

## Essay 9 - Do a Branson, again!

I read Business Books. I wish I had started doing this in 2010 when I started the Business. Over the last 2 years (you can probably imagine why I have had the time) I have read all of *Daniel Priestley's*, especially *Oversubscribed*\* ... in his own words “*truly remarkable*”. I have read and listened to this book at least 5 times, with each time stimulating new ideas. I have read the internet and Social Media phenomenon *Gary Vaynerchuk's* title *Twelve & a Half: Leveraging the Emotional Ingredients Necessary for Business Success*, although to be honest I didn't grasp too much from this; however I will explore his concepts further. Then there was *Jordan Belfort's The Way of the Wolf: Straight Line Selling*. Thank you to *Emma* for buying this Book for me. The first half of *Jordan's* Book I just couldn't get into. Then by the end of Book on the first read; 2 further reads and 2 listens of the Audiobook (whilst cycling with *Emma* ‘up the Bog Road’\*\*) ... and WOW! ... What truly life changing content *Jordan* has written. Then as you can imagine, with the title of this *Essay* being *Do a Branson, again!* ... I have read *Richard Branson's* books ‘*Losing My Virginity*’ and ‘*Screw It, Let's Do It!*’ and ‘*Business Stripped Bare*’ ... in that order. With *Branson*, you may or may not know a lot about him. You may just think ‘*He's the Virgin Guy!*’ *Branson's* vision and grasp of ‘The Brand’; and maintaining a remarkable customer service across all of ‘The Brand’ has made him a Billionaire, and his Empire a truly Global Business. Unlike some Entrepreneurs\*\*\* (I only use this Title for people like him), *Branson* has never and still doesn't work from an office. His office is out there, wherever there is. And that's my point with *Essay 9* ... Get out of your (darn) Office!

\*If you are starting your own Health & Safety Consultancy or Business in any Industry, this Book is a 100% must read, along with *Entrepreneur Revolution* (read this first), *24 Assets* and *Key Person of Influence*. *Daniel*, thank you for writing these remarkable books. Check out [www.dent.global/resources](http://www.dent.global/resources)

\*\*The ‘Bog Road’ is a fairly nondescript, country road in Ireland with a few houses, a farm, many beautiful cows (sadly supplying to *Supermac's!* – but I do love their 5oz burger) and funnily enough a bog either side.

\*\*\*Don't you find that everyone is an Entrepreneur these days? In running *Osteopathic Solutions Ltd* day to day I definitely do entrepreneurial acts, but I still see myself as an SME owner. Maybe with the success of this Book, one day I will see myself as an Entrepreneur. Fingers crossed :.)

Let us define an Office ...

*A room, set of rooms, or building used as a place for commercial, professional, or bureaucratic work.*

Wasn't especially exciting that one. Although what did I expect? Let's sex it up.

*A room, with ergonomic furniture that's pleasing to the eye; warm and cosy or cool with Air-Con; that has a door that can be shut (or even locked) with a 'Do Not Disturb' sign; allows for a nice cup of brew or stimulating java; provides a tool for infinite access of information; houses photos of summer holidays and the 'fruits of your loins'; a place where only hard (I want to add ... and 'Intelligent') work takes place.*

Over the years, I have been to 100s of Businesses where the only time the Health & Safety Professional came out of their office was to greet me at the reception or go to the staff canteen ... and some sent their Colleague to greet me and had their lunch at the desk. You get my point. So armed with this *Do a Branson, again!* 'kick up the arse' (I hope you take this the right way, hearing my good intentions) what productive work can we do outside the office\*? Here are my Top Ten Tips!

**1).** Attend Courses. Ones that will add value to your role; that are Accredited with an Industry leading name; that are run by True Experts in their field; that teach you something new, interesting, useful and practical.

**2).** If you are in the market for a Manual Handling Training Provider, go and watch their Course delivery. If you are deciding for your Group, then this is a must do.

**3).** If you have chosen your preferred provider, fully attend their Course, whether a short Workforce Practical Skills Course or an Instructor Course ('Train the Trainer'). When I say 'fully attend' I mean turn off your phone, be in the moment, and take part in the practical, just like any of the other attendees.

\*If there's one thing Shit-Vid has given us, and I hope it lasts for as long as we exist (wow, that's deep isn't it), it's the ability for people to work from home (as long as they do work), or from their favourite cafe etc. Allowing for more time to enjoy life, the reason we should all be here for.

4). *Do a Branson!* I hear you say “Gareth, isn’t this Essay called *Do a Branson?!’*” And my reply would be “No, it’s ***Do a Branson, again!***” A reminder from *Essay 3*, ‘Chuck Bags’ for 1 day every quarter.

5). Train your ‘Eagle Eyes’. Observe and record on camera, **every** Manual Handling Task your Employees perform. Whether it’s lifting, carrying, lowering, pushing, pulling, team handling, sweeping, shoveling, even ‘chucking bags’ ... every one. Later on in *Sorry! We’re Closed, Essay 17* specifically, I will be delving into how **You** can *Open your Eagle Eyes*.

6). You have contracted a True Expert (with that said read on to *Essay 10*) for Workforce Manual Handling Training. They have completed the Training Programme and all employees have been trained. So what’s next on the To-Do list? Next email? Back to the spreadsheet? You hear me scream “*Goddammit! No! Where have you been the last few minutes?*” This is the perfect time to help engrain the Best Practice Manual Handling Message that your Business has paid a lot for. *Do a Branson, again!* and observe the Workforce for their Manual Handling practices and offer 1-2-1 coaching when you need to take them off the £150,000 path.



7). Instead of emails go and talk to the Colleague ... but keep it brief and don't get sucked into too many pleasantries. Remember you are both at work and have a job to do. If it is a long walk to their office, make a call during that time.

8). I find being in the same environment every day quite boring. Even if I am doing the same computer work, but in a different space, with different plants, different lighting, different colour of the wall paint, even different people; I find it helps my productivity. Therefore of course you can write that Report, attend to that spreadsheet or write that super important email, but do it somewhere different. But remember, keeping all BackSafe as I like to do, make sure you maintain good seating and workstation ergonomics.

9). Go to an Exhibition. For me if I was in your role, this would take me back to the great days of The School 'Outing'. My favourite was the *Polka Theatre* in Wimbledon in the late 80s. What was your favourite school outing? A chance to stay in a nice hotel (well, maybe a *Travelodge* – what's happened to their prices?); a curry and a beer on expenses; a visit to a new City. The Exhibition, if chosen well, will most likely give you loads of ideas that you wouldn't have come up with whilst sitting in your cozy office.

10). Make a Video. People love watching video. It can be on any subject. Instead of written protocols for employees, record them with a Professional Videographer. Make it Expert in content, but don't forget some humour (regarding this check out *Kevin Roger's The 60-Second Sales Hook*).

And finally for *Essay 9*, in a normal working day aim for around 50% of the time sitting down and 50% standing up. If you suffer from back pain, you will likely notice an improvement with this practice.