

**CAROLINE [00:00]**

Hello, and welcome to the Mind Your P's podcast. Last ever episode, the wrap with me, Caroline McKenna. I'm going to be looking over the highlights of the show, some of the best bits and some of the things that really stood out, I can't believe it's the end of the season. I've had such a great time doing this and it whilst it's not always been perfect. It's certainly been a big learning curve and listening more than you speak as a new skill that I am doing my absolute best to get better at. We've had business and charity leaders on the show. And it's been absolutely brilliant. Thank you to all of our guests who shared their purpose and what it really means to be a purposeful leader. If you're just joining us, then welcome to the show.

We talk about some great stuff on Mind Your P's, there's been people, purpose, planet, philanthropy, power, and even pigs I could go on, but I'll definitely spare you. We've had lots of conversations around purposeful leadership, and it's been really interesting to see what the common threads are. There's a few things that have cropped up time and time again. And if you're the listener, then you definitely know that I've got a post-it note on my desk that says, 'just ask'. There's something really special about it and something so simple about it and that fear that we have, that voice in our heads that says, but you can't ask, don't speak to them. They will. They'll just say no. Actually Darina and Bruce Walker in their episodes talked about the fact that everyone's accessible.

And, Darina said as long as you approach it in the right way, more often than not, people want to help. Bruce talked about having bravery and that's all that's needed to take the next steps to achieve and what your goals might be.

**BRUCE [01:49]**

'Inspired me that you can just ask and that these things are not as complicated as you think. That you've got to take a bit of a risk and you've got to be a bit cheeky. Sometimes you've got to put yourself out there, expect for people to say no, and just be really grateful when they say yes.'

**CAROLINE [02:07]**

Josh Littlejohn at Social Bite, talked about the getting business leaders to sleep out and Bob Geldof and Bill Clinton to speak at his events by just asking. There was something in our conversation with Josh where he's just so humble and he's got such a big mission and he talks on purpose all the time. And that's something that really resonated.

James Taylor talked about hiring based on your values.

**JAMES [02:35]**

'What is valued in a place, is cultivated there. If you value innovation, then you need to cultivate creativity'.

**CAROLINE [02:44]**

Your vibe attracts your tribe, brilliant phrase. It's really hard to recruit the right people with the right values and really hard for some of that stuff to come through. I chatted about it quite a lot with different guests. We talked about the fact that you should only hire based on aligned values and don't hire anyone, even though their skills and experience is right, if you don't think culturally, that wouldn't be a good fit for you. Emma, from Tartan Blanket Company talked about the fact that it's not such a negative experience to recruit or work with someone where your values are misaligned and it's much better to let them go and find an organisation that they do fit into to give them the best chance of success. I really love the way that Emma phrased some of that.

#### **EMMA [03:33]**

'A big thing has been not to think of it as is that person a good person or a bad person, but does that person fit our values? And if they don't, they're going to have a much more successful experience in another company where their values are aligned and they can succeed. Whereas if they stay in a company where you're constantly asking them to change as a person, that's such a negative experience for them and for you.'

#### **CAROLINE [03:59]**

Leading with transparency and saying, 'I don't have all the answers', it's back to this bravery thing, but both Fanchea Kelly in episode 13, and James Taylor, in 14 talked about the fact that we should all as leaders say 'I don't know, and I don't have all the answers. What do you think?' it really encourages and motivates people to go and find the answer themselves. And, and do, their just asking outside of you. There were some other things that really made me think differently. Andy referred to the kind of Jim Collins principle of maximising your return on luck. He said, when you're on purpose in your thinking about why you're doing what you're doing and what the challenges are, you're ready to maximise your return on luck. We chatted about the fact that we hear people saying he's so lucky. They're so lucky, almost like they landed down from earth and landed in this pool of luck, but actually it's years and years of hard graft, stress, anxiety, challenges, dilemmas and opportunities that have enabled someone to maximise their return on luck. I really loved James's intergenerational experience chat. He said that he believes you need two mentors in life. One who's older than you, wiser than you. Can tell you where the bodies are buried and things to avoid, and someone much younger than you that has fresh ideas and can kick you up the backside when you're not quite on purpose. I really loved the fact that collaboratively and intergenerational team is something plays a special.

Bruce Walker talked about having ideas on paper and not being brought to life. How can we do that? And actually we talked about the people, it's the people that you bring into the team that bring all of those ideas to life and make it all happen. Craig Nicol talked about people being your greatest and only asset and investing so much in the people will reap rewards across the business.

#### **CRAIG [06:01]**

'You see on websites and you see in brochures, our people are our biggest asset, to my mind and Thornton's is our people are our only asset, all of the stuff that surround the people in relation to

technology, premises, tables, chairs, all of that stuff is just detail that allows people to do their jobs, to the very best of the ability.'

**CAROLINE [06:26]**

So some brilliant ideas there. We had some giggles along the way, Craig spent 20 minutes looking for his charger Fanchea had to let her cat out. When I asked Gavin what his biggest sense of purpose and has it changed since 21 years? He said, well, the one thing that has happened is I've lost a fair amount of hair.

So that's it it's a wrap. It's been a whirlwind, there's been so many great golden nuggets within each conversation that we can all take something away from. Thanks to everyone who supported the show so far, it's really important to us that we get subscribes and ratings and reviews. Please do let us know who and what you want to hear. We'll be back after the summer with season two, and we've got some brilliant guests lined up. So please remember to hit subscribe so you don't miss a and sign up for email at [socialgoodconnect.org/podcasts](https://socialgoodconnect.org/podcasts). Until next time.