

The Jump Network

Year-End News, December 2010

Welcome to our 2010 year-end Jump Network Newsletter, an update on what we've been up to this year, and some ideas, insights and suggestions for your business in 2011.

The crunch may be over but the crisis is not. Global uncertainty has become a feature of our daily lives. From online newspapers on our i-Pads to daily tweets from celebrities and CEOs, the constant refrain is about challenge and change. But in adversity lie opportunities. Growth, innovation and a focus on rebuilding confidence are all around us, if we pay attention.

Some examples? Consider these...

- *Would you like to be 26 years old and worth US\$ 6.9bn? A computer programmer at Harvard created a website called Facebook after being jilted by his girlfriend, and has just been named Time Man of the Year 2010. Download "The Social Network" for a fascinating insight into the world of Mark Zuckerberg.*
- *Remember that boring and unwieldy tablet computer from Bill Gates and Microsoft in 2001? In its new incarnation, the i-Pad is the most popular internet device in the world thanks the marketing savvy of Steve Jobs and the design genius of Jonathan Ive. And it's not just Apple. The number of Apps has just passed the 300,000 mark, creating a vibrant secondary economy for thousands of young techies with a penchant for programming and a pizza parlour on their speed dials. Sorry, Bill!*
- *Fact or fiction: Men fashion-conscious enough to buy top end clothes online? Nathalie Massenet of Net-a-Porter has transformed how we think about luxury retail, and it's not just for metrosexual males with affluenza. E-commerce, once derided as the faux entrepreneur's shop-front, has created some of the fastest growing and most profitable businesses today including John Donahoe of eBay, Jeff Bezos of Amazon, and Massenet. And she just sold a US\$ 75 million stake to luxury goods group Richemont, owners of Cartier and Mont Blanc. Coco Chanel would be proud.*

Visionaries like these are always going to create great companies, no matter what the economic cycle says. As leaders of our own businesses, finding and developing such people is the most recession-proof investment we can make.

So what makes great companies? We all know as soon as we walk into the lobby whether it has that magic combination of talent, leadership and focus. But a great corporate culture is an intangible and ephemeral thing. So how do we get it? For me, looking at some of the great companies we have worked with last this year, three common characteristics stand out:

Energy – Things happen when energy is focused. As leaders, we need to demonstrate energy every day in our ideas, our decisions and our support for others. Energetic companies have energetic conversations. They debate openly, welcome ideas from everywhere and say "yes" more often than "no". It is our individual and collective leadership energy that holds on to great people and opens up new possibilities.

What kind of energy are you putting into your business? Are there ways you could lead with more of it?

Character – Energy is great but people are drawn to people. Which means character. And character is how you lead and inspire others for success. So be visible, invest personally in your teams, and check yourself so that position, prestige, and ego don't cloud your decisions. These are character killers, not character builders. And remember: people join companies but leave managers,

How does your own character help others succeed? How can you create a more "characterful" company?

Curiosity – Finally, energy and character need a frame to achieve results, and curiosity can often be the accelerator we need. Accessing our natural creativity in businesses is just as important as how we use imagination in our personal lives. So don't worry about letting people become more creative in your business, because that's often where the best ideas come from. And the best ideas are the ones that get the most unexpected and powerful results.

What would happen if your business were more curious? How would it impact your customers, your culture, and your capability as a leader?

There are of course many ways to be successful in business, but these are a few that are close to our heart at Jump. So thank you for inviting us to share your own business challenges over the last year, for participating in the creative process of discovery, and for your continued support and friendship.

All the best for the New Year!

Andy Craggs

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The Jump Network

Leadership Strategy, Organisational Effectiveness, Talent Management

2010 Client List

Barclaycard
Barclays Capital
Maitland Group
Nespresso
Nestle
Norsk Hydro
Oldcastle/CRH
Orange/Sonatel
Santander
SC Johnson
Sony Ericsson
Stolt-Nielson
Veolia

2010 Partner Companies

The Centre for Creative Leadership (www.ccl.org)
The Learning Partnership (www.thelearningpartnership.com)
Nexus Training (www.nexustraining.com)
Make Yourself (www.makeyourself.co.uk)

2010 Creative Enterprises

Explorenation World Photography Workshops (www.explorenation.net)