

maxwellbond

A GOOD NEWSLETTER

EMPOWERING NEWS AND ADVICE FROM MARKET LEADERS IN MANCHESTER

IAN HAMMERSLEY

RUNNING A SUCCESSFUL BUSINESS IN TIMES
OF CHANGE AND UNCERTAINTY

LEADING TEAMS THROUGH
A CRISIS WITH BEST
SELLING AUTHOR MARTIN
MURPHY.

BEAT THE BOSS

DO YOU HAVE WHAT IT
TAKES?

DAMIAN HUGHES

LIQUID THINKING, MINDSET, AND
BREAKING THE PESSIMISTIC CYCLE

3

INTRODUCTION

By Steven Jagger

4

POSITIVE GLOBAL NEWS

A look on the bright side of the news

6

LIQUID THINKING

with best-selling author and business owner, Damian Hughes

7

MANAGING CHANGE AS A BUSINESS

CEO Ian Hammersley talks on business resilience and growth

9

LEADING TEAMS THROUGH CRISIS

Martin Murphy advises on how to lead teams in a time of crisis

11

INTERNAL COMMUNICATIONS & COVID-19

Interact shares their tips on internal communications in a crisis

12

BREAKING THE PESSIMISM CYCLE

Tips on mindset by Professor Damian Hughes

15

BEAT THE BOSS

Has anyone got what it takes to beat the boss?

17

THE BEST FROM SOCIAL MEDIA

Feel good stories to brighten your day

19

LATEST CORONAVIRUS UPDATE AND ADVICE

The latest updates and recommendations

maxwellbond

STEVEN

JAGGER

OWNER



Today marks 3-weeks since isolation started and what a journey it's been. We've had; the mental struggles of working from home, brilliant examples of businesses adapting quickly with innovation in a crisis, a Queen's speech followed quickly by the Prime Ministers intensive care visit and recovery and now we've just had the long Easter weekend break.

It certainly feels like 3 months, not 3 weeks! I hope that it will be over soon but I feel like we will have another 3 weeks to go before the business world can start to function a little more normal or, to use the next buzz word that will come out, "the new normal". My prediction is schools will be the first back in the next 3 weeks followed quickly by workers whilst we continue to shield the vulnerable.

What we've come to truly learn over this period is work and life for everybody is unpredictable. Yes, we thought we knew this before, but we now understand that every day is different, and our attitude and mindset can often feel like it's on a rollercoaster. This experience has been a huge learning curve for everybody, from business owners, to employees, from parents, friends and family to politicians. This is new for all of us. In order to support each other it is more important than ever to keep engaged with each other. To talk and to socialise using different means than we'd normally be accustomed too like; Microsoft teams, Zoom, House Party, Tik Tok challenges, the list goes on.

We must continue to be positive in our outlook. At Maxwell Bond we continue to do this through conversations with others, helping people who are struggling and providing an ear for those or solutions for others to many of those common challenges. We have helped facilitate webinars, guides, and our weekly newsletter, which aims to bring all of this together in a motivational and positive way. This is how we are continuing to support our community and put people first.

If you are struggling with something or are looking for a solution to a challenge you have encountered, please get in touch so that we can connect you with people who can help. We are here to listen, help, and guide you through this, so that we can all come out of this stronger.

I hope you enjoy this issue of our newsletter.

Take care.

Steven

POSITIVE GLOBAL NEWS

As always, we are kicking off the newsletter with our top picks of positive news from around the globe!

Google commits to donating \$800 MILLION to COVID-19 response efforts.

Twitter CEO Jack Dorsey Pledges \$1 Billion for Coronavirus Relief

Wuhan, China, has lifted it's lockdown.

Adrian Currie, who runs an entertainment company, has been spending his hour of exercise bring joy to the children of Cardiff, by dressing up as an assortment of Disney characters.

Sticking to social distancing rules, Steve Chase organised a party for his whole street, by setting up his DJ booth in his drive.

A nurse returned to his car to find his catalytic converter had been stolen during a shift, and was quoted £800 for a replacement. Local firm, Klarius Products Ltd, opened up especially to fit the new part free of charge.

'Hero's welcome' for paramedic, David Tillyer, at a supermarket made him feel special after a run of tough shifts.

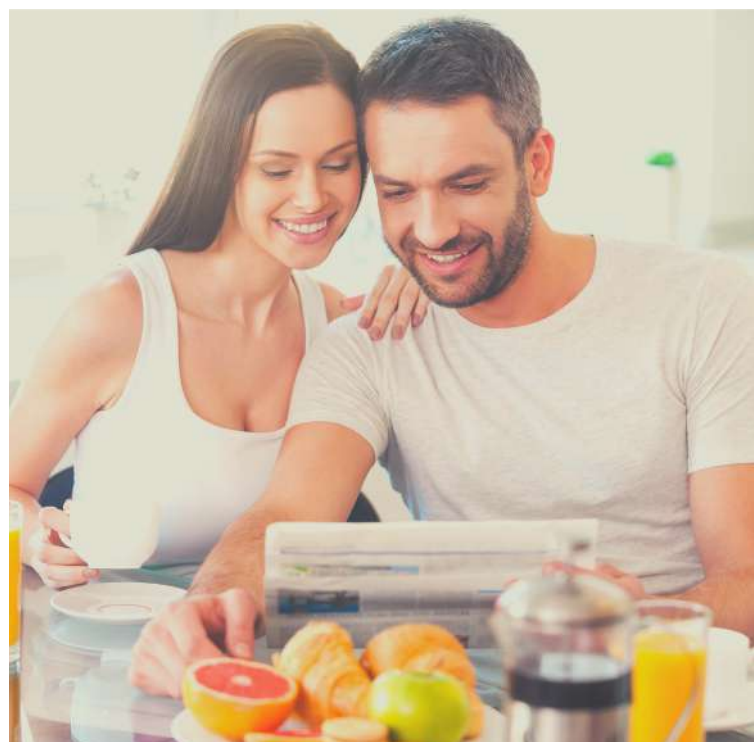
Businesses could help boost the UK's resilience to the long-term impact of the coronavirus outbreak and similar situations in the future, as a result of £20 million government funding announced on Friday 3rd April.

The rainbow has fast become a symbol of hope during the lockdown and households have taken to putting up pictures in their window as a sign of unity.

New Zealand Prime Minister, Jacinda Ardern, has clarified that the Easter Bunny and the Tooth Fairy are essential workers and, as such, continue to operate throughout the alert level 4 lockdown. However, she also makes sure that children know that these deliveries might not be able to make it everywhere right now, but suggests that children can all come together to make an Easter Egg hunt by placing pictures in their windows.

Moonpig have knocked Amazon and Ebay off the number one spot in the app store charts, as they sell over 5000 cards for 1p to help people connect during isolation, by facilitating the online buying, personalisation and sending of greetings cards.

Lady Gaga has announced a live-stream concert, featuring Lizzo, Billie Eilish, Stevie Wonder and Sir Elton John, will take place to celebrate all healthcare workers.



WEBINAR

OPTIMISE REMOTE ONBOARDING

GET GUIDANCE ON BEST PRACTICE AND PROCESSES FOR REMOTE ONBOARDING FROM MARKET LEADING EXPERTS IN THE FIELD, AS THEY ANSWER YOUR QUESTIONS.

**WHAT WOULD YOU LIKE TO LEARN?
SUBMIT YOUR QUESTIONS TODAY**

CONTACT STEVEN.JAGGER@MAXWELLBOND.CO.UK

COMING SOON

PROFESSOR DAMIAN HUGHES

LIQUID THINKING VERSUS

SOLID THINKING



Damian Hughes, best selling author and Owner of Liquid Thinking Ltd, discusses liquid thinking and the importance of flexibility and adaptability during times of uncertainty, in his article below.

A rock is very strong. It doesn't move. It just sits there being strong and immovable and right.

That's how solid thinking works.

Water isn't strong, it's weak. But what seems like a disadvantage is actually an advantage because water doesn't fight rocks, it goes around them. It's always moving and exploring. Trying everything and never getting stuck.

That's how liquid thinking works.

Liquid thinking is smarter than solid thinking. If a problem crops up, don't fight it head on like a rock. Go around it like liquid. Don't let it stop you, just keep moving, keep flowing.

As the global pandemic forces us to face challenges, personally and professionally, how are you demonstrating liquid thinking?

Fifteen years ago, I was working in a factory when I decided to write my first book *Liquid Thinking*. I wanted to interview some of the world's greatest achievers and understand their ways of thinking. I approached many of these people and they offered their time and insights with generosity and candour.

When I had completed the interviews, one colleague dismissed the advice with the line, "That's all very well for them. But we're not all as talented or driven as those famous, powerful people."

Rather than fight this solid thinking, I wondered how I could get around this obstacle. I decided to interview people who didn't possess fame, money or power and show how they had applied the same thought processes and actions. The people I was working alongside, in a humble factory environment.

Whilst they did their regular jobs with diligence and pride, they followed their interests. Under one factory roof, I interviewed a championship-winning rally driver, a man who had built a house close to the best school in his area in order to give his children the best education possible, a husband and wife team who had designed and built their dream canal boat in which to spend an idyllic retirement, a group of friends who hadn't been able to run for a bus but worked to complete the London marathon. All of them were examples of liquid thinking.

Solid thinking is: stay where you're at, keep doing what you've always done and don't move.

Liquid thinking is: try everything, stay open and curious and see where it goes.

Which kind of thinking are you using?

Find out more in Damien's published books, [Liquid Thinking](#) and [Liquid Leadership](#).

STAYING RESILIENT TO CHANGE



IAN HAMMERSLEY, OWNER OF SMARTEBUSINESS, AND DIGITAL ENTREPRENEUR OF THE YEAR (2014), TALKS ABOUT BUSINESS RESILIENCE, CHANGE, AND THE FUTURE OF WORKING.

For 16 years, Ian has been the CEO of Smartebusiness, which specialises in ecommerce growth for companies who are doing well but have plateaued and are now stuck for ideas on how to take their business to the next level and dramatically increase their bottom line.

Smartebusiness started in 2003, and now has over 37 staff and has been shortlisted for the 2020 Northern Dev Awards. It is the largest exclusive magento agency in Manchester, with a primary focus on e-commerce growth strategy.

Ian has also written several books on ecommerce strategy, the latest being Ultimate Guide To E-commerce Growth: 7 Unexpected KPIs To Scale An E-commerce Shop To £10 Million Plus. Additionally, he runs a successful Podcast with his brother, where you can listen to them discuss the latest ecommerce strategies.

Having endured recessions, tough political times, Brexit, IR35 and now COVID-19, Ian attributes his continued growth and success to his resilience in the face of change, stating that "business owners must accept the change that's happening and just work with it if they are to survive".

Despite the initial reaction to the pandemic being lots of panicking clients and the urge to curl into a ball and hide. Ian quickly realised that this is the new norm, and it's not going to go back to how it was, so it's important to use this time as efficiently as possible.

There's been so much change over the years, mainly driven by the huge growth of ecommerce, that most clients are seeing massive growth or the opportunity to do more. Therefore, Ian's main focus is on how to do more with less, i.e. how to grow revenues online whilst still being profitable and how to get more revenue out of the same traffic. This is how he is helping clients reduce costs, turn a profit, and thrive through the current pandemic.

Looking to the future, Ian expects to see more remote working and a reduced requirement for in-office, 9-5 working environments. His short-term advice to business owners is to not cut marketing spend too drastically, because it could be the cheapest time to recruit new customers. Instead, he advises to use this time to grow whilst it's cheap and other competitors have taken their eyes off the ball. "You may never get another chance to grow your market share as fast and cheaply so you can emerge out of this period a stronger, fitter and leaner business."



S T R I V E F O R
PROGRESS
N O T P E R F E C T I O N

LEADING TEAMS IN A PANDEMIC



Ex- Special Forces member and Founder of Elite Leadership Global Academy, Martin Murphy, shares his advice on effective leadership in times of crisis.

In these unprecedented times, business owners are finding that they need to be more leaderlike. Few business owners, if any, are born perfect leaders. It is a subject which needs to be learnt and practiced. During the COVID-19 pandemic, people are looking to leaders to set the tone.

When people ask me, what should leaders do to support their teams in a crisis, I say the same things you should be doing when you're not in a crisis, but maybe more mindfully.

I teach three principles to leadership:

People: You must be self-aware and aware of others' strengths and weaknesses. What makes your people tick, what generates fear and confidence in individuals and how do they prefer to communicate.

Lifecycles: Everything starts and stops and so will this pandemic. You've got to understand what to do and when, so that you can adapt as we transition through various stages of this challenging period.

Discovery: Nothing is certain, especially in the present crisis. Leaders must leverage the potential of collective intelligence to continually make good ecological decisions during an emergent and evolving situation.

And there are some behaviours which will enhance the mindset and well being of the team during this challenging time.

Save the people before the paradigm

Now is the time to show compassion and social intelligence. No matter what business you are in, you're in the people business first. How you treat your people now will echo for a long time.

Loyalty and trust are earned in the tough times not when everything is sailing smoothly.

Be transparent and engage people in the conversation as early as possible. Empowered people behave differently because it lowers cortisol and increases testosterone. It makes them more helpful, effective, resilient and optimistic. So, when you do come out the other side, they will return the loyalty shown and strive to help get the business back on track.



Be the calm amidst the storm

It can feel that decisions have to be made quickly. Sure, we have to react to immediate danger but once everybody is safe, then you as a leader can take a more measured approach even in uncertainty. One tool which is good for enabling this in the decision-making process is the:

If in doubt...SOAR!

Suspend: Making snap decisions unless you face an imminent danger.

Observe: Observe the problem, get expert help, ask the team for input and ideas and look at it from different perspectives.

Allow: When you have arrived at a suitable level of situational awareness, let go of the problem. Go for a walk or do something mundane to take your mind of the challenge and allow wisdom to percolate up. When you reduce stress neurotransmitters it allows the brain to make better connections and arrive at novel solutions.

Respond: If you've slept on a problem, then keep a pen and paper by your bed and get ready to capture the idea and then respond effectively.

Emotions pass just like a virus, from human to human. Make sure you are promoting the right emotional tone and behaviours.

Be an Idealistic realist. When you're explaining the current situation present the optimal state and what the mission and purpose is moving forward.

Be optimistic but also treat people as adults and explain how tough it is going to be to get to the other side. Increase certainty and build trust by being consistent even in an evolving situation.

Promote a sense of community: You're all in this together, when communicating, use the term 'We' more often. If people are to be furloughed ensure there is still the chance to come together to communicate updates, prevent social isolation and maintain the sense of community support. Don't try to be the font of all knowledge, consult everybody about what decisions are to be made.

You can find more tips on leading your team in a crisis [here](#).

To connect with Martin:

You can connect with Martin on Twitter: [@EliteLdrCoach](#), or [LinkedIn](#).

His book 'From Mercenaries to Missionaries – Designing, Developing & Leading High Performing Teams in Your Growing Business' is available on Amazon [here](#)

Send him an email and he will send complimentary digital copies to the first five people: ask@martinmurphy.coach



INTERNAL COMMUNICATION & COVID-19

As the situation around COVID-19 (commonly referred to as 'coronavirus') continues to develop, organizations globally are looking to internal communications to ensure employees are informed, safe, and productive. Interact have shared their top tips on internal communication below.

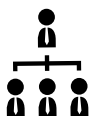
PRACTICE GOOD HYGIENE



Engage or assemble your crisis team and establish your communication channel.



Designate authority figures, and keep all senior leaders visible and available.



Don't let bureaucracy disrupt effective communication



Ensure staff know how to talk to external parties



Check your infrastructure and provide effective support and communication measures for remote staff

SOURCING & COMMUNICATING INFORMATION

Only use official, reliable sources for all of your information

Keep all information current, relevant, and accessible

Keep all of your senior staff briefed.



SUPPORT YOUR STAFF

- Be sensitive to stress and anxiety
- Provide proportionate and appropriate support on a case by case basis
- Remember who you are talking to and listen
- Remind staff of your policies and procedures



BE PREPARED TO MAKE CHANGES TO YOUR COMMS

The current situation is rapidly changing. Be prepared to adapt and change as necessary.

BREAK THE PESSIMISM CYCLE



Damian Hughes, author and CEO, kindly shared his advice on mindset and how to break our pessimism cycles in his article below.

It seems fairly obvious to suggest that humans are programmed to focus on problems and disappointment far more than on solutions and successes. Usually, this process is so automatic that we don't even notice it or the effect which it has on our moods and feelings. When we are feeling low, the voice in our head is typically negative and irrational and we find it very easy to recall all those instances when everything went wrong and we were left with those awful feelings of despair and anxiety.

This type of thinking, of course, sends us off on a spiral of negativity causing us to lose confidence about how well we can cope with change. We are then trapped in a cycle of low confidence which contributes to a poor performance which then results in further damage to our self-confidence and even more disappointing results. You're stuck on the hamster wheel of the pessimism cycle.

Dragging their opponents into this pessimism cycle is something which the Australian cricket team has perfected, except they call it 'sledging'. Former captain Mark Waugh speaks with pride about the 'mental disintegration of opponents' before a ball is even bowled by helping them to remember all of their previous failures, weaknesses and mistakes (in pretty graphic detail!) They know that this doesn't help them deliver their best. Yet how often do we face change and start to 'sledge' ourselves?

When facing the challenges of change, we must try not to fall into this cycle. Actively reconnecting your mind with some of your previous positive successes - when you have coped with changing situations - is one way to avoid it. Of course, this does not come naturally and so we need something to help us.

Let me give you some ideas about what to look out for and how to keep yourself out of the pessimism cycle, because using it effectively is a critical factor in both building and maintaining your confidence to cope with change. There are two steps to doing this.

Firstly, don't try to deny or ignore that there is some degree of concern or negativity in your mind. Sports stars often welcome the feelings of nerves and worry before a game because it indicates that they are getting ready to play. Denying that you have these worries only stops you from taking positive action to control your internal voice. Recognise that a degree of doubt is necessary in order to get you to provide some clear ideas about how you are going to handle things through your own strengths.

Once you have recognised what your negative voice sounds like, practise coming up with an alternative that gets you focused on taking action rather than dwelling on negative possibilities.

To begin with, you should collect a typical set of negative statements which you regularly use. Once you have identified them, you can practise using the chart below to replace them.

Try this. What is a more effective way of saying each of the following comments?

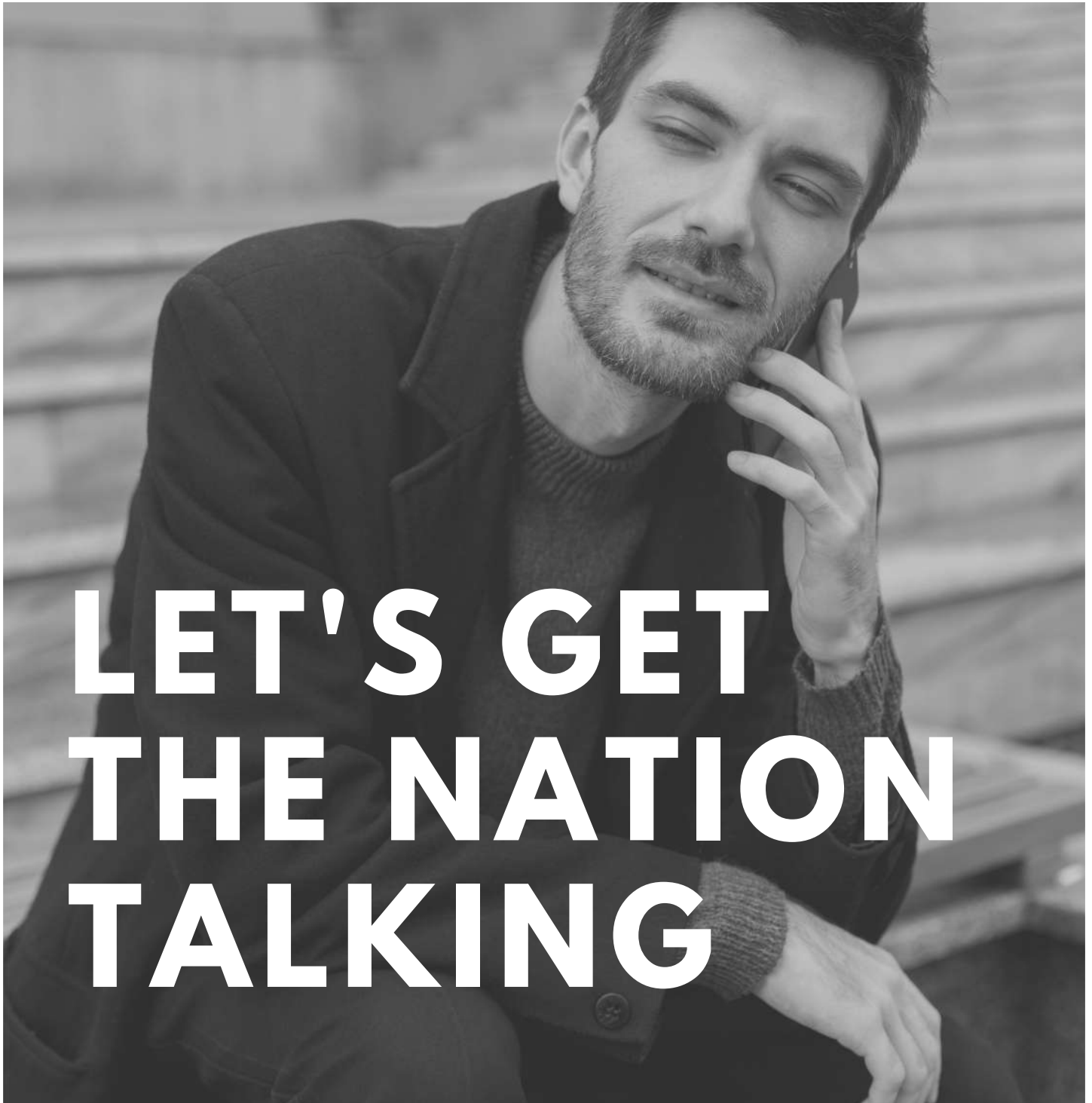
| Negative comment | Positive comment |
|--|--|
| EXAMPLE: <i>Don't worry about it. Don't get nervous. Don't panic.</i> | <i>Stay calm. Take deep breaths and think clearly.</i> |
| Don't think about the audience. | |
| Don't make any mistakes. Don't cock it up. Don't lose the plot. | |
| Don't be disappointed. Don't get frustrated. | |
| Don't say anything controversial. | |
| Don't feel angry about it. Don't be so upset. | |
| Don't do anything undisciplined. | |
| Don't get complacent. Don't get lazy. Don't relax. | |
| Don't be overconfident. Don't be too cocky. | |
| Don't let me down. | |
| Don't read too much into what they say. | |
| Don't argue with me. | |
| Don't be afraid to speak up. | |

Secondly, you also have to recognise the times when you are saying the wrong things to yourself. Sir Steve Redgrave described how these moments tended to happen to him just before a race. When he started to recognise this, he would give himself a 'mental slap' or what psychologists call thought stopping, which is a great technique to consider.

Thought stopping is a mental cue that is used to block out negative thoughts. An image or a word is used to block negative thoughts coming through. The choice of this image or word is completely up to you. Olympic champion Linford Christie used the image of the 'B' of the bang of the starting gun to do it but some athletes use images of a red traffic light, a large STOP road sign, a roadblock or an emergency stop button. Others prefer to just say 'stop', either out loud or in their head to halt the flow of negativity. One athlete I know used the image of the A-Team's Mr T yelling at him! Whatever the word or image you use, it can also be effectively paired up with a physical cue at the same time. So, as well as blocking the thought in the head, a clenched fist or clapping your hands together can help shift your focus back on to positive thoughts.

Once this thought-stopping technique has worked, following it up quickly with the alternative positive statement from the table above will help get you focused on the positive action to follow. This is very important. Not bringing in the positive thought leaves a vacuum and allows the negativity to come right back again.

To learn more from Damien, head over to his website to browse upcoming events, publications, and more.



LET'S GET THE NATION TALKING

Mental health issues, including anxiety and depression, can increase and amplify during times of uncertainty. Don't forget to reach out and talk to someone you trust, whether that's friends, family, colleagues, or a professional.

[CLICK HERE FOR A LIST OF NHS APPROVED MENTAL HEALTH PHONE LINES](#)

BEAT THE BOSS

If you need a little fun and friendly competition putting back into the working day, why not take part in a "BEAT THE BOSS" challenge. Employees can choose an activity to challenge their boss to, and the prize can be anything from pride, to a voucher, or a take away delivery!

The team at Maxwell Bond have thrown themselves in, with consultants Lloyd Lowson and Jonathan Grupman challenging Director Steven Jagger to a 5k run. Whoever completes their 5k in the quickest time is the winner. Additionally Stephen Ashbee has challenged the boss to a 30 minute Peleton ride and Jordan Matthews challenged Steven to a skipping contest.

Externally, we've also had a challenge from Pete at Org 3d for most double unders (skipping), and one from Adam at Zuto for 5k run!

These are all great ways to keep employees engaged and socialising, whilst introducing a bit of light-hearted and healthy competition. It's also a great way to make sure people are staying active and fitting their exercise in around their working schedule.

To diversify and appeal to a wider group, the competitions don't have to be sport and exercise related. You could incorporate cooking, baking, karaoke, or any online multiplayer game.

Do you want to get involved? Here are a few ideas that you can challenge your boss to!

1. Most press-ups in 1 minute
2. Rhyming ping pong where an independent judge provides the first word
3. Best meal cooked using only five ingredients
4. Best 30 second dance video (voted for by the team)
5. Quick fire quiz questions - first to five points

If you decide to challenge your boss, let us know and send us your pictures so we can include them in next weeks newsletter! See the next page for our examples so far!



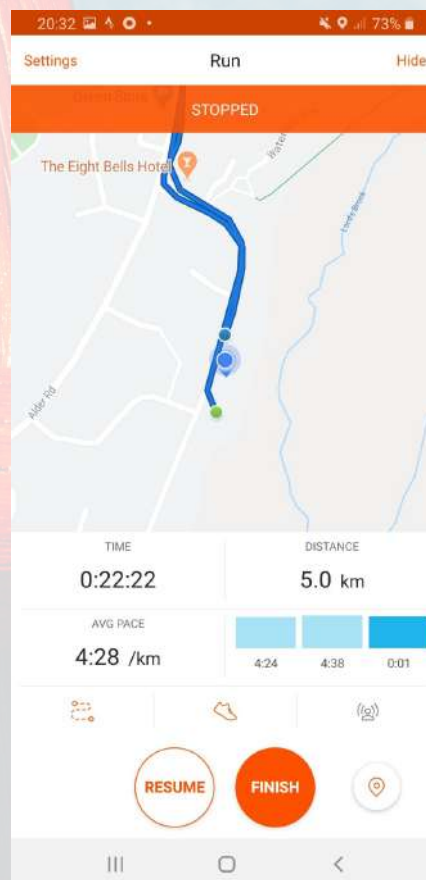
SKIPPING CHALLENGE



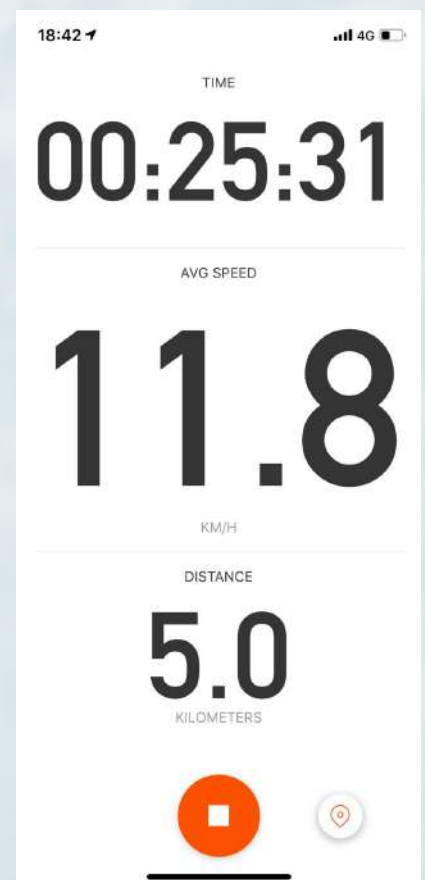
5K CHALLENGE



Jonathan Grupman



Steven Jagger



Lloyd Lawson

Do you think you can do better? Set us a challenge!



FEEL GOOD NEWS

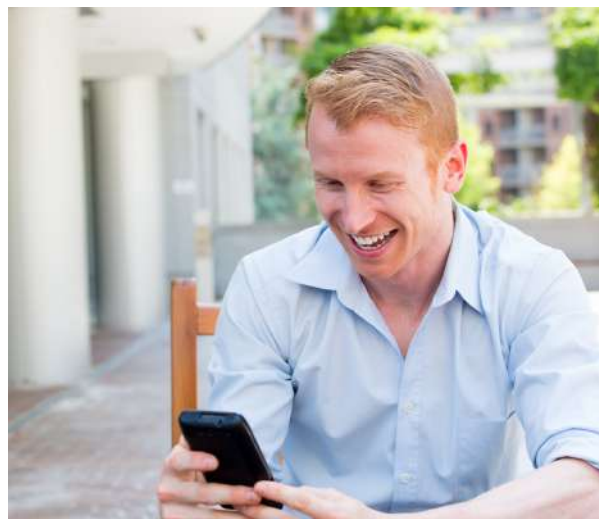
OUR FAVOURITE VIRAL STORIES
FROM THIS WEEK

"THERE ARE BRIGHT PLACES, EVEN IN DARK TIMES"

Social media is tarnished with a poor reputation for fake news and negativity, so we've sourced the best of social this week!

- Watch as five jets take to the skies to share a positive message to everybody below! [\[VIDEO\]](#)
- Janet Woodcock started holding daily fitness classes outside in the street for her neighbours, giving them something to look forward to each day and a chance to keep active. [\[VIDEO\]](#)
- This NHS nurse gets a hero's welcome from her family at the end of every shift! [\[VIDEO\]](#)
- A mass Happy Birthday singalong was given to 100-year-old Gordon Bentley by his neighbours after his big party had to be cancelled by the coronavirus pandemic. [\[VIDEO\]](#)

What has been your favourite piece of uplifting news this week? If you've seen something you think we should share in next week's issue, get in touch today!



SOLUTIONS

Maxwell Bond are here to help you thrive through challenging times

POSITIVE BUSINESS NEWS

- Avoid the doom and gloom, hear from the businesses making positive steps and thriving
- Gain tips from best in class performers
- Hear from positive role models to empower and inspire you
- Gain live market intel and hear from leaders driving business continuity and agility

VERSATILE HIRING METHODS

- Can't go onsite but still hiring?
- Free offsite interview space
- Free video interviewing facilities
- Hear the best practices from hiring managers and candidates who are adapting and thriving in a difficult market

GUIDANCE ON BEST PRACTICE

- Remote working guidance
- Interviewing video remote
- How to manage remote teams
- Tips on protecting your mental health
- How to onboard new starters virtually from day 1 with case studies

ETHICAL RECRUITMENT

- Freezing recruitment, pulling offers, and making redundancies is never easy
- Free, confidential advice from experience consultants who can empathise and educate you on best practices from tried and tested methods



maxwellbond LATEST COVID-19 UPDATE

**ALWAYS CHECK THE NHS AND
GOVERNMENT WEBSITES FOR THE
LATEST ADVICE & INFORMATION TO
ENSURE YOU HAVE ALL OF THE FACTS**

WHAT WE KNOW

COVID-19 is a new illness that can affect your lungs and airways. It's caused by a virus called Coronavirus.

LOCKDOWN

Everybody must stay at home. Only leave your home for essential shopping, for medical reasons, one form of exercise per day, or to care for elderly or vulnerable people.

All non-essential shops have been closed and employees across all sectors should be working from home as much as possible.

If outside the home, stay two metres apart from other people, do not congregate, and don't meet up with friends or family.

The police have been given the power to manage these new restrictions, including fines and the ability to break up gatherings of more than two people.

Additionally all couples who do not live together have been advised to make the decision to either stop seeing each other in person, or to move in together. This is to minimise travel and to keep everybody safe.

The government are allowing all children with separated parents to move between homes to minimise emotional distress to children and parents.

RISK FACTORS

Those who are classed as high-risk include anybody who is 70+, has a long-term condition, are pregnant, or have a weakened immune system.



**CONTACT US
TODAY**

maxwellbond

WE WANT TO HEAR FROM YOU!

If you have a story to share, questions to ask, or topics you want to see covered in our newsletter, please get in touch!

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