

# **Bahrain International SME's Empowerment CONFERENCE 2014**

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**CROWNE PLAZA,  
BAHRAIN**

**FEBRUARY 5<sup>TH</sup> 2014**



**GRAHAM NUGENT** FCIB FCIPD FCIM

# OBJECTIVES

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**1.TO WAKE YOU UP AND KEEP YOU GOING**

# OBJECTIVES

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- 1.TO WAKE YOU UP AND KEEP YOU GOING
- 2.TO INTRODUCE MYSELF

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# OBJECTIVES

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**1.TO WAKE YOU UP AND KEEP YOU GOING**

**2.TO INTRODUCE MYSELF**

**3.TO EMPOWER**

*TO AUTHORIZE , LICENSE , GIVE POWER TO , MAKE ABLE*

# TO EMPOWER

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**80% OF START UPS FAIL**

# THREE REASONS FOR FAILURE INCLUDE:

8

1. NOT BEING EFFECTIVE IN **COMMUNICATING TO MARKET**
2. NOT BEING **CUSTOMER CENTRIC**
3. NOT **MANAGING THEMSELVES**



# COMMUNICATING TO MARKET

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## ***APPROACH 1***

***IF A MAN BUILDS A BETTER MOUSETRAP THAN HIS NEIGHBOURS***

***THEN, EVEN IF HE BUILDS HIS HOUSE IN THE WOODS***

***CUSTOMERS WILL BUILD A PATH TO HIS DOOR.***

***-Waldo Emerson***

# COMMUNICATING TO MARKET

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## ***APPROACH 2***

***IF WHEN A HEN LAYS AN EGG IT CLUCKS LIKE MAD  
AND TELLS THE WHOLE FARMYARD.***

***A DUCK LAYS ITS EGGS IN COMPLETE SILENCE***

***-Sir Thomas Lipton***

# WHO BUYS DUCK EGGS

# THREE REASONS FOR FAILURE INCLUDE:

12

1. NOT BEING EFFECTIVE IN **COMMUNICATING TO MARKET**
2. NOT BEING **CUSTOMER CENTRIC**
3. NOT **MANAGING THEMSELVES**

# NURTURE CREATIVITY





# NINE DOT PROBLEM

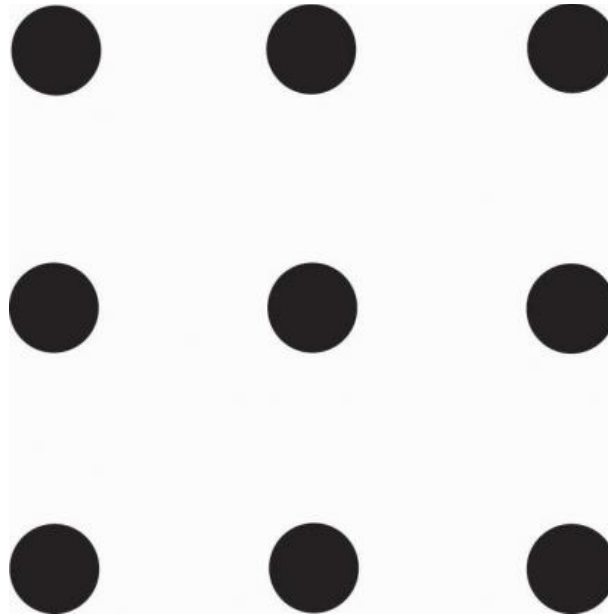
16

- PLACE A PENCIL ON ONE OF THE DOTS
- JOIN ALL DOTS
- WITHOUT LIFTING YOUR PEN
- WITHOUT RETRACING YOUR STEPS



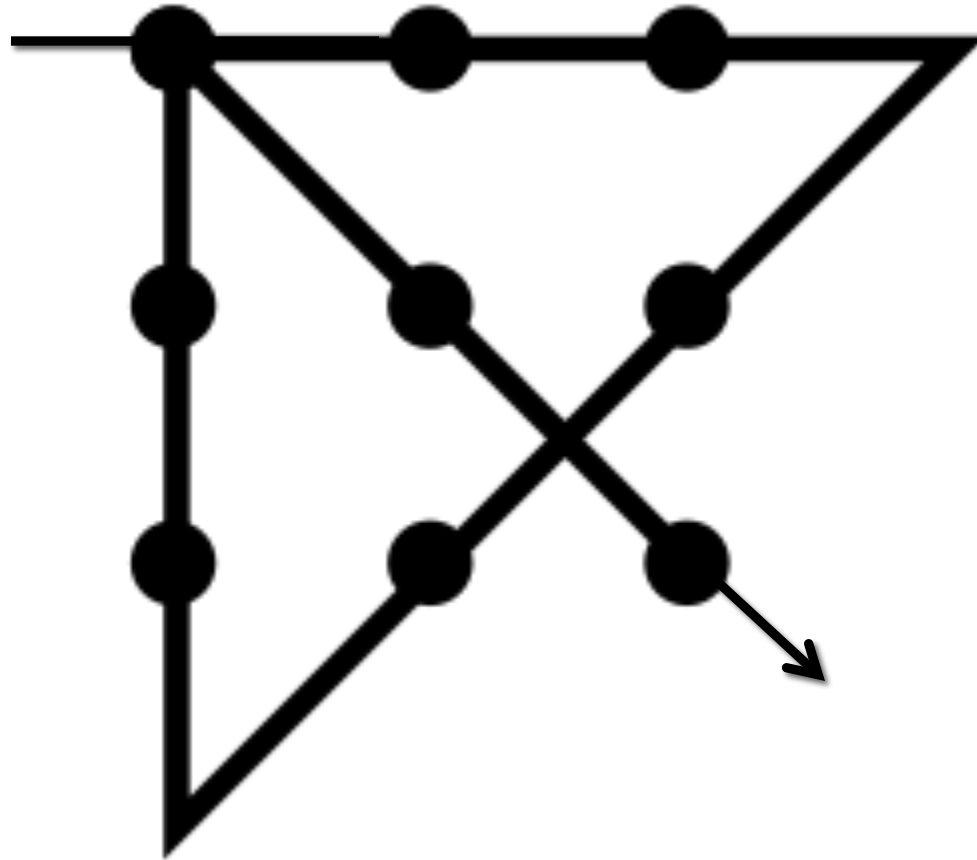
Place a pencil on one of the dots and draw four straight lines through all the remaining dots, without lifting the pencil off the paper or retracing your way through any of the lines.

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# NINE DOT PROBLEM

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# THREE REASONS FOR FAILURE INCLUDE:

19

1. NOT BEING EFFECTIVE IN **COMMUNICATING TO MARKET**
2. NOT BEING **CUSTOMER CENTRIC**
3. NOT **MANAGING THEMSELVES**

# MANAGE STRESS

# MANAGE STRESS

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## C.R.E.D.O.

# MANAGE STRESS

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**C.R.E.D.O.**

**C ommunicate**

**R elax**

**E xercise**

**D iet**

**O rganise**

**THANK YOU**

# THANK YOU

