

BECKLEY SMALL BUSINESS NEWSLETTER

“THE PEOPLE” SIDE OF A SMALL BUSINESS (PART 1)

IN THIS EDITION:

Many employers do not really understand that the heart of effective business management is inspiring your employees to constantly accomplish set goals, while imparting a longing to develop themselves, at the same time nurturing the workers devotion to colleagues, the owner and, if possible, the customers. It can appear intimidating, but it does not have to be if the method is focused on attitude and priorities. This edition is a guide to managing “the people” side, especially for small businesses. It is packed with tips and information needed to get the best out of employees. There are also lots of interesting articles.

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“Always treat employees exactly as you want them to treat your best customers.” – Stephen R. Covey.

The priorities of small business owners are mainly issues of finance, marketing, processes, technology, growth, cash flow and profitability. There is nothing wrong with



this, except that it is usually at the neglect of enough attention to “the people” side of the business.

The importance of how to make employees happy so that they can put in their best to achieve the business objectives is not appreciated. The popular mentality among small business owners is that employees should be happy for being lucky to be employed and should not complain about anything because there are many unemployed youths out there ready to take the job even at lower salary. Employees are considered not entitled to job satisfaction at work, they should simply do the work for which they are paid.

Danger of Dissatisfied Employees

Unfortunately, lack of concern for and appreciation of the role of employees in the success of a small business is an invitation to disloyalty, lack of commitment and, low productivity which leads to low profitability.

Quote of the Month:

“If you look after your staff, they’ll look after your customers. It’s that simple.” Sir Richard Branson

When employees are not happy at work, it shows in their lack of sufficient interest and zeal when interacting with customers and other stakeholders on behalf of the business. The consequence of this is poor performance which can endanger the growth and continuity of the business.

Fear as Motivation Tool

In the country today, the fear of unemployment has become a motivating factor for employees to remain in organizations where they are not happy and fulfilled. In several small organizations, employees are threatened with ‘sack’ so frequently that they are not excited to be at work. Employees who are at work because of fear that there is no job elsewhere will not give their best to the business and will always be at minimum level of performance. Any discretionary or extra efforts that will benefit the business may be withheld by such employees.

This means that fear as motivating agent cannot be sustained for long.

Employees’ Peak Performance Environment

Motivation that is long lasting is based on creating an environment that builds the willingness to work in employees by responding to their personal aspirations and needs. And this is not just about money, though money is important.

A friendly environment where ‘thank you’ is said for work done frequently by the business owner can go a long way to make employees feel a sense of belonging. Some employee engagement practices, such as free medical scheme through subscription to health management organisations, that do not amount to a lot of money can create huge motivational instincts in employees.

MY CONCERN IS QUICK AND FAST DELIVERY OF GOODS—JOAN AKPURHIE

Joan Oghenevwarhe Akpurhie is a young lady from Ewerni, in Ughelli-North Local Government Area of Delta State. She currently lives in Lagos, and is graduated of Philosophy from the University of Port Harcourt. She is realtor and also runs a logistics company.

How was the idea for the business birthed?

The idea came about when I met a friend and he introduced me to the business and I was already thinking of starting something already by then, I loved the idea, so I starting working towards it and here we are, Rukky logistics was born.

What was your mission at the outset?

My mission is to help people with their business, helping them transport their goods and services, help save them from stress and save time too. Actually 'save time' is our moto.

How many employees do you currently have?

I have 3 employees

Can you describe the service(s) you offer?

Our core service is Logistics. The company helps control an effective flow of goods and services from the point of consumption in order to meet customers' requirements. Basically, we help people with their deliveries.

Your business logo has a running cheetah. Can you tell us why?

Yes, because the cheetah is the fastest mammal on land, the cheetahs slender body is built for speed and that is what we stand for, quick and fast delivery.

Do you advertise your business? Through which medium?

Yes, I do. I advertise on Facebook, Twitter, Instagram and on jiji.com.

With the relative levels of acceptance

so far, to what do you owe the achievement?

Few people know us now and accept us, and to them I owe our achievement so far. Also, because we try our best to keep to our words, deliver on time and we are also very affordable too.

When you decide to employ people and expand, what do you look for in an employee?

Employing riders for the business is tough, some of them lie that they have riders card and know locations but they don't, so when recruiting I look for honest people that are ready to work, that know locations on the mainland and



Island too because all of our deliveries are done in Lagos, and also can speak and write in English, can work under pressure, have a valid means of identification, and a good guarantor.

In terms of reach of your service, which places do you mostly render your service?

We render our services to clients who sell things like bags, shoes, supplements, hair, clothes and more. For now, we don't deliver food, smoothies, and drinks because of the risk associated with it. We will probably do that in the future, we go to locations like Ikeja, Surulere, Ogba, Opebi/Allen Avenue, Ikoyi, Lekki and other places in Lagos state.

What made you choose your current location?

The flurry nature of the city aided my decision to start off here. In Lagos, people and goods move at a fast pace and people really want things done quickly and move on to the next. To support their multi-tasking nature, we decided to help people deliver goods from one end to the other.

What are your business goals?

My business goal is to continue to do what we know how to do best, delivering everywhere in Lagos, quick and fast, saving the clients time, and also delivering outside Lagos in the future.

"We render our services to clients who sell things like bags, shoes, supplements, hair, clothes and more. For now, we don't deliver food, smoothies, and drinks because of the risk associated with it."

INTERVIEW SESSION WITH AKPURHIE JOAN (LOGISTICS SERVICE)

Another goal is having more bikes, cars and even trucks too.

Services like yours pose competition. What makes yours unique in the presence of stiff competition?

Yes, there is a lot of competition, we stay unique by giving our customers better services, reduced prices, early pickups, and consistent tracking of clients' goods by ourselves, and letting the customer know of our movement on the go.

Do you take on a hands-on approach in your business or perform a supervisory role?

Not really hands on. I perform a supervisory role at the moment - taking clients orders, calling the riders, tracking them, calling the clients, making sure the bikes are in order, if there is fuel for the bikes, keeping records, making sure there is enough airtime for calls and many more. I have to give it a lot of attention now because it's a new business and it needs a lot of care and attention right now.

Have you ever had to turn down a client?

Yes, I have. Maybe they called in late or because I already have a lot of deliveries already for the day.

What would you say are the top three skills needed to stay in this business?

Keeping your customers happy; Let your prices be fair and reasonable; and again, Keep your customers happy.

What are your biggest challenges so far?

The bad roads especially on the mainland. Sometimes poor network coverage and loss of communication.

How has being a business owner affected your social life?

It has affected my social life. I am busier now, take more calls. I think more of my business, how to run it smoothly, am becoming more and more financially stable. It is not the way I predicted it though, but am getting there. Been

useful to myself and the society and able to employ people too.

What is your biggest fear as a business owner?

My biggest fear is failure.

If you could talk to one successful person from past, who would it be, and why?

Probably like to talk to Moses from the bible. I admire his strength, courage and his patience with Israelites, I will like to ask him to know how he coped with their constant nagging.

What is your favourite aspect of being a business owner?

Been the CEO definitely and been addressed as madam. Mostly, helping others.

Encouragement for fellow business owners?

I encourage them to have a positive mindset, be focused, and don't give up even when a client is being unreasonable or shouts at them. I also want them to be innovative, follow the trends, be creative, and

give client's what they want.



Rukky Logistics

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Contact details... phone and email

We are located at Lekki Gardens 2. You can also find us on:

Instagram / Twitter: Rukkylogistics;

Facebook Page: cheriemonpetite;

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"there is a lot of competition, we stay unique by giving our customers better services, reduced prices, early pickups, and consistent tracking of clients' goods by ourselves, and letting the customer know of our movement on the go"

6 RISKS TO AVOID IN YOUR BUSINESS PEOPLE MANAGEMENT

Even after many years mentoring entrepreneurs and advising businesses, I continue to be surprised by the primary focus on products and processes, and the often -incidental attention to hiring and nurturing the right people. Employees are still too often thought of as a commodity, to be acquired “just in time” for the lowest cost, and managed as a disposable asset.

All this despite continuing evidence that the right people make a business succeed, rather than the other way around. Further, according to more recent surveys, businesses that use data and tools in their people management, rather than traditional manual processes, see a 79% higher return than other organizations, suggesting the time is ripe for relying on data and analytics.

With the latest advances in software technology, it's no longer cost-prohibitive for business entrepreneurs, who can't yet afford a human resources department, to take advantage of analytics tools. Almost any startup can start with Excel, and move to open-source data analysis tools, including Python or RStudio. Bigger organizations should invest in the new “big data” tools.

For a hands-on guide in developing data-driven people strategies, I found some practical techniques in a new book, “The Data Driven Leader,” by Jenny Dearborn and David Swanson. Based on many years of HR leadership at SAP and elsewhere, these authors start by highlighting the risks of not leveraging data analytics. I have added my own observations to theirs as follows:

1. People decision making by gut, more than data. Common sense and emotionally driven decisions are sub-optimal in assessing team members. Data, however, removes guesswork, biases, and anecdotal reasoning that can throw decision efforts off course. It's the same for customers and products, where analytics have

long proven their value.

2. Working on the wrong problem or assumption. Data helps avoid predetermined (and often erroneous) approaches to solving your people problems. Don't let one incident, observation, rumor, or misunderstanding cause a rush to judgement, or hiring mistake. Make sure subjective feedback is buttressed by objective data before making decisions.

3. Measuring efficiency rather than effectiveness. Efficiency in the workplace is the time it takes to do something, but it can ignore work quality and customer impact. Employees are often ineffective because they don't care about their work or because they don't possess the skills to contribute. Use data analysis and metrics to measure for results.

4. Subjectively measuring employee engagement. Manually assessing engagement clearly isn't working. According to Gallup's most recent global engagement survey, only 13 percent of workers are now fully engaged in their job, which is hugely expensive in productivity. With data and analytics, you can gauge employee engagement accurately.

5. Underestimating absenteeism and accident costs. Many businesses still ignore the magnitude of the problem of employee absenteeism and accidents. They look only at historical data, and lump it all under “the cost of doing business.” The best leaders use data and analytics to identify key offenders to continually reduce these problems.

6. Failure to factor in new employee ‘time-to-performance’. According to data from recent statistics, it typically takes eight months for a newly hired employee to reach full productivity, and that doesn't include hiring. Through analytics on current employees, you will be able to predict re-training requirements and minimize employee turnover. 

Marty Zwilling
<http://blog.startupprofessionals.com>

“...the right people make a business succeed, rather than the other way around.”



OUTLOOK: ON THE PARADOX OF GREATNESS

“Investigating the accomplishments of notable and illustrious people also come with the revelation of the thorns they lived with. It is rather deceptive to believe that the greatest people who ever lived and the ones who are alive and do really great things do not have shortcomings.”

You must love Pablo Picasso if you're enthusiastic about arts and creativity. This multi-dimensional artist is almost omnipotent with his thoughts and hands. He paints; he sculpts; and he writes with equal precision. He died at the age of 91, with a record of 26, 075 art works. Yes, over 26, 000 works of cheer beauty and masterpiece. Still wondering why he is regarded as one of the greatest artists this world has ever seen? When he died in 1973, he was worth well over \$500 million. In Today's inflation rate, that net worth would secure him passage in the list of the wealthiest people today. Still don't think he is great? According to the Art Loss Register, Picasso has the highest number of missing or stolen works, with the data pegging at 550. He is also a pioneer of so many artistic styles and techniques that modern artists deploy. He was a serial lover, evidenced in his romantic relationships with several women. The charm about Picasso could be that he is a reincarnate of Eros (The Greek god of love); born and nurtured by Minerve herself (The Roman god of wisdom, war, art, school and commerce). You may wish not to pardon my vindication of his 'beautiful life' (Must be interpreted in relative context), but what typifies him as a person, an artist, a father, a lover, is bona fide splendour that is so perplexing, it conditioned two of his ex-lovers to commit suicide after he died.

This article is not explicitly and holistically dedicated to the life and times of Pablo Picasso. This entry is a consideration for the qualities that made the man who he was. The intrinsic worth of his dedication and values ensured his life chapter is written in Gold. People like Picasso who dedicated their lives to their vocation and interest, may not exactly have it all out of the shadows of little bit of indignity, but may still retain the right to be acclaimed as worthy of greatness (No single man would have it all together).



To most great people, their passion take podium positions in their lives and other things are relegated to allow for better concentration on the big price. The paradox of the lives of great people is one unequal balance between the qualities that make them great and the values that render them imperfect. They pursue perfection in their passionate drives making them appear terrible in other areas of their lives. But largely, people are not judged by the quality of their all-roundedness, but rather on the prints of significance they leave on humankind.

Investigating the accomplishments of notable and illustrious people also come with the revelation of the thorns they lived with. It is rather deceptive to believe that the greatest people who ever lived and the ones who are alive and do really great things do not have shortcomings. The refusal of eminent personalities to take their weaknesses aboard is most responsible for their successes in the things they do that mean most to humanity.

Picasso's art made the world much more beautiful compared to the lessons of his failed marriages and relationships. The reasons we are alive is not for ourselves and by that i mean we do not exist solely for those we are in close relationship with. The reason for our existence is for the whole of human kind. Some people may feel marginalised as a result of the dedication to our purpose for humanity, but that is on the bright side of emphasis. We must learn that acknowledge that in our pursuit of better lives, the shortcomings are not insurmountable and must be treated with special attention. When your strength has been identified, the most important thing then is to focus on the potency, to create the high intensity preparedness for greatness.

It is common theme that success is relative but greatness isn't. Greatness encompasses the entire magnitude of successes and failures, with the maximum weight of the former overriding the latter, as it benefits not just the initiator, but generations.

(Continued on page 7)

THE 2018 AFRICAN YOUTH ENERGY INNOVATOR

Africa Energy Indaba is proud to present the second African Youth Energy Innovator Showcase in 2018. Africa needs to invest in and grow its next generations of energy leaders if its countries and the broader continent are to compete in the global arena. Africa Energy Indaba is committed to empowering talented young Africans by allowing them to be seen by the industry experts and energy decision makers. Africa Energy Indaba wants to encourage empowerment and help find solutions to energy problems in Africa. We want to foster inspirational and innovative thinking, starting with the talented youth in Africa.

WHO MAY ENTER?

- Individuals who are between 18 to 35 years old; AND
- Have citizenship to any country in Africa

YOUR INNOVATION SHOULD ADDRESS THESE KEY AREAS:

1. Energy Security: Can your innovation help with effective management of energy supply, reliability of energy infrastructure, or meet a specific set of current and future demands?
2. Environmental Sustainability: Does your innovation provide clean renewable or low carbon supply energy?
3. Energy Equity: Can your innovation improve accessibility and affordability of energy in Africa?
4. Job creation: Could your innovation create jobs?
5. Target customers: Who is the innovation going to benefit? For example, Utilities / Rural communities / Corporates etc.?
6. Customer value: What are the key benefits of your innovation to customers?

7. Your unique value proposition: How will you differentiate and position yourself?

WHY SHOULD YOU ENTER YOUR ENERGY INNOVATION?

- The winner will receive the Best Innovator Award and will be recognized at the Africa Energy Indaba 2018 in Johannesburg.
- The winner and the 4 runners-up will each receive an all-inclusive ticket to attend the Africa Energy Indaba 2018 and showcase their innovations in a 2-day exhibition.

HOW TO ENTER:

Download the Proposal Submission Form and submit the completed forms with any diagrams and pictures to deveena@energyindaba.co.za BY 15 February 2018

Form Available at: <http://bit.ly/2jS9vIA>
www.africaenergyindaba.com/ayei/

OUTLOOK: ON THE PARADOX OF GREATNESS (Cont'd from page 6)

The more a person pursues greatness, the more he's faced with the daunting task of selections. We must have our picks in the rationale of incorrect balance. To assume imagine greatness is to imagine the general good of humanity; and the possible slope into seclusion.

The success tied to greatness is usually accompanied by the failures tied to the sacrifices. The multidimensional personality of Picasso is a result of his one-directional approach to his pursuit – the approach of maximum focus, above everything else. ☞

- Lewis Ebode
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QUIZ OF THE MONTH *(Answers in the February 2018 edition of the Newsletter.)*

- In hiring people, which of the following is most suitable to consider:
A. I take far too long
B. I look for the cheapest person
C. I look for personality
D. I look for the best person.
- the statement that best completes "With my employees,....." is:
A. I treat everybody the same.
B. I try to talk privately to everybody once a week
C. I tailor duties to personalities
D. I encourage their opinion
- The real key to business success is:
A. hard work and perseverance
B. fine products and service
C. advertising
D. employees
- the word that best compliments "Competition" is:
A. smart
B. cunning
C. everywhere
D. a constant threat
- The best competitive advantage is:
A. experience
B. understanding what the market wants
C. ethical conduct
D. a detailed plan
- which is most important for business? I keep:
A. careful financial records
B. in touch with my customers
C. in touch with my employees
D. trying new techniques
- I think business plans are:
A. nice but not necessary
B. something I can do with my accountant
C. useful and informative
D. essential, wouldn't do business without them
- What makes a terrific entrepreneur?
A. creativity
B. discipline
C. consumer orientation
D. technical proficiency

*"Knowledge is power.
Information is liberating.
Education is the premise of
progress, in every society,
in every family."*

– Kofi Annan

Answers to December 2017 Quiz

Source: www.sitkachamber.com

- | | | | |
|------|------|------|------|
| 1. A | 2. A | 3. C | 4. B |
| 5. B | 6. D | 7. A | 8. A |



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ABOUT BECKLEY CONSULTING: Beckley Consulting is in business to stimulate the emergence of effectively managed Micro, Small and Medium Enterprises and provide them with professional support services in Finance and Accounting, Taxation, Human Resources and Legal Services so that they can focus on their core businesses and mandate. We are a one-stop-shop of professionals set up to meet the various needs of small businesses.

Experience has taught us that a small business that wants to grow cannot afford the cost of experts that will ensure effective management of the business and compliance with the requirements of regulatory authorities.

We believe in mindset change for the typical entrepreneur through training/workshop and information sharing, to imbibe the discipline and commitment required to own and manage a small business successfully, including keeping appropriate accounting records.