

# BUSINESS SUPERFUEL

## PART ONE—THE DIGITAL OPERATIONS BRAVADO



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- **DIGITAL OPERATIONS**
- SYSTEMS AND CAPABILITIES
- SUSTAINABLE FINANCES
- INFRASTRUCTURE INVESTMENT
- STAKEHOLDER MANAGEMENT
- BUILDING CHAMPIONS
- SUPERIOR CUSTOMER SERVICE

## “DITCH THE GUMPF”!

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### WELCOME TO THE FIRST 'BUSINESS SUPERFUEL' SERIES

•Are you worried that your current ideas or innovation may not be up to scratch? And/or sustainable?

•Does your team suffer from a lack of commercial confidence that affects business growth?

Then this guide will really help you to understand where to audit, analyse and critically evaluate in order to **provide strategic recommendations** that will help improve operations and re-position your brand to be that all important game changer.

SO! Welcome to the first **BUSINESS SUPERFUEL** series where I will be providing practical and commercial insight as well as robust strategic recommendations for start up's, SME's and corporations so that they can confidently review and improve their digital strategy, operations, revenue, stakeholder relationships and build world class teams.

This **BUSINESS SUPERFUEL** guide is a MUST have guide for those inquisitive strategists who are relentless questioning, am I doing enough to positively influence the business I am in, in order to become the market leader?

### DEFINITION – BRAVADO IS DEFINED SIMPLY AS A DEMONSTRATION OF BRAVERY OR DEFIANCE, OFTEN IN ORDER TO MAKE A FALSE IMPRESSION?

From my professional experience working with many global brands and now heading up the London CIM events strategy, I feel that it is the right time to remove any remaining fears that digital marketing and automated platforms or software are a mission to get your head around.

Whatever business or role you are in, I approach their technology with the mindset of **Ditch The Gumpf!** It is so key that you are brutally honest about your business capabilities. Stand back and review/strip back the processes, systems and structures in order to deliver the effective changes that can really benefit your business longer term.

I advise heads of businesses to allow the time to contextualise the operations in order to put yourself fully **back in the driving seat** whilst you have been fire fighting or focusing on the wider functions. There is a myriad of automated software options and website/algorithm updates to keep all of us busy for 70 years.

**Truth is - There's just no point!** - Review what ones work for you and your customers and trial the ones by initially watching a short demonstration video in order to see if it **resonates with your industry/sales strategy**. You do not always need Salesforce or Pardot, choose software that is really user friendly for your team. Platforms that help provide project management, lead generation, email marketing or CRM systems are now almost all subscription based and can be really cost effective. Its low risk to trial, so get out there and start some testing with your team!

**Crunch time** comes when you are required to improve the commercials by better understanding what your business can achieve practically and what your customers **REALLY** want from you, why, when and how? In most cases there are three reasons why this gets missed

- 1) **lack of resource**
- 2) **time and**
- 3) **worst of all, the executive chairman has no need for business insight. #really!**

### WHERE TO START?

HERE ARE MY THREE WINNING TIPS TO GET THE ENGINE STARTED . . . . .

#### 1. STAFF

Your staff are THE **best people in your organisation** who can really add value in order to set service, sales, operations and marketing strategy. In almost every instance I can think of, staff begin to respond negatively when they are at the forefront of complaints driven by poor software systems or platforms and are not able to respond in an effective manner to **bring business change**. Without having critical feedback internally, no business will be able to reach its growth goals easily, therefore it is really important that your staff have a process in order to **provide constructive criticism**.

#### 2. 'NEW' KNOWLEDGE IS SUPERFUEL I

This 'new' and up-to-date knowledge is fundamental into how you can improve your business operations and control costs effectively. If your team is to really find its **technical confidence** then all stakeholders need to understand the rationale for an algorithm update or the importance of a mobile responsive website for example. This knowledge can then be passed on to your clients who will likely not have the time to keep up to date with this fast paced environment. In my experience clients love to be kept in the loop in order to be more savvy with these software or digital platform advancements. **Empower and encourage technical evolution**.

#### 3. HEALTH CHECK

Reporting is everything! It gives brands and their teams the most important **sensor check** possible. It's a true benchmark that can provide **key insight** into a market, a sector and consumer behaviour. One of the most interesting characteristics of reporting is the **irrefutable tangible intelligence** it provides when setting strategy and objectives. Often the appointment of an analyst is a very good idea as staff are able to regularly track revenue analysis and report more accurately on facts and figures. Presenting such information more confidently to c-suite executives and clients, really does help you **Ditch The Gumpf!**

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