

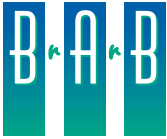
Happy New Year

*to all potential entrants for the
BAB Inspiration Awards!*



Tony
Clare
Anna
Alan

*Read on for a quick
look back at some of the
successes of 2002*



The Business Advisory Bureau Limited

UK Inspiration Awards 2002

Souvenir Booklet/Happy New Year 2003


For the sixteenth successive year, the BAB and Almac have found a way to say a big 'thank you' to our clients and colleagues for their continued support.

Few of us who attended the star studded, star lit and startlingly stringent awards ceremony in the Ocean Room at the Scarborough Spa Conference Complex on New Years Eve can forget it. Indeed, one of our guests, an aged aunt – who looked earlier as if she'd lost the will to live when we ran out of 'Asti' at the same time as she was informed that the prawn cocktails were 'off' – remarked "cool, let's do it again". There is no greater compliment.

As the text messaging rose to fever pitch at the stroke of midnight, we realised we had to do something for all of you. So, for those who attended our 2002 Inspiration Awards, relive again the passion, the drama and the three Ms (motivation, motivation and motivation again) that shone through from our five award winners. For those of you who were unable to be there, we can promise 'you will be moved'.

Naturally, we're not just asking for your gratitude for bringing you this enchanting and priceless souvenir booklet. No indeed, we're asking you for money! Having read the booklet and been suitably inspired, should you wish to send us a cheque for a mere £500 we can also send you our 12 winning

business concepts, 52 motivational phrases and 365 inspirational words. MENSA members will be ahead of the rest of us in recognising that this matches the number of months, weeks and days we may expect in 2003. It may be a slight exaggeration (but an effective one), to say that all the money we would have spent on Christmas cards and presents for our families, has gone into producing this souvenir booklet for you. However, if you do want to send us money to buy a booklet for a friend – we'll accept a fiver as most of us are reeling after the first credit card bill of the year – we'll 'do the decent thing' and ensure the money goes to benefit our local hospices in Scarborough, Milton Keynes and Northampton.

The words of this bit of New Year fun are by BAB Limited and the design and printing is by Almac. It's what we both do best. So sit back and experience the BAB Inspiration Award Winners of 2002. We hope that 2003 will be a year of osmosis and replenishment for you, but if you do feel a bit peaky, pour yourself a glass of the entrepreneurial spirit and read these inspirational stories once again 




Scarborough gets ready for its biggest night of the year – The Business Advisory Bureau Limited UK Inspiration Awards



Business Guru *of the Year*

Anthony Cracie won our business guru award for his outstanding contribution to enabling Britain's top companies to "vision-ate". Vision-ating is a bit like urin-ating but, in Anthony's words, "you can see further than you can pee." His forthright style can offend and there have been critics, but overall the UK's leading executives are delighted to let their company pay £650 for a day ticket to see vision-ating in action. Sell out crowds in the top conference venues in London, Leeds, Glasgow, Belfast, Cardiff, and Scarborough have seen for themselves why Cracie has been dubbed the 'bottom line king'.

Most commentators agree that it is not the technical content of his presentations that ignites his audience. It is his ability to get his message across, through models and concepts which every leading businessperson can not only understand, but also remember until the next day, when they can put them into action. An example of this, would be his coat hanger theory of how best to select vision-ates. Vision-ates are managers whom you can be sure will increase profits through increasing sales and reducing costs. This is one of Cracie's favourite ways of improving businesses. Cracie likens the new recruit to a smart, casual jacket. The left sleeve is sales and the right sleeve is costs. If you put a coathanger in the jacket, you can get a smooth, straight effect at the top. These are exactly the qualities you want from your new recruit. On the other hand, if you take the coathanger out, then the sleeves and the jacket crumple and lose shape. This you don't want. So it all means that, when you're recruiting, what you want to look out for are balanced candidates, both straight and smooth, who are able to see sales and costs as two arms, but under different shoulders.

Accepting this BAB award on behalf of all his Cracie followers, Anthony said " Life and business are not just two goldfish swimming in the same bowl, they are two of the corporate predators of tomorrow. Why? Well, only they can see the sea beneath them, crack the glass with their X ray eyes and feast on the leftovers of their short-sighted competitors." Cracie is more than just a guru , he is, without a doubt, a vision-ater 



Crowds gathered early to try and catch a glimpse of their favourite celebrity



Personal Image for Business


makeover of the Year

For the very first time ever, this award has gone, not just to a business partnership, but to a life partnership too. Ethel and Ernie Brigstock from Brighton have been married for twenty two years and co-own a small chain of fish and chip café-shops on the south coast. Both their 'Cod is Cool' establishments attract a 'better class of business customer and local councillors'.

The Brigstocks recognised that to fulfil their expansion plans they'd need to shape up, not just in a business sense, but personally too. Between them, in just six months, they've lost a whopping sixty eight pounds, using the Flatkin food combining diet. Now they wear their new corporate, French-style, uniforms with pride. As Ethel, 49, now a slimline 15 stone, puts it " We've always led by example in this sector, often punching above our weight. We were the first café-shops to copy the idea of putting fish and chip bags on a circular conveyor belt in the style of 'Yo-Sushi' restaurants. Our café-shops look swish and welcoming in their new, modern, red , orange and blue colours but what's the point of them looking good and feeling great if we don't?"

If you thought that the mental and physical effort involved in losing so much weight in such a short time would be a drain on Ethel and Ernie's resources, you'd be wrong. Ernie, 52 and now a svelte 16 stone, takes up the story. "The beauty of the Flatkin diet is that you can eat as much of what you fancy, whenever you fancy it, as long as you have double the intake of potatoes and water along with what you fancied. Fortunately for us, loads of potatoes and loads of water are commodities we have a lot of round here." Ethel and Ernie also swear by the seaweed and prawn wraps they used to improve their skin tone.

So, what effect has looking good and feeling great had on their sales? Ethel gives the low down on the figures. "The 'no plaice sans vin rouge' promotion in our café-shops depended on our business clientele being persuaded to take a carafe of red wine with their fish, rather than a soft drink. No way would they have been sold the package from a fat, middle-aged "cheeky chops" – as I like to call Ernie! Now we're averaging over a hundred carafes per day at £7.50 a throw, in comparison with the paltry number of bottles of Tizer or Dandelion Burdock at 62p each that we used to sell before. That really is a big difference and, as Ernie and I say, every inch we've lost from our waists has led to loads of pounds gained in the till."

The Brigstocks and their 'Cod is Cool' café-shops set an example for us all. When the chips are down, investing in yourself and in your personal image is the first rung on the ladder of new business success 



The welcoming committee prepares to greet the guests



Inspirational Business Innovator *of the Year*

Wal Whiteside wins the award for the third successive year. This charismatic Lancastrian from Chorley with the transatlantic accent, is noted for leaving his audiences walking on air. Wal tells his story to paying customers inside Britain's top bingo hall arenas. He provides full production numbers with exploding props, lithe performers and canned laughter. He dazzles, distracts, debilitates and always delivers.

Wal puts it down to 'something in my genes'. We put it down to stimulation. Wal instinctively knows what will move an audience to moisture. Our occasional tears or sobs of hysteria are just involuntary reactions to the emotions Wal likes to whip into us. And what a story to whip us with! He tells how a wretched childhood, a lost conker and a psychopathic boss drove him to entrepreneurship, innovation and fulfilment. We laugh with him, but secretly wish that his billion dollar idea, to make toilet roll holders into interactive communication centres, had been ours.

Only Wal would have such an idea. How often does the phone ring just as we go to the loo? How often do we remember that we need to sort out those travel arrangements just as we sit down? How many times do we remember that we promised a photo to our friends in Australia, as we reach for the paper? Now the call of nature will not get in the way of us 'doing the biz'. All this is thanks to Wal's 'Phoneo and Juliletters Comms in the Roll Centre'.

This new, great innovation follows the 'wind up office guillotine', the 'bagless shredder' and the 'skin tone scanner'. All these innovations made it to the top of the executive 'must haves' last year. For next year, however, the 'Phoneo and Juliletters Comms in the Roll Centre' toilet roll device will undoubtedly be the business tool in the loo everyone wants.

Wal Whitehouse toured Australia as an England cricketer and knows what abject failure looks like, but he has proved that innovation is inspiration is invention and is in all of us. Well done Wal! 



Guests arriving for this prestigious event



Huge Business Policy Maker *of the Year*

Andrea Alders is cool. She remained unmoved and seated when she received the award for huge business policy maker of the year. The award was for her work at the Department of Business, Leisure and Travel. The BAB judges cited her unerring ability 'to allocate government budgets for new initiatives to support huge businesses – initiatives that really would not have seen the light of day without Andrea's input.'

The three most well known of Andrea's initiatives are:

- ESB** – the Entrepreneurial Smart Box,
- OAHBS** (*pronounced Oh, Ah, Bees*) – the Open All Hours Business School
- the **DUNGV** (*the V is silent*) – Discover Untapped Natural Gifts Discount Vouchers.


The Minister of the BLT, Dickie David, was "delighted that these joined up initiatives have been delivered with a light touch but represent a step change in additionality."

The initiatives are truly original and bear no relationship to what has worked in helping growing businesses in the past.

The ESB, Entrepreneurial Smart Box, was 'trail-blazed' in five regions with twelve entrepreneurs per region locked away in a top hotel/leisure resort for eight weeks. There the entrepreneurs could mix business with leisure and bounce ideas off each other. Their conversations were taped and fed back to them as they slept. This 'learning from peers' process was felt to be very successful and eight weeks deemed to be just long enough for a business to prove that it could survive without the presence of owners/directors. Indeed, nearly two-thirds of the businesses did survive.

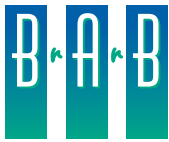
The OAHBS (Open All Hours Business School) has proved very popular with owners/directors who need to relax after business hours with a drink. Top business schools at Cranfield, Durham, Warwick, Scarborough and Manchester now mix the 'gin' of management and leadership development with the 'tonic' of entrepreneurial ribaldry and retribution. An additional feature is the opportunity to visit other business schools by train. Indeed, one entrepreneur rated the experience of six hours of buffet trolley hospitality between Scarborough and York as 'staggering'.

Finally, DUNGV (Discover Untapped Natural Gifts Discount Voucher) allows the huge business owners/directors to invest in technology and to maximise their use of it. So, for example, owners/directors purchasing an IBM notebook would be given £50 in ICT training vouchers. The vouchers would be redeemable against a government funded ICT course. As Andrea says " It encourages businesses to invest in new technology, but also to use it to its fullest. We found that most managers in huge businesses were only using a fraction of the software capability they had bought. This deal with Microsoft and IBM represents real value to the huge business."

Andrea believes that her huge business initiatives "are eye catching because, apart from the pilot groups, these initiatives are seen to put choice and value for money almost directly in the hands of owners/directors." 



Pre-dinner nibbles



Inspirational Marketers *of the Year*

This award was accepted by, co-owners of **Fabsolutely2good plc**, who have made their name in fast moving consumer goods marketing – particularly food and drink.

Receiving the BAB award, Michael Strongbone and Michaela Rock captured the sentiments of the judges when they enthused “It’s been a dropdead year for Fabso2go and it’s so, so cool to be recognised like this. Our ‘Meanings in the Mornings’ campaign will forever be seen as a watershed in global advertising. Not that it is a watershed of course, it’s the ultimate breakfast experience!”

The assignment for which Michael and Michaela successfully pitched, was to turn a breakfast cereal called ‘Good and Chunky’, full of nutritional goodness, but short on palatability, into a best seller. This they have more than achieved with the breakfast experience we know today as ‘Meanings in the Mornings’.


Clever packaging, which works so well with the new name they gave to the cereal, is an essential element of the integrated marketing solution. The ‘Meanings in the Mornings’ carton is oversized and is completely black, both out and inside. On opening the pack, consumers find a small gold disc asking them to ‘hold the carton above your head and look carefully inside for the answer to the question “What’s it all about?”’. This ‘Meanings’ question changes monthly. Those who think they have the answer can telephone, text, e-mail or go straight on-line to the ‘Meanings in the Mornings’ website – www.memo.com – to log their answer. Each month one hundred lucky winners can choose between detox and pilates weekends at health spas throughout Europe, or a ten minute ‘shop for choc. until you drop’ at Tesco.

The TV and radio advertising campaign reinforces the brand value almost, (but as yet not totally proved), to the point of linking ‘Meanings’ to feelings of heightened sexual arousal. The ad. shows a 25-30, Becks/J-Lo-type, attractive and scantily attired

couple crunching happily on their ‘Meanings’. They switch on the radio and Robbie Williams’ “Let me entertain you” is heard. Slowly the couple slip from view under the breakfast table. The camera focuses on a close up shot of the black ‘Meanings in the Mornings’ carton. To the sound of Robbie Williams and suggestive noises from beneath the table we now focus on a puff of white smoke coming out of the top of the black carton. Superimposed on the white smoke, we see the slogan “Meanings in the Mornings: so good, it’s wicked!”

The Fabsolutely2good agency nicknamed the ad. “Robbie for Pope!” and it is certainly true that the campaign has increased the singer’s popularity. Fabso2good are quick to point out that the radio ads have been even better for Robbie, as they rely on sound only! Michael and Michaela confirm that the next campaign will use more Robbie soundtracks and links both Robbie and England football merchandise to the ‘Meanings’ competitions. The competitions will still employ the proven, fun element of putting the black carton over your head.

Post campaign research has shown that the all black carton is now one of the most recognisable food brands in the UK. Black boxes being used for a variety of purposes in other countries are now the subject of intense and successful litigation from Chunky Foods Inc., the US manufacturers of ‘Meanings in the Mornings’.

All this in just one year and all thanks to the Fabsolutely2good agency and the genius of our marketers of the year, Michael and Michaela 



The band about to start the after-dinner entertainment

The Business Advisory Bureau Limited Award

This award went to us! We feel we deserved it, as we've been helping our clients to market people-focussed products and services for sixteen years. We do it well.

We also have our six year, best selling "Essential Guide to Earning a Living from Independent Consultancy".

We hope that you'll read and enjoy this little spoof (or our Guide) and be inspired to contact us to get us to write something for you. Have a look at Tony's Turn on our website – www.b-a-b.co.uk – for a further taster (don't worry, we do 'serious' too, honest!) or ring Tony or Clare on 01234 241026

The BAB Award to Almac

Almac does the design and print and has worked with us from the start. If you want ace layout of complicated documents or texts that need visuals to bring them to life, published in a style that reeks of professionalism, then you need Almac for reports, booklets, conference papers, newsletters, training and learning media, together with BAB's writing ability. Telephone Alan or Anna on 01604 870390.

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For over fifteen years, BAB and Almac have combined to produce for clients in the private and public sectors:

-  **Real award events . . . this one was fictitious**
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– *we even throw in Tony live on some of them!!*
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We'd love to make a difference to your communications in 2003