

22 Nov 2010

Louis Gerke
The Ripple Effect

RE: RIPPLE - MANAGEMENT PROGRAMME

In 2009, we started a process of re-evaluating the way we run our business. Although our business had been *successful* to this point, how does one measure success?

I felt as CEO that we needed to take it to *the next level*. With this in mind I was fortunate to be introduced to Louis and we began a process of 'rethinking' our business.

- *At the management level:* Ensure that staff moving into a managerial role have the right tools at their disposal, are focused on doing the right things day by day, for themselves and within their team. We also wanted to encourage a more 'scientific' approach in running the operational aspects of the business.
 - The time spent in the (MDP) management programme during 2010 has been invaluable in building this scientific approach within the business.
 - I chose to attend the MDP with our 'manager' and in this way we were able to share ideas at every stage, and also ensure that the strategic time is set aside often and is spent effectively!
- *At an executive level:* We have joined Louis's monthly 'boardroom' meetings. Through this process I believe we have gained tremendous value, especially through discussing common issues around running and growing effective businesses with other like-minded executives. This process has tied in very well with the management training.

Well done to Louis and his team for making a real difference in our business. I believe the process of rethinking our business has only just started and fortunately it never ends.

Warm Regards,

Stuart Jack