



Building A Strong And Positive Business Environment

We at Admire believe that investing in developing a positive business environment is part of the journey to success. Business leaders can possess a range of mindsets that will help them motivate and encourage their teams. A strong work culture will help your team feel valued. This helps them feel confident to share their ideas and opinions (and who knows, there may be a golden idea that you might not have thought of!) If you can build a level of trust with your employees, you will be able to build a positive work culture.

We have gathered a selection of important topics that we think are vital to building a positive work environment and successful business.

Contents:

- Leadership
- Trust
- Mindfulness
- Don't Panic: What To Do When Things Go Wrong
- Tenacity
- Visualisation

Leadership

'The ability to be a leader or the qualities a good leader should have'
(Oxford Dictionary)

This is the definition of what leadership is. What it does not tell us is what we need to do to provide strong leadership for our team. Leadership is not just telling people what to do and expecting the best results. To be successful, you must work with your team, engage, and empathise with them.

'Effective leadership is about earning respect, and it's also about personality and charisma'
Alan Sugar, founder of Amstrad (1968)

Building a connection with your team, clients, business partners is all about personality. To succeed, you need people to like you. Use charisma to charm people. Be firm in your values and listen to others, earn their respect. Alan Sugar founded Amstrad when he was 21, over 50 years ago, and he's still a respected leader of business today.

'Inspiring people is part of the job'
Özlem Türeci, co-founder of BioNTech (2008)

Being an effective leader is not just about the connection you build with people. It is about how you can help them grow, inspire them to act, and perform to the best of their abilities. Leading by example and encouraging your team to discover and follow their dreams. Özlem Türeci is one of the leading scientists to have developed the first approved messenger RNA vaccine against COVID-19. Together with her husband, she is an inspiration and also helps mentor young scientists.

'Anyone who claims to be a leader must speak like a leader. That means speaking with integrity and truth.'
Kamala Harris, Vice President of the United States (2020)

As the first female Vice President, Kamala Harris has achieved something many people thought would never happen. As a leader, and as a politician, being trusted by the public is integral to being successful. Know your values and stick by them. Build integrity and be honest to your people.

'Leadership is not about necessarily being the loudest in the room, but instead being the bridge, or the thing that is missing in the discussion and trying to build a consensus from there.'

Jacinda Ardern, Prime Minister of New Zealand (2017)

Jacinda Ardern became the youngest leader of the New Zealand Labour Party at just 37 years old. She has successfully run the country since winning the 2017 election. She was praised internationally for her response to the Christchurch shootings. Ardern received further praise for her swift response and leadership throughout the COVID-19 pandemic. To be successful as a leader does not always mean dominating a discussion or crisis. As she states, you have to be 'the bridge'.

'A leader's job is not to do the work for others, it's to help others figure out how to do it themselves, to get things done, and to succeed beyond what they thought possible.'

Simon Sinek, author and inspirational speaker

Ultimately, the leader's role is to help support their team and encourage them, resulting in greater productivity and success. To be a good leader, you should empathise with your team. Gain their respect, be honest. Trust others and ensure that you are not dominating every situation.

'It is better to lead from behind and to put others in front, especially when you celebrate victory when nice things occur. You take the front line when there is danger.'

Nelson Mandela, former president of South Africa (1994-1999)

To be a successful leader and create a strong work culture, you need trust beyond all else. You need the trust of your staff and your target audience. Your team also needs your trust, otherwise they will not feel valued and as if they matter.

Trust

Trust is a vital ingredient in every relationship. Trust exercises can seem a pointless activity for employees and even employers - but effective ones garner many benefits. At Admire PR, there is always a strong bond between employees, glued together by trust.

So why should you seriously promote trust internally in your organisation?

'Word of mouth is the best medium of all.'

William Bernbach (Advertising Creative Director)

As a PR agency, this was the most obvious factor to us! PR is anything you say or do, so therefore anything your employees say and do surrounding the business. The more trust you have with your staff, the more likely they are to promote and support your business. Trust makes a person feel settled, and so when asked about their job, and where they work - employees will give great reviews.

'It's nice to come into an atmosphere that's uplifting and good.'
Steve Trotter (Daredevil)

With a trusting atmosphere, a real feel of community will bloom between employees. This means the whole team will run smoother as a group. If one employee makes a mistake, without trust, they may decide to stay silent about it, sometimes causing huge problems. However, if an employee is safe in the knowledge that there is a tight and supportive team around them, it's easier to come forward and admit mistakes made. This creates a positive environment where employees can learn from each other and grow together.

'Without communication, there is no relationship. Without respect, there is no love. Without trust, there is no reason to continue.'
Unknown

When an employee is trusted, they feel like they are really part of the company. When anyone is trusted, they feel valued. Creating this bond will boost job satisfaction. With your employees satisfied in their positions, your business should see less staff turnover rates.

'Good communication is the bridge between confusion and clarity.'
Nat Turner (Slave Rebellion Leader)

Trust ensures an employee feels safe in the knowledge that they can express their genuine opinion on a work-related matter. This environment creates a positive space where creativity can flourish without fear of rejection or repercussion.

'Productivity is less about what you do with your time and more about how you run your mind.'
Robin S Sharma (Lawyer, Writer, Motivational Speaker)

Productivity is enhanced when trust is in place in both the position of employee and employer. With trust, micromanaging is simply not necessary. When an employee is trusted to complete certain tasks, you will no longer need to constantly check what has been done.

There will be so much more time on both sides to pay attention to the more important parts of the business.

Not only this, but when an employee is trusted, they can work unsupervised. When an employee expresses that their work is done at a higher level when working from home, as a leader, you may have doubts. However, with a high level of trust, there shouldn't be a problem, and staff productivity levels will be higher.

With trust implemented in the workplace, companies also need to be mindful. Mindfulness is key for any business leader. To create a positive work environment, they need to be aware of their own mental health and wellbeing, as well as that of their team and clients.

Mindfulness

Mindfulness is defined as the quality or state of being conscious or aware of something. This means that when you have mindfulness, you become acutely aware of your own mental state, simultaneously making you aware of the wellbeing of your team. When you are in tune with your own mental health, it is far easier to detect how everyone else is feeling.

To become aware of your own mental health, you need to respect your feelings. If you take more time and care to notice what is happening in your present mood, you can help yourself in different ways:

- Be kinder to yourself.
- Be more self-aware.
- Learn how to cope with difficult or unhelpful things.

As a result, you will:

- Feel calmer and less stressed.
- Feel more able to choose how to respond to your thoughts and feelings in a productive and helpful manner.

Studies show that practising mindfulness can help manage mental health problems like depression, anxiety, and feelings of stress. When working within a business or running your own company, it can be easy to slip into moments of worry, and it can be impossible to avoid stressful situations. By respecting the way your body feels and creating space between you and your thoughts, you can mentally remove yourself from unwanted mindsets.

Good mental wellbeing and mental health have a significant effect not only on yourself, but also those around you. When you begin to feel better, other members of your team will pick up on your energy. If you are in a position of leadership, your newfound inner peace will have a huge impact on everyone else. Mindfulness will ensure a strong team, because you can lead others with mental health at the forefront. Make sure everyone else is thriving and

happy, and your business will be far more successful, as everyone will be working in a much more productive environment.

To be mindful of your team's and your own mental health, you need to know how to react when something doesn't go according to plan. It is vital for a strong business culture to adapt to new and unexpected situations.

Don't Panic: What To Do When Things Go Wrong

Despite how many years of experience we may have under our belt, we are all human. Mistakes happen. Errors in themselves should be seen as opportunities to learn and grow. It always comes down to reactions, and how you deal with things when they go wrong.

Without panicking, here's a checklist of ideas on what to do when things don't go to plan!

Be Responsible

It is important to acknowledge your mistakes when they are made, instead of ignoring them or highlighting excuses. The quicker you acknowledge these problems, the quicker you can come up with some sort of solution.

You have to remember that any issues associated with your company can easily destroy any form of good reputation, and any good relationship between you and your customers. So the moves you make are important to get right: you are in the spotlight and need to act accordingly.

Looking Logically

We all have emotions, but sometimes these need to be controlled in a business environment. It is important not to panic when facing a crisis. If you panic, your employees will also. Leave your feelings behind until it's time to finally apologise. You can show your audiences how sorry you are, and release your emotions once all is planned out and settled.

Quick To Apologise

If you realise a mistake is made before your customer notices: do not let it slide and own up, even if you think you can get away with it. Trust is a huge deal in business, it takes ages to build up and seconds to destroy. If you make an error, a customer will be more forgiving if you tell them before a catastrophe occurs. If you set out a plan for them, the threat of an unhappy customer is lessened.

Once you have acknowledged your mistake, you can start the process for fixing it. Admitting your error with your customer is the right thing to do. Coming up with a quick solution will reaffirm your customer's faith in you and build trust that you know what you are doing.

Learn Your Lesson

The best part of a mistake is that it exposes gaps in what you believe is a seamless process. This creates learning and growth opportunities. Elements can be added and removed in your company's processes, so that the mistakes made won't happen again.

Crisis Management Plan

Map out your own Crisis Management Plan with people across departments. It is vital that deep discussion is given to it, and that it is created on the morals and ethics outlined in the company's policies. The Crisis Plan should directly tackle the issue in-hand, so it is executed perfectly and accurately.

Setting Targets

Finally, your Crisis Management Plan shouldn't be set in stone. Set yourself targets to be achieved by certain times. If they aren't being reached, you know your plan is ineffective or maybe even far-fetched. This can be reflected on and easily changed to a plan that works better for you and your company. This way, you can be flexible to do the right thing.

Remember, don't panic, acknowledge what you have done, and learn and grow from your mistakes. To overcome any problems, you need to be tenacious and not give up.

Tenacity

There is always a way. You may have to adapt to a new situation or change your plan, but don't take no for an answer.

What Does It Mean To Be Tenacious?

To be tenacious, you need to have determination, be persistent in your task, and look at your task from all angles. Being tenacious can give you the confidence to find a way, and having grit will motivate you to overcome any challenge.

Facing Problems

When it comes down to it, if you're facing a problem, you need the determination and persistence to overcome it.

Take Emma Raducanu, who at only 18 years old reached the fourth round of Wimbledon 2021, her debut major tournament. Just two months later, she won the US Open Grand Slam 2021 singles final without dropping a single set. Raducanu became the first British woman to have won a major singles title since Virginia Wade, Wimbledon 1977, and the first to have won the US Open since Wade in 1968.

Ranking at no. 338 in the world at the start of Wimbledon 2021, Raducanu, after working hard and winning the final of the US Open, now ranks at 23, highlighting the effect of her hard work and not giving up after Wimbledon.

Tenacity in Business

The world of business is no different, and you need to have tenacity to overcome any challenges you face.

Many businesses struggled during COVID-19, having faced something they never thought they would have. The coronavirus pandemic has changed the world of business for the future, but those that survived have shown their tenacity, staying strong and adapting to working from home, becoming digitalised (possibly a lot sooner than they would have expected). Now, as things slowly return to normal, and people return to the office space, businesses need to be more tenacious than ever. They focus on keeping their employees safe, respecting the needs of their customers and staff, while trying to expand and meet their objectives.

To help build a strong work environment, you don't only need to overcome unexpected challenges, you need to understand your objectives. Knowing and visualising your goals will help motivate your team and make them feel like their efforts are working towards something.

Visualisation

In short, visualisation is the process of creating a 'mental movie of what you want to happen'. It can help you be clearer about your aims and objectives, as long as you focus on the positives and push past any obstacles. It is a well-practised method of ensuring success.

To be successful in your visualising, find a quiet spot, away from any noise and distractions. This will allow you to focus completely on the vision you create. The vision needs to be of what you want to achieve, 'envision the process and not just the product.'

What is your end goal?

If you focus on the end state with no regard for any possible obstacles along the way, you can then work backwards and 'fill in the steps, behaviours, organisational issues and so on, that would need to be in place' to achieve your goals.

'Visualisation and its results are all about focused attention - slowing down long enough to see and create possibility.'

Creative Visualisation: A Tool for Business Success – Diann Daniel

According to talented athletes around the world, 'talent, dedication and process alone aren't enough,' the mind is just as important as any of the physical or technical aspects of sports. When athletes state that they are in 'the Zone', it refers to 'a state of enlightenment' where they know that they will win. It is the same for artists when they are at their most creative, scientists at their most ground-breaking, and even businessmen and women at their most innovative. 'It is when individuals reach the state of 'brilliance'.' To achieve this state, to be in 'the Zone,' you must reach it through 'permanent positive visualisation,' see yourself as victorious, as the best there is. Visualise your next presentation, pitch, or performance as your next big win.

'Once [you] have visualised the win, the steps needed to achieve it become significantly clearer.'

The Power of Visualisation in Business Success – Gonzalo Shoobridge

It is vital that you focus on the positives. Visualisation is a skill that needs commitment. It can be developed over time and needs to be practised regularly and consistently, as it will help open your viewpoint and focus on all possibilities.

Athletes, when visualising, practice the performance in their minds. This will allow them to correct previously committed errors, recall their mistakes, and visualise a winning strategy to various game situations. In business, it is a similar process. Visualise the success of your company, achieving your business goals. Imagine each course of action and their outcomes, then analyse which are the best steps to take. If you visualise various situations that could or could not happen, it provides you with the opportunity to make better business decisions by expanding your understanding of all possibilities.

The best techniques to help visualisation in business come down to taking the image of achieving your goals, 'refine the scenes [and] make them crystal clear.' Adding clarity to your

vision helps you become more decisive, and your goals ‘more compelling and even more rewarding.’ By acknowledging where decisions are happening and where they aren’t, you can create big opportunities. You can see where you end up wasting time, and truly understanding this will ‘help you make decisions that support your long-term objectives instead of sabotaging them’.

Using visualisation, you can start to see a problem from all angles, which gives you an advantage when it comes to solving them. You need to ask yourself ‘what opportunities exist for [you] in this situation?’ and which of the possible limitations are real or presumed. As ‘the way we define a problem influences the solutions we will find,’ and visualising your success will help guarantee it.

Visualising your success and plotting the path you need to take to get there will help your team understand what they need to do. You can help build trust, and become mindful of what is required from your staff. Being tenacious and not panicking when things don’t always go the way you want will further help you develop your leadership skills. Combining everything together will help you and your business build a strong and positive work environment.



Andrea’s Tips

Running a business is a privilege, but can be tough and lonely. Get a mentor and/or a coach. Surround yourself with the best people you can. Above all, have a clear vision of what you want to build, and keep that in your mind. You need clarity, and the stepping stones set out clearly, in order to reach your vision.