

OUR SERVICES

Executive and Team Coaching

Coaching Training

Systemic Thinking

Systemic Audit

ROI COACHING SOLUTIONS

ROI coaching works with banks and financial institutions to provide value to their customers, shareholders and the wider society.

ROI coaching works with financial institutions for sustainable growth and conscious business.

We do this through made to measure coaching and training.

We work for multilevel results and measurable effects.

CONSCIOUS BUSINESS

Conscious business will be one of the most significant business trends in the next ten years.

What does it mean?

Conscious business is when companies integrate profit with purpose, sales with service and money with meaning. These seem like pairs of opposites, and conscious business integrates them.

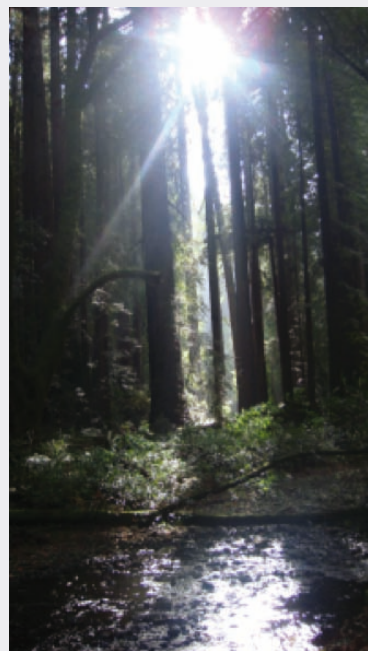
Profit and purpose

How do companies make a fair profit, while being true to their values, vision and purpose?

Many companies make their purpose to make a profit, but this is a dead end. When profit becomes the only value, companies cut corners, do not take care of their customers or employees, and sacrifice goodwill and service to maximise the profit. The result is that customers desert the company, good employees leave and profits actually go down, as feedback starts to effect sales.

On the other hand, highly purposeful companies that do not pay attention to profits may have excellent customer service, be highly value driven and have a very happy workforce. They may keep prices artificially low, or give many things away free. The trouble starts when they cannot pay the happy workforce because there is not enough money coming in. The company cannot service its customer base, employees leave and the company is in exactly the same sort of trouble as if they paid too much attention to profit.

It is not easy to focus on purpose: to surprise and delight customers, to take care of the employees and to make a lot of money. It means taking the long view, leaving aside a short term profit for the long term gain, staying true to purpose and values even if it means losing out on money in the present. It needs a long term view and trust that the wider market also has a purpose besides providing money. Then the company gets the best of both worlds. At the core is a belief in



Sales and service

Many companies try to maximise sales and cut back on service, so the experience of buying from the company is less pleasant. The most successful companies make the buying experience so enjoyable that people come back not just for the good quality of the product, but for the experience of the sale as well. Hotels are a very good example of this. Good service makes more sales and pays for itself many times over. Poor service loses sales; Sales and service complement each other.

CONTACT ROI COACHING

Highlands House
165 The Broadway
Winbledon, London SW19 1NE
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As Thomas Friedman points out,

Just doing your job in an average way – in this integrated and automated global economy – will lead to below-average wages. Sadly, average is over. We're in the age of "extra," and everyone has to figure out what extra they can add to their work to justify being paid more than a computer, a Chinese worker or a day labourer. "People will always need haircuts and health care," says Katz, "and you can do that with low-wage labour or with people who acquire a lot of skills and pride and bring their imagination to do creative and customized things." Their work will be more meaningful and their customers more satisfied.

Ethics

Ethics is at the heart of conscious business. The examples of Enron, or some investment banks, the scandal on the expenses of UK Members of Parliament all show that ethics (or the lack of them), has become central to how we perceive leaders and business. The example of bank bonuses is a good one. There is nothing legally wrong with bank bonuses, banks can pay their people what ever they like. There is however an ethical argument. We expect banks to show a higher social responsibility than they do. And when they do not, we feel it is wrong. At the moment there is a strong feeling in the UK, that tax avoidance is wrong. Again tax avoidance – that is taking whatever legal measures you can to minimise your tax burden, is not only legal, but common sense. However as businesses have found many loopholes and end up paying very little tax indeed, people are upset. They would not be so upset if they felt that the businesses in question, (and again the large commercial banks come to mind), used the money they saved to create some social value.

Morals deal with how our actions affect others. An action that is good for us and legally possible, can be questionable if it has a bad impact on significant other people or the environment. In our culture at the moment, where people are demanding more and more individuality and freedom, (the 'me' generation), there is a growing demand for ethical and moral action. As Peter Parker (aka Spiderman) says, 'With great power comes great responsibility.' The more freedom you have to express yourself, the more important it becomes to do so in an ethical and moral way. The 'me' generation wants to evolve into a 'we' generation.

Central to ethics is the impact your actions have on yourself. Many companies and people do not act against morals and ethics because they are in the public eye; their actions are up for scrutiny by the shareholders, the newspapers their peers, etc. To act ethically is to choose to follow your highest values, even when there is no danger of anyone ever finding out if you did or not. You do it not because of the fear of what others will think, but because it is the right thing to do. Every action has an impact on yourself and moulds your character and so your future. Therefore we do only those actions that accord with our highest purpose, because that is the way we are want to go. One code of action for others and another code for us is not ethical. Conscious business supports ethical behaviour, taking responsibility and being honest with ourselves and others. This is also known as 'enlightened self interest' as inevitably unethical behaviour leaks out and becomes known. (Look at the example of the UK members of parliament expenses scandal).

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CONSCIOUS BUSINESS

Creating shared value

Operating practices that make the business more competitive while also advancing the economic and social conditions in the community create shared value. Creating value is now more broadly defined no longer bound to short term financial performance. The needs of society define markets, and the social harm done by a business creates internal costs for the business. Conscious business recognises this and reinforces 'enlightened self interest'.

Authentic leadership and conscious business

Companies that have a conscious business vision and ethic are more likely to develop authentic leaders among their executives. Companies that practice conscious business are more likely to attract authentic leaders to work for them, and authentic leaders are more likely to seek out a company that practices conscious business.

Conscious business is a global trend; it is the most effective business model for the future. Innovation, creativity, lifelong learning, passion, entrepreneurship, personal mastery – these are the qualifications our children are going to need in order to do well in the twenty first century. And these are fostered through and by conscious business.