



## TOP TIP NUMBER ONE

"Test in order to learn"

Whilst it is good to have intelligent thinking don't forget the benefits of learning by trial and error, in order to pressure test your initiatives and to learn through testing. This makes sure you do not make decisions based on assumptions.

## TOP TIP NUMBER TWO

Do you do AB Testing in your business?

Like in the science lab, where you have "A - The Control Group" and "B - The Test Group".

This allows you to understand whether your initiative/idea has had an effect by comparing the two.

Only then can you understand the true incremental impact of what you are doing and whether it is worth it.

This strategy adds value to the day to day running of any business from promotion to tactical activities.





## TOP TIP NUMBER THREE

“How to look beyond the data”

When looking at performance results, quite often it is the wider picture that we do not look at. We latch on to the easy answer rather than looking at the whole picture, so we can move on to our next priority.

Example:- after the recent bank holiday weekend businesses that are "Garden Seasonal" will be clapping their hands after a successful weekend. By looking at the whole picture they may discover that they could have done better...

Was the performance as good as it could have been?

Were any opportunities missed?

Was advertising strong enough?

Was the competition stronger?

Looking at the wider picture allows you to instantly take learnings that will help you do better next time.

## TOP TIP NUMBER FOUR

“How to be the inspirational leader that you are”

Be prepared to change!

When you are presented with evidence that challenges your deeply held beliefs and views allow yourself to be challenged and even change your mind. As individuals we tend to reject evidence that challenges our views and even sometimes inadvertently shoot the messenger. Allow any data and intelligent thinking to change your opinion, your team will see you as the inspirational leader that you are.



## TOP TIP NUMBER FIVE

“How to embrace failure”

I work with a lot of businesses who truly do not understand failure.

There are the businesses who see failure as a negative thing who leave work on a Friday upset and stressed after their bad week, those that see that even in failure they are willing to allow some learnings from it and then there are those who truly embrace that through failure is how they learn.

Next time something does not go the way you expected take the time to deep dive into the detail, find the root cause and importantly find out how to do it better next time. See the positive and move forward.

When everything seems to be going against you, remember an airplane takes off against the wind, not with it.

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