

# Monthly Newswire

Welcome to our latest monthly newswire. We hope you enjoy reading this newsletter and find it useful. Please contact us if you wish to discuss any issues further.

September 2024

## Building a more sustainable business

### What can your business do to help create a more sustainable future?

Sustainability remains a key area of focus for businesses and governments around the world. However, driving a more sustainable approach to business is not just something that large corporations do. Small to medium-sized businesses can also contribute to a sustainable future through energy efficiency, waste reduction, sustainable sourcing, community engagement, and transparent communication.

These efforts can help to enhance your brand's reputation as well as drive operational efficiency and help to foster a positive environmental impact.

One key area of focus for small and medium sized businesses is improving energy efficiency. Upgrading to energy-efficient lighting, optimising heating and cooling systems, and using energy-efficient appliances can significantly reduce operational costs and lower your carbon footprint. Additionally, investing in renewable energy sources, such as solar panels, can offer financial incentives and further reduce environmental impact.

Waste reduction is another critical area. Adopting practices like recycling, composting, and reducing single-use plastics not only minimises environmental impact but also can lead to cost savings. Encouraging employees to reduce paper use and adopt digital tools aligns with a more sustainable business model and can enhance overall efficiency.

Sustainable sourcing is also key. Choosing suppliers who follow environmentally friendly practices, such as using sustainable materials or adhering to fair trade principles, supports a more ethical supply chain and promotes industry-wide sustainability.

Community-based sustainability projects can amplify the efforts of your firm. Participating in local environmental initiatives, supporting conservation projects, and promoting sustainability education can extend the positive effects beyond the business itself. Finally, transparency and communication are essential. Businesses can openly share their sustainability goals and achievements with customers, stakeholders, and the community. This transparency builds trust, demonstrates commitment, and encourages others to adopt similar practices.

## The power of podcasts

**Podcasts are a powerful tool that can help business leaders and brands to engage with their target audience.**

Although they have been around for a while, podcasts remain very popular, and businesses can utilise them as an effective marketing tool. The conversational nature of podcasts is their primary strength, and a branded podcast is the perfect opportunity to show the human side of a business—the behind-the-scenes

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and imperfect cuts of content and the people who make the brand. Listeners see the people behind the work, constructing a sense of familiarity, authenticity, and trust. Unlike traditional advertising, podcasts allow businesses to deliver content that is both informative and entertaining, fostering a deeper connection with listeners.

One of the key strengths of podcasts is their ability to create long-form content that resonates with listeners. This format allows businesses to delve into topics relevant to their industry, sharing insights, stories, and expertise that positions them as thought leaders. By offering valuable content, companies can build trust and credibility, making it easier to convert listeners into loyal customers.

Podcasts also offer flexibility in content delivery. Listeners can tune in at their convenience, whether during a commute, workout, or downtime. This on-demand nature increases the likelihood of engagement, as the audience chooses when and how to consume the content. Additionally, podcasts can be a cost-effective marketing tool. With relatively low production costs, businesses can produce high-quality content that reaches a global audience without the expense of traditional media.

Once you have created your podcast, you need to promote it. Promoting your podcast typically involves leveraging social media to share episodes and engage with your audience through platforms like LinkedIn, Facebook, Twitter, and Instagram.

Develop a dedicated website for SEO and submit your podcast to major directories like Apple Podcasts and Spotify. Collaborate with industry experts to expand your reach and use email marketing to keep subscribers informed and encourage sharing. Engage actively with your audience and consider running targeted paid advertisements to increase visibility. Additionally, cross-promote with other podcasters to reach new listeners and build a broader audience. This approach can work well with complimentary businesses – for example, an accounting firm and a law firm can work well together.

## **Situational Leadership**

### **The approach that you take to managing your business often needs to change and adapt to changing circumstances.**

Situational leadership is a flexible and adaptive approach to managing teams, emphasising that there is no single best way to lead a team of people. The situational leadership model argues that effective leadership depends on the specific situation and the needs of the individuals involved. Leaders must adjust their style based on the maturity, competence, and motivation of their team members, as well as the nature of the task at hand.

The model identifies four primary leadership styles. The first is Directing (Telling), where the leader provides clear instructions and closely supervises tasks. This style is most effective when team members are inexperienced or lack the skills to perform tasks independently.

The second style is Coaching (Selling), which combines direction with encouragement and support. The leader explains decisions and offers feedback, which is useful when team members have some competence but still require guidance and motivation to build confidence.

The third style, supporting (participating), involves the leader sharing decision-making responsibilities with the team and providing support as needed. This approach is effective when team members are competent but may need encouragement or assistance to fully take ownership of their tasks.

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Finally, the Delegating style is used when team members are highly competent, motivated, and confident. The leader grants them autonomy to make decisions and take responsibility for their tasks with minimal supervision.

Situational leadership recognises that effective management is not one-size-fits-all. Instead, it requires a dynamic approach, tailoring leadership styles to the specific circumstances and readiness of the team, thereby optimising performance and helping to achieve organisational goals.

By adjusting leadership styles based on the development level of employees, managers can support their growth and development more effectively. For example, a supportive approach can help team members build their skills and confidence, while delegating tasks can empower experienced employees to take on more responsibility.

## **Strategic alignment**

### **How to align your team on executing your firm's strategy**

Aligning your team with your firm's strategy is essential for achieving organisational goals and ensuring cohesive execution. The process begins with clear communication. The management team needs to be able to articulate the strategy in a way that is understandable and relevant to each team member. This involves breaking down complex strategic goals into specific, actionable tasks that align with individual roles within the organisation.

It's important to ensure that everyone understands the bigger picture. Help your team see how their individual contributions fit into the overall strategy and the long-term success of the firm. This can be achieved through regular meetings, workshops, or strategy sessions where the goals, challenges, and progress are discussed openly. When team members understand how their work contributes to broader objectives, they are more likely to feel motivated and committed to the strategy.

Empower your team by providing the necessary resources and support to execute the strategy effectively. This might involve offering additional training, tools, or guidance to help them achieve their targets. Ensuring that everyone has what they need to succeed is crucial in maintaining alignment and momentum.

Fostering a culture of accountability is also important. Set clear expectations and regularly review progress to ensure that the team stays on track. Encouraging feedback and open communication helps identify any issues early on, thereby allowing for timely adjustments.

Finally, celebrate successes and recognise the efforts of your team. Acknowledging achievements reinforces alignment and motivates the team to continue working towards the firm's strategic goals. By following these steps, you can effectively align your team and ensure successful execution of your firm's strategy.