiative born that evening. *“Given that half the delegates wanted more of the same and also wanted access to the rainmaker after the event, we decided to set up **the Rainmakers Club** to let this happen”.*

Maurice’s experience of the Rainmakers Club so far is *“It has already been a success with members gaining personal access to Rainmakers, Erudyte and other members. - We believe in doing what our audiences ask.”*

For more information about joining the Rainmakers Club, please send an email to Maurice@speakerscompany.com

Events

Our next Rainmaker event is on Wednesday 24th February 2010 in London, where the topic will be [How to Get Great Performance in a Recession](#), delivered by [Mr Gary Sage](#) & [Mr Gordon Lovell-Read](#).

- Topics surrounding 'How to Get Great Performance in a Recession' include:
 - The Economy – Where do we go from here?
 - Bonus Culture – Good, Banned or Evil?
 - Interim Management and Part Time Workers – What's next?
 - The New Economy – Freeze, Flee or Fight?
- You should attend if you need to:
 - Develop high-potential employees
 - Grow future senior managers/leaders?
 - Retain and engage key staff?
 - Reduce costs yet maintain high value?
 - Build critical business relationships?
 - Understand where business and markets will be in 3-5 years?

Click Here to [BOOK ONLINE NOW!!](#)

Future Events:

1st April 2010

Subject: [The Future of Social Media in the corporate world](#).
 Venue: Castle Hill House, Windsor.
 Thought Leader: [Mr Euan Semple](#)

6th May 2010

Subject: [Value 2.0 The next level - adding value, thick and deep or thin value and or creative destruction?](#)
 Venue: Castle Hill House, Windsor.
 Thought Leader: [Mr Gary Sage](#)

10th June 2010

Subject: [Exit strategies for company owners and proven 'turn around' strategies for distressed companies](#).
 Venue: Castle Hill House, Windsor.
 Thought Leader: [Mr Philip de Lisle](#)

1st July 2010

Subject: [Implementing multinational sales forces to maximise global sales](#).
 Venue: Castle Hill House, Windsor.
 Thought leader: [Dr Max Blumberg](#)

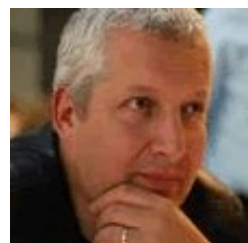
5th August 2010

Subject: [Transforming critical business relationships](#).
 Venue: Castle Hill House, Windsor.
 Thought Leader: [Mr Gordon Lovell-Read](#)

In addition to the detailed events above, we also run "[Rainmaker Wednesdays](#)". These are designed as tasters for the world of the Rainmakers. They are hosted by a rainmaker, often featuring a guest.

They are held in Central London on the 3rd Wednesday of each month at a number of different venues. Delegates will however be informed of the venue a week in advance.

To Book any of the events listed above, either click on the individual title or [CLICK HERE](#) to see all events.



"The future of sustainable business is shifting. Value 2.0 has arrived"



Corporate performance and survival.

Erudyte uses its Rainmakers to work with organisations to help them deliver improvements in a number of areas.

These can include:-

- **Strategic and Tactical Vision and Management**
- **Future proofing and sustainability**
- **Succession and staff, retention, development and planning**
- **Recovery and growth after changes in marketplace, structure or ownership**
- **Performance in terms of efficiency, turnover, profit and other KPI's**
- **Corporate and personal reach, especially into the online space** (Increasingly in the modern world and as Web 2.0, 3.0 Social networking and new societal models become more business critical, tomorrow's leaders not only need to understand the dynamics and practices intimately but must also be visible, noticed and followed, for them and their organisations to succeed in the new emerging markets)
- **Personal functional analysis and fit** (where those factors that cause success in the organisation are identified and the fit with the individuals performing those functions is rigorously measured and evaluated)
- **Board member personal support and mentoring** (where individual senior managers can benefit from advice and experience from a mentor who has 'been there done that' many times, especially in challenging times)
- **Personal paradigm shifting and empowerment** (especially in self awareness and communication skills – this takes already skilled senior managers and turns them into true leaders and inspirational examples – [if they can hack it!])

Yes we have a **Speakers Division** and yes we can provide you with a business expert (we have a choice of about 5,000) who is an experienced speaker to talk on just about any topic you need in the tone and with the level of engagement with your audience that you would want.

Equally if you wanted to **run an event** and no longer have the staff to do it all yourself we can provide heads and hands to make it a stunning success for you via our events division.

It is almost incidental that the people we use are all very experienced business people who have been speakers and want more satisfying and productive engagements - in short they enjoy helping organisations grow and thrive.

Contact Us.

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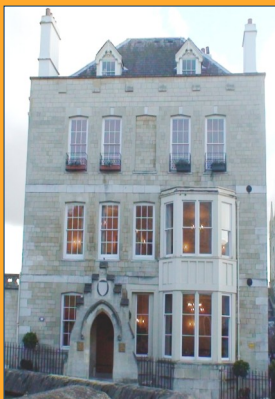


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Castle Hill House

“If you would know the road ahead, ask someone who has travelled it”
- A Chinese proverb.

