

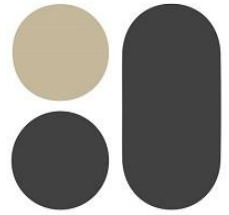


Strategies for Business Continuity & Resilience

Sourdough Innovation Hub – Zoom Meeting

Participant Information Pack

5pm – 7:30pm – 7 April 2020

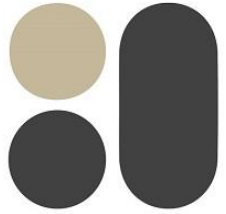


Content

- How to join the session & preliminary guidelines
- Agendas
- Overview of the Panellists, Experts & Sourdough Mentors joining us
- Helpful information & resources
- How to become a Sourdough Mentee



How to join the session & preliminary guidelines



Joining the Meeting for 5pm

To be able to join the meeting

You must pre-register by following this link:

<https://zoom.us/meeting/register/vpUoduGtqj8vdseafIP5U7F7VMahph3ueA>

Which will take you to this page >



Once you complete your details you will receive the link to join the Meeting via email.

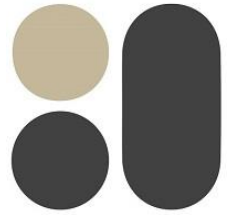
The Waiting Room will be open to participants from 5pm and the Meeting will start at 5:10pm.



Meeting Registration

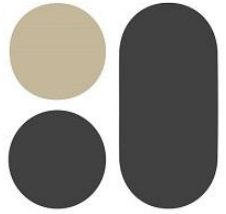


Topic	SBP Innovation Hub: Strategies for Business Continuity & Resilience		
Time	Apr 7, 2020 05:00 PM in Canberra, Melbourne, Sydney		
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Email Address*	<input type="text"/>	Confirm Email Address*	<input type="text"/>
Organization*	<input type="text"/>	Job Title*	<input type="text"/>
* Required information			
<input type="checkbox"/> I'm not a robot 			
<input type="button" value="Register"/>			



Preliminary guidelines to help us all to have a great session

- **You will be placed on mute** when you enter the Meeting, and you will stay on mute until during the Q&A Sessions, if there might be time for further questions or check-ins
- **Please share your video if you can** – we would love to see your face!
- If you would like to focus on who is speaking, we recommend you select **'Speaker View'** in the top right hand corner of your Zoom window.
- **If at any time you need assistance**, please use the Chat function to ask, and a Sourdough Co-Host, Fiona Sheridan or Jackie Wallin, will help you
- **We will try to answer as many pre-registered questions as possible** during the Panel Session – we will not be taking live questions during this time
- Your Pre-Registered Questions will also form the Agenda of the focused Topic Q&A Sessions that follow the panel. **You have been pre-allocated to the Breakout Room you selected upon registering**
- **If you would like to move Breakout Rooms**, please ask in the Chat and a Sourdough Co-Host will assist you

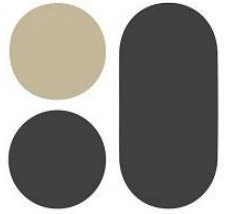


More Breakout Room help

- We will add the Agenda of Pre-registered Questions to the Breakout Room Chat sections, so you can follow the Agenda and see where your questions are (these are also outlined in this Participant Information Pack)
- If you find that you are put into a Breakout Room that isn't where your questions are, please state which Room you would like to be in in your Breakout Room Chat, and our co-hosts will organise for you to be transferred. We will allow a few minutes for this to take place before we kick-off in each of the Breakout Rooms
- If you would like to change Breakout Rooms during the session, or if yours finishes early, please follow the same procedure and ask your Sourdough Co-host in the chat section of your Breakout Room and we will transfer you
- You can find more information on the Breakout Room Topics in the following slides

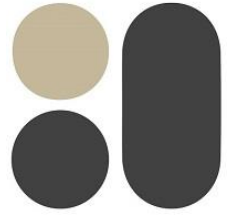


Agendas



Main Agenda

- **5.10pm** – Meeting opens
- **5:15pm – 6:15pm** – Panel Session
- **6:10pm – 6:30pm** – Break & Recharge
- **6:30pm – 7:15pm** – Focused Q&A Topic Sessions via Breakout Rooms:
 - **Breakout Room 1: People** - staff, contractors, wellbeing and retaining talent
 - **Breakout Room 2: Customers** - customer management, sales and revenue
 - **Breakout Room 3: Operations** - resources, manufacturing and supply chains
 - **Breakout Room 4: Finance** - financial management and Government support
 - **Breakout Room 5 / Main Room: Strategy** - business purpose and envisioning the future
- **7:15pm:** Return to the main room to wrap-up and close meeting



Panel Discussion: 5:15pm – 6:15pm



Dr. James Cowley
SBP Co-founder



Murray Richardson
Chair, SBP



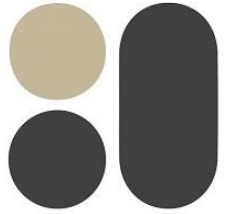
Sonia Friedrich,
Strategic
Consultant,
Mentor & Keynote
Speaker



Jane Laverty,
Regional
Manager
Northern Rivers
Business NSW



Zach Rook
COO, Subpod



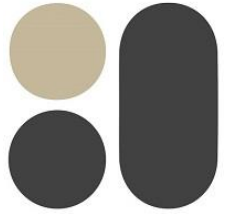
Breakout Room 1: People

This Session will be led by **Claire Gray and Vicky King**

Sourdough Co-host: Jackie Wallin

Agenda

- How would I be best placing 'inner world' contemplation strategies into corporate / small business re-building plans for the future?
- How can I get to the front of business teams with inner world work? What is possible as the main motivational aspect that aligns for me to enter this space?
- What software tools do you use for online collaboration of remote teams?
- How to keep a team motivated and working remotely for an extended period of time?



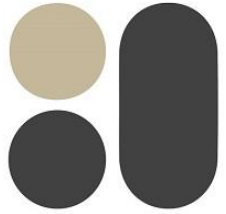
Breakout Room 2: Customers

This Session will be led by **Sonia Friedrich and Charity Turner**

Sourdough Co-host: Fiona Sheridan

Agenda

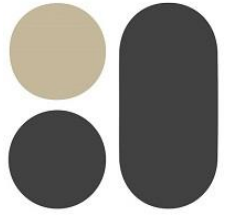
- What are the key things on moving to a higher proportion of online sales? How do you develop trust in consumers in online sales?
- Creating content in these challenging times to assist with website / brand building and awareness?
- How to market our business while remaining sensitive to people's situations?
- Tips for marketing during these times
- With no visible end in sight, how does an agency encourage businesses that now is the time to invest in their marketing?



Breakout Room 2: Customers

Agenda (cont.)

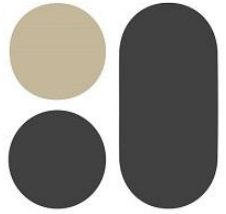
- As revenue decreases, we acknowledge that we need to maintain or increase our Promo & Marketing. What are the triggers for recognising that an ROI is not being achieved?
- How to convince clients to keep on spending through a period of downturn?
- How to keep customers engaged, loyal and primed to come back to you once some form of 'normality' returns?
- Managing over communication to customers
- How people in the region can collaborate to boost business sales?
- I've started some virtual tours, but can't monetise yet because I don't have enough subscribers or hours viewed. How can I make money from my virtual experiences?



Breakout Room 2: Customers

Agenda (cont.)

- What do you see out there when engaging: risk adversity and fear (stop AI spending, see it through and wait), or opportunity driven behaviour?
- Has the health epidemic changed mentors focus on business development - will it be in more non-traditional areas?



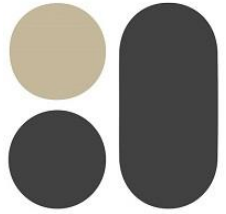
Breakout Room 3: Operations

This Session will be led by **Murray Richardson and Sam Refshauge**

Sourdough Co-host: Sam Refshauge

Agenda

- What are some creative solutions to keep things going when your partners/suppliers/clients are moving slowly?
- Disrupted supply chains - what will the future hold for manufacturing offshore?
- How are we meant to strengthen our supply chains in the immediate foreseeable future with the world on lock down?
- Considering the financial challenges created by the COVID-19, how would you deal with sticking to ethical suppliers which are often more expensive, versus choosing cheaper options that may help to stay afloat?



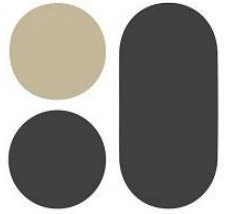
Breakout Room 4: Finance

This Session will be led by **Marina Mangano, Zach Rook and Jane Lavery**

Sourdough Co-host: Amy Colli

Agenda

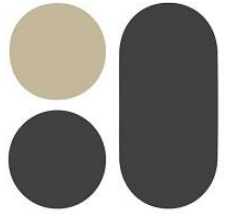
- Basic financial management
- What do I need to be thinking about to prepare for my business restart?
- Can you discuss what support there is for self-employed small business owners?
- Where to find JobKeeper advice?
- I've been affected by both the bushfires and Covid19, I've applied for grants but have been declined, several times. What am I able to apply for?



Breakout Room 4: Finance

Agenda (cont.)

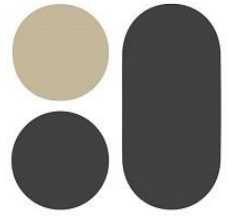
- My business is a registered company but I haven't employed anyone yet and have not paid myself a wage, I have no money to buy assets and don't have a loan and would rather not take out a loan. Is there any stimulus package for my business? If I manage to get the Centrelink payment I could provide free remote tech support - should I do this or would it devalue my service?
- Seeing as so many people will need to be staying at home do you think there will be any government support for businesses that are helping people use their technology at home?
- How hard is tourism, hospitality and all dependents (biz, suppliers etc) affected, and what is done to prevent local bust of economy/businesses?
- Despite massive expenditure already, should the government give assistance to new and developing small businesses?



Breakout Room 4: Finance

Agenda (cont.)

- **[For Jane Laverly]** I see there are several new websites popping up in the area to generate directories or e-commerce platforms for businesses continuing to trade and provide support to locals. Most of it is around the food industry and not necessarily into wider markets. While I applaud their initiatives to provide essential services, I see they are doubling-up with content and inevitably they will be becoming competitive to one another. Are there any centralised/collaborative resources and innovation working together, perhaps at a higher level like council or Business NSW?



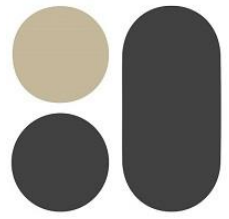
Main Session Room Breakout: Strategy

This Session will be led by **Dr James Cowley, Margot Cairns and Ashleigh Camm**

Sourdough Co-host: Ashleigh Camm

Agenda

- What are some steps we can take to overcome the challenges business now faces?
- What is the most important thing small business should be doing right now?
- Is the cure worse than the disease?
- What questions should we be asking of ourselves & our business at a time like this?
- How do we re plan for the future, not knowing what this actually is going to look like?
- What opportunities will there be post Covid?



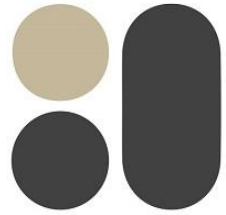
Main Session Room Breakout: Strategy

Agenda (cont.)

- When the bushfires were burning I created a local carbon calculator (which I have now been awarded a patent for). How can I get people and businesses to engage in their carbon footprint in the current environment?
- Will tourists return to the Byron Bay region post virus and will it be a slow or quick recovery?



Overview of the Panellists, Experts and Sourdough Mentors joining us

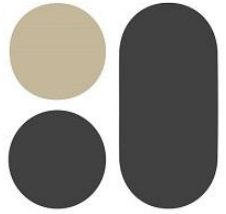


Dr James Cowley



Over most of James' working life he has set up from scratch businesses related to the commercialisation of knowledge. This has cut across Business, Health, Education, Corporate and Government fields. They have been both successful and profitably sustainable organisations with strong teams.

Some of the organisations are now over 30+ years old and some over 20+ years old. They have been privileged to advise the most senior levels of Governments and Corporations and be part of projects, crises, changes which have impacted whole populations.

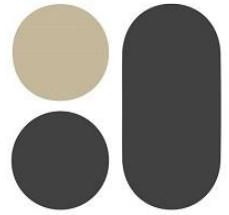


Murray Richardson



Murray is the Chair of Sourdough Business Pathways and has extensive experience in the food and agricultural sectors having worked for some of the world's largest food companies.

He has established a broad understanding of the food market and the emerging trends that will shape the future of the food industry both locally and globally. From a sales and distribution background, Murray has several businesses based in the region and has developed a strong capability in defining business strategy, establishing clear focus and working with key people to build momentum to effect change.

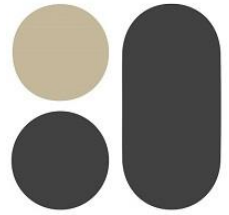


Sonia Friedrich



Sonia is a leading expert in the application of behavioural economics in business. She aims to teach insights that can begin to be applied within 24-48 hours, for clients to measure results on their bottom line within 1-2 months.

Sonia lives in Byron Bay Australia. Her extensive corporate career spans more than 25 years working in Executive Roles in advertising and marketing, mostly with Fortune 500 Companies. She was the General Manager of Grey Healthcare Advertising, Sydney before establishing her own consultancy.

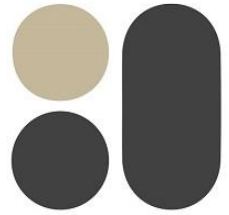


Jane Lavery, Business NSW



Jane Lavery is a passionate and experienced strategist with a depth of experience in economic development, stakeholder engagement, project management, marketing and business/public advocacy.

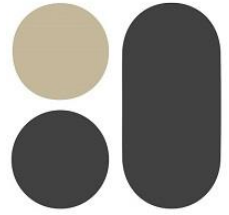
Jane is currently the Regional Manager Northern Rivers with the NSW Business Chamber and will celebrate 14 years in the region this year working alongside an amazing group of like minded and passionate professionals who believe in the importance of creating jobs and investment in regional Australia. Prior to starting with the NSW Business Chamber Jane worked extensively across the Northern Rivers with business and industry clients, Local and State Government and the not for profit sector.



Zach Rook, COO of Subpod



Zach is a Startup Mentor and the Chief Operating Officer of Subpod, the Ultimate Composting System business founded and operated from Byron Bay, Australia. Zach came to Subpod as an avid entrepreneur who has successfully built and exited multiple service businesses, led fast-growth businesses from \$0 to several million in turnover in under 3 years, and managed business turnarounds from positions of insolvency to profitability.

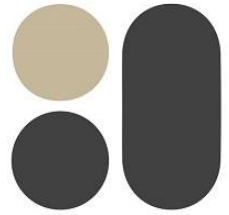


Ashleigh Camm



Ashleigh is a Strategic Advisor and an Expert in Residence at Sourdough Business Pathways. Ashleigh's experience spans over a decade across corporate strategy, corporate finance advisory, investor relations, governance, sustainability, and working with startups, both in Australia and the UK.

Today Ashleigh supports businesses to be ambitiously responsible and regenerative, and works with a number of organisations to support the local business ecosystem and community.

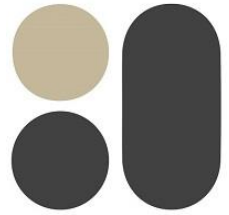


Claire Gray



Claire Gray has over 15 years' experience as a HR Business Partner, Coach and Facilitator. She runs a HR consultancy, theHRpartner working with small to medium sized businesses on their People Strategy (performance, culture, capability and leadership). Claire recently launched Forte, a professional development and coaching business focused on Resilience, Emotional Intelligence and Leadership.

Claire has extensive experience working with small businesses and large corporates across industries including Financial Services, Professional Services, Transport, Government, Not-For-Profits and FMCG in Australia and the UK.

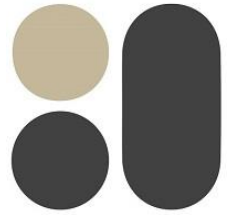


Vicky King



Vicky's specialty lies in her understanding of team dynamics to support authentic leadership and strategic change. Vicky is warm and engaging, recognising the human side in all of us.

Vicky has worked in senior global, regional and in-market roles for large multinationals. She has a Masters of Science in Organisational Behaviour, a Diploma of Neuroscience in Leadership and she is a graduate of the AICD's Company Director's Course.

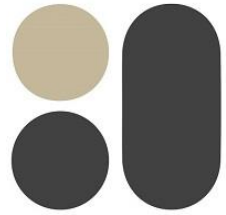


Charity Turner, GM of Clearlight



Charity has 15 years experience in executive management, marketing and business strategy within the luxury and eco sectors. This includes the growth of businesses such as TRUE NORTH, The Seek Society and multi national company Clearlight Jacuzzi.

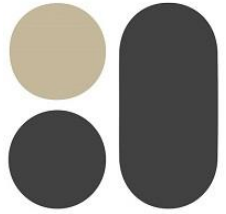
After founding an Australian earth conscious outdoor brand, The Seek Society, in 2016, Charity was recruited mid-2019 to General Manager of multi-national company Clearlight Jacuzzi, to lead them into their next growth phase.



Sam Refshauge



Sam has joined the SBP team to support the business leaders in the Mullumbimby Innovation Hub and work with the communities in our surrounding LGAs to develop strategies and programs which best support the local entrepreneurship & small business ecosystems. For the last ten years he's been working in leadership roles across the social purpose sector. Spanning from international development & social enterprise to education, mentoring & mental health Sam has a passion for and commitment to developing people, teams & organisations that thrive.

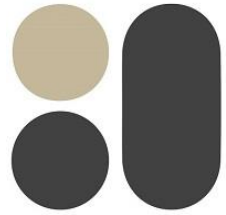


Marina Mangano



For over twenty years, Marina has partnered with clients to assist them in further developing their operations and successfully achieving their business goals.

Marina is a Chartered Accountant and graduate of the Australian Institute of Company Directors. She supports a number of local not-for-profit organisations, sits on various committees on a pro-bono basis and is also a business mentor to local start-ups.



Margot Cairns

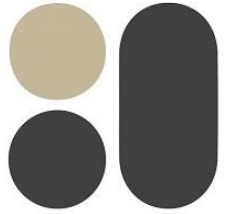


Margot is passionate about helping people capitalise on rapid complex change. As change becomes more complex, faster and more ambiguous, the techniques Margot has developed and used with world leaders for decades are more vital. They are based on the compelling connection between a leader's personal inner journey, their ability to drive levels of corporate success, and their ability to profoundly influence the wellbeing of their wider communities.

Margot's social technology and thinking is embedded in 6 books (2 being business best sellers) and numerous articles and speeches, shared with global audiences. Margot is now delighted to have implanted her social technology into 12 SFB, a proven programme for personal team and organisational transformation that leverages technology to maximise impact while minimising cost.



Helpful information & resources



Helpful information & resources

Business NSW – Latest News on CORONAVIRUS

<https://www.businessaustralia.com/how-we-help/be-a-better-employer/getting-legal-advice/employer-guide-to-coronavirus>

Business NSW – CORONAVIRUS Business Resources

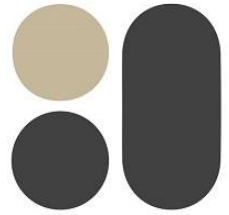
<https://www.businessaustralia.com/how-we-help/our-services/coronavirus-business-resources>

Have a question about Government Stimulus?

Business NSW are offering a [Free Stimulus Advice Line](#)

Byron Bay Chamber of Commerce: Covid-19 Resources and Support

<https://www.byronbaychamber.com/covid-19-coronavirus-resources/>

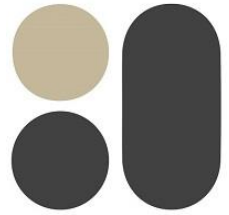


Sonia Friedrich's: 'Top 5 Working from Home Hacks' – thanks Sonia!

Behavioural economics proves you stick with the status quo and take the path of least effort. It's how your brain is hardwired. Your employees do too. So here's my Top 5 'Hack's on how you can disrupt and change behaviour of yourself and your employees working from home. Introduce these before your team hardwire bad and non-productive habits, that you won't be able to change.

Here's what I'd ask my team to do from tomorrow:

- 1. Immediately change calendar to 10 or 15 minute intervals.** You then anchor and prime shorter meetings. You don't need ½ hour and 1 hour meetings. Set working-from-home-meeting norms from day one
- 2. Respect & Permissions:** If the other person is more than 5 mins late for an on-line meeting, you have permission to drop out and get on with your work – no matter what level of management they are. Our tolerance levels online are much shorter than meetings face to face. Respect my time and me, and I'll respect you. 2 strikes and you are out. More than 5 minutes late for 2 meetings in a row and I no longer book meetings with you unless you have let me know and we changed the meeting timing. (deadlines work and creates urgency)



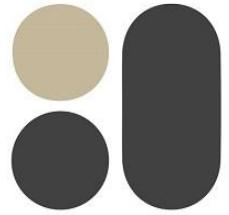
Sonia Friedrich's: 'Top 5 Working from Home Hacks' – thanks Sonia!

3. <https://www.focusmate.com/>. Focus mate. Reduce procrastination by setting up an accountability buddy. They are anywhere in the world and you commit to what you want to get done in the next 50 minutes, then you don't speak with each other. Head down you get on with your work and then. (procrastination, mini commitments, social proof, feedback loops)
4. **15 THINK™**. At the end of the day you ask your team to finish the day with 15 minutes of thinking what they could have done differently today to improve their day. It creates immediate reference points that they improve on tomorrow. Proven to change employee productivity outcomes by 20%.
5. **Achieve Your Goals**. Move from 0% to 85% success consistently in achieving goals. <https://www.stickk.com/> Use this method, or your own version of it to achieve employee goals.

Feel free to contact Sonia: sonia@soniafriedrich.com or phone on 0412 359 4242 if you'd like to learn more business, productivity and outcome hacks using behavioural economics nudges to increase your bottom line. There are so many more...



How to become a Mentee



Become a Sourdough Mentee

- Engaging with our mentors will give you the opportunity to access advice and guidance from people with vast experience and skills to help you achieve your business goals – whether that be to:
 - Expand your vision and potential
 - Improve business performance
 - Leverage off their knowledge and contacts
 - Gain insight from their successes and failures
 - Reduce feelings of isolation
 - Reliable and experienced sounding board
- To register your interest to get a Mentor, please go to: <https://sbp.org.au/get-a-mentor/>



From all of us at Sourdough Business Pathways, thank you for joining us.

www.sbp.org.au

