

# Pulse Arcedia

## Arcedia news - Autumn 2009



## Arcedia Rally 2009

Arcedia's biggest and most exciting event of the year...THE 2009 RALLY, was held on the 22nd of August at the prestigious ICC (International Convention Centre), at the heart of Birmingham's metropolitan city centre.

Over 400 of Arcedia's finest agents, managers and administrators attended the event. People travelled far and wide to be able to see the crème de la crème receive awards and recognition for outstanding results in the past twelve months. Promotions were given on every level showing the fantastic growth of the business even during this time of apparent recession.

All of our young, well-dressed Arcedian's in tailored suits and shiny shoes were ushered into the grand glass roofed venue. Excitement and nervous tension filled the air as the expectant hopefuls took their seats on large decorated tables which resembled the star-studded events seen in the media. A glitzy backdrop was the stage for Simon Morley (director), hosting the day. Simon kicked off proceedings with a welcome speech, giving some background on the growth of the company and talking about the huge expansion that has taken place in the past 12 months all over the UK.

The time for awards was then upon us...and started off with acknowledgments to merchandisers and trainers in each office for the Leadership Awards. These were given to outstanding individuals that had impressed their Manager's in the last six months. Their dedication to the Company had made an impression and after a brief introduction, they were called to the stage to collect their trophies.

Pete King (Manager Birmingham) had the pleasure of joining Simon on stage to present the Promotions to Crew Management with a huge 10 awards across the board. Some of these promotions had been hit with the rally in sight, and what a great way to get promoted - in front of an auditorium full of people!

Next in line were the promotions to Assistant Management. As Simon explained promotions to assistant management are often the most difficult promotions to obtain, requiring the most drive and strength of character to pursue. Congratulations to Rahul Amin and Winsome Halsall (Birmingham Utilities) and Craig Beech (Cardiff Charities) for demonstrating all of those qualities.

To add to the excitement there were three promotions to Full Management. With this being such a huge accolade everyone took some time to honour their hard work as they collected their trophies to thunderous applause. Congratulations to Andy Duffy (Liverpool) Jon McNamara (Cardiff) Jagdeep Sanghera (Birmingham) Arcedia's newest managers.

Nikki Westwood (head administrator) then took the stage to announce the winner of the prestigious Admin of the Year award. Emma Fuller, our Cardiff Charities Administrator snatched the prize after her immense commitment and enthusiasm in all aspects of her work, aiding the Cardiff Branch to develop and promote with huge success.

The attendees were treated further with a surprise Celebrity guest speaker who was booked specifically for the occasion.....

Our Celebrity Guest and motivational speaker was then revealed. The first winner of the 2005 apprentice, 31-year-old, self made man and entrepreneur 'TIM CAMPBELL'

With many years of business experience under his belt Tim was the ideal candidate to speak in front of our knowledge hungry, aspiring crowd. Entertaining us with stories of his youth, struggles on his road to success and goals and ambitions he has yet to achieve. Tim now runs his own male grooming business, The Bright Ideas Trust, a social initiative unleashing the talents of underprivileged youngsters. His inspiring and unconventional speech left us all quite literally standing on our chairs!



**Tim Campbell speaking at the award ceremony.**

It was left until the end of the event for the most prestigious awards to be presented. **MANAGER OF THE YEAR 2009** – went to Scott Sullivan (Cardiff), **MOST IMPROVED MANAGER OF THE YEAR 2009** – Marc Stone (Liverpool) **MVP – Most Valued Person** – Pete King (Birmingham) was awarded with a swanky Mont Blanc pen.

## AWARD WINNERS

### *Scott Sullivan – Manager of Year 2009.*

This year's manager of the year Scott Sullivan has come a long way since starting the charities division back in July 2007. Not only have the past few years seen the division grow to rival other long standing clients but Scott and the Cardiff office have continued to lead the way, Working with a range of charities and high rolling the division week in week out. We caught up with Scott to find out more on his organisation.

#### **Tell us a bit about how the charities division came about?**

We were approached by Charity link and offered the chance to work with the NSPCC so Simon sold the idea to me on the basis that if things went well I could be running the division one day Neither of us had done charities before so we took to the field in Bristol and it took a few days of trying new things before we finally cracked it. We moved on to Dogs trust about 6 months later and it was really hard in comparison. I struggled and as a result the office went from 20 guys to 2. Just me and Jon McNamara who believe it or not is now running the Croydon office.

#### **How did you get back on track?**

I looked at everything I had been doing up to that point and realised that I hadn't been doing anything as well as I could have. I suppose its human nature but if there was a chance to cut corners or mess around then I'd take it rather than working the way that I knew I should. It was around this time that I made the decision to succeed. It was always the opportunity within Arcedia that motivated me and once I had set my mind to really go for it, it wasn't long before things started to move in the right direction and I guess the rest is history.

#### **What has been your biggest achievement within Arcedia so far?**

Without a doubt promoting my first outside deal. I absolutely love seeing other people getting back from the business what I did when I hit my management goal. I love all of the excitement and the determination that goes with finally reaching your goal. Jon McNamara has made a good start in Croydon. Craig Beech is off to Newcastle soon, Femi Ojo will be staying Cardiff and I plan on heading North and invading Glasgow or Edinburgh so as an organisation we plan on taking over the UK.

#### **Congratulations on your award by the way. Did it come as much of a surprise?**

A big surprise. I'm chuffed. Every Rally that I've been to I've sat there watching managers like Pete King pick up the manager of the year award year after year and thought that's where I want to be. You can't be classed as someone who is awesome in the business until you have picked up the award so I was chuffed. The level of money you can earn as a manager is standard but winning the manager of the year award means you really are on track.

#### **What advise would you give to anyone who is still trying to get to management?**

It's pretty simple really. Listen to what you are being taught and do everything that needs to be done, not what you feel like doing.



**Richard Jellard (left) congratulates Scott Sullivan on his award.**

# Pete King – MVP (Most Valued Person 2009)



Following another successful year we caught up with the former manager of the year (2007 and 2008) to find out more about his year so far and his recent award as MVP.

**What have been your highlights since winning manager of the year last year?**

It's been great seeing some of my outside deals really start to step up and challenge me. Ryan Mason in Wolverhampton in having a great year and Simon Ward is really chasing me for the top office title. Its great being able to provide my entire organisation with real opportunity. Not just being the person that stands at the front of the room and talks about it but the person at the front of the room that actually does it. Running my own R & R in Cyprus in Sept 09 is something I'm really looking forward to.

**There have been quite a few promotions from Birmingham in the last 12 months are there any new guys you are excited about?**

There is a big list of people that I can't wait to get promoted: Richard Warr has opened a new division along side me in Birmingham so I'm looking forward to seeing what he can achieve. Ruhul Amin, Winsome Halsall and Daniel Wells all look set to be in their own offices in the next few months so it's all go go in Brum.

**What are your plans for 2010?**

The big focus is still on promoting people and reaching divisional management. I want to get Iton up and running as office manager in Birmingham as soon as possible so I can have more time to travel between my outside deals and it will be great to see Iton finally getting some rewards for all of his hard work. With a new expanded Birmingham office completed later this year it will be exciting to welcome new divisions and more managers to Birmingham.

**Congratulations on becoming MVP 2009. Were you expecting to get an award?**

Not really so it was nice to be recognised for the fact that I have been less focused on running an office and more focused on providing people with an opportunity. I think that in the last 12 months it has really hit home that the better you get at promoting the opportunity the better the financial gain.

**Would you agree that 2009 has been a pretty good year?**

Definitely! The great thing about Arcedia is not just the opportunity to earn good money but also to have fun. It doesn't just have to be a job it can provide you with lifestyle that will change and develop all the way through your career.

If you get good at promoting trainers then you will be a good manager, if you get good at promoting assistant managers you will make an excellent manager and make great money but if you get good at promoting managers you will not just earn a fortune but also get lots of other rewards. I've been to Las Vegas, I've cruised round the Greek Islands on a 100ft yacht, I've won a Breitling watch, a mont blanc pen and by the end of the year I'll have been to Cyprus twice....all courtesy of Arcedia. It doesn't really get any better than that!

# Marc Stone – Most Improved Manager 2009

Marc Stone has been with Arcedia for many years. He has been crowned rookie manager of the year and more recently the most improved manager, He has previously won a convertible BMW and taken his place on many a company holiday including this years Greek Island cruise. He started in Birmingham and ran an office in Sheffield before moving down to Bristol in 2006. Always looking for a new challenge and enjoying the freedom that being able to move from city to city has given him marc moved to Liverpool in early April 2008.

**Why Liverpool?**

Firstly Liverpool is a great city, steeped in culture and history, and I found myself deeply immersed in it as soon as I arrived. Also, the charities manager for Liverpool (Sam) was an agent I was on the field with when I first started out in Birmingham. And meeting up with him was just like old times.

Being able to start off from scratch using the knowledge I picked up from Simon and from Rich in Bristol, and to be able to put it into practice in a new city was very enjoyable.



**Richard Jellard (left) with Marc Stone.**

### **What has been the highlight of the last 12 months?**

Getting the opportunity to run the pilot scheme for the new Tough books for Arcedia in the Scottish Power division. They have had their kinks, which we have ironed out, and they are now a valuable asset to the company. From a management point of view that is going to be a lot easier with regards to collating sales. From an agent point of view, imagine a callback sheet that is waterproof, that is your map, that is your walk list, and that can have extra territory sent to it even if you are on the field at 5pm, all rolled into a tidy good looking laptop.

### **As the most improved manager 2009 what advise would you give to people?**

I think it is very important to be humble in this business and take advice and/or help whenever you think you need it, or it is ever offered. But mostly, always keep in your goals in sight. Remember why you started in this business and match the amount of hard work that you originally put in to hit these goals. Do not be afraid to take a step back to take those two steps forward.

You will earn great money in every aspect of this business. Do not let the money go to your head. I think it is important to not let it make you complacent.

### **Now that Liverpool office is doing well what will you be doing to ensure it continues to move in the right direction?**

Keeping sight of my goals. The amount of effort that you put in determines how far you will go in this business. The moment you take your foot off the pedal, you will end up going backwards. Management is not where it finishes, it is where it starts. With that in mind, the planning, the preparation, the goals that we set for the guys in our location, can only mean we will continue moving forward. There is a lot further to go, and with perseverance, we will get there!

## *Emma Fuller – Administrator of the year 2009*

This years Administrator of the year – Emma Fuller actually started working for Arcedia in the field back in early 2008. Having built an excellent relationship with Scott Sullivan the Cardiff office manager whilst in the field and looking for a new challenge when an admin job came up in November last year she jumped at the chance. We caught up with her to find out more about her role as an admin and all about winning this award:

### **Coming from the field it must have been very strange to all of a sudden be sat behind a desk?**

To be honest when I first accepted the job I was kind of disillusioned into thinking that it would be a nice and easy, not many hours, weekends off I had no idea just how hard it would actually be so it was a bit of a shock when I realised just how much hard work goes into organising everyone and everything.

### **So it took a bit of getting used to?**

Definitely. Because I hadn't done any admin before even the basics seemed like a huge challenge. The biggest thing for me was understanding what needed to be communicated between me and head office. However the girls from head office have been a huge support and really taught me everything I needed to know. Kate Filippi (client account manager CH) and Casey Malin (Head of recruitment) especially have been a great help. I call them both about 10 times a day even now and they always point me in the right direction. I can't forget Scott either, at first it was like the blind leading the blind but he was always by my side.

### **So now that you have mastered the art. What do you think it takes to become a great admin?**

I think the foundations are very similar to Arcedia in general, Have a good work ethic, a great attitude and a willingness to learn. In the field you can take on the world and pretty much rely on yourself so it took me a while to realise that admin isn't something you can just get on and do by yourself. If you are struggling then ask for help and always communicate with everyone. Manager, guys, head office, they are all a big part of what you do so it really helps to have a brilliant relationship with everyone.

### **How did it feel being awarded the title 'administrator of the year' and receiving your award?**

Absolutely amazing! When I first sat behind the admin desk me and Scott talked about the goals we both had for the office and our immediate focus was more about the office being number 1 and the cancellations being low than winning these awards. Admin of the year was more of a long term goal so I was shocked when I realised that it was me being talked about up on stage but it was a huge honour and I was really chuffed.

### **So what are your goals for the future?**

Carry on working hard to build our organisation. The plan is 5 outside deals by next years rally. Having already trained my first admin in Croydon recently I am looking forward to getting even more involved as we continue to expand. Who knows next year it might even be one of my admin picking up the admin of the year award!



# PROMOTIONS TO MANAGER



## Jagdeep Sanghera

Jagdeep has recently been promoted to management from the Birmingham utilities office. Not only has he relocated to Leeds but is also test marketing a new Telecoms client.

### Tell us about your background prior to Arcedia

I spent around 7 years working in 2 family businesses and found myself working around 90 hours per week just to make a decent living. I was getting really bored doing the same things day in day out so I set about looking for a new challenge and that's when I stumbled across Arcedia. I've never looked back since.

### How was it testing a new client and how have you adjusted?

I think we've adjusted really well, the concept of the business is exactly the same, as is the opportunity. It took a few days just to get used to a new pitch but apart from that the only thing that's changed are my goals, being able to market a new client has given me a lot more confidence in myself hence my goals are now even bigger than before.

### Do you have any tips for new managers?

Always be prepared and plan everything. Always apply what you've been taught, it's very easy to try and cut corners without your manager looking over you but it never works, stick to the system it's there because it's effective and most of all have fun.

### What are your goals for the next 12 months?

I'd like to win rookie manager of the year at the next rally. Also I want to run 3 different clients out of Leeds, 1 telecoms, 1 charities and 1 utilities that means promoting 2 outside deals over the year which I think is easily achievable.

## Andy Duffy

Andy Duffy has recently promoted to management at the summer rally after being with company for only 7 months. He is now running the telecoms division in Liverpool.

### What attracted you to Arcedia?

The opportunity offered to me when I met with Marc in the Liverpool Arcedia Branch was something a bit different to what I have done in the past. I was motivated and inspired with the fresh challenge I had, although close friends were sceptical about my role, the hours and the pay structure. Being a strong minded person I was able to brush off those outside negatives and get with the right people in the office that I saw doing well in the business. At every

progressional stage of the business I was like a sponge absorbing the essential ingredient to get me on my way to building a successful crew in order to get me to management

### Congratulations on your promotion how does it feel to be an Arcedia Manager?

Finally getting promoted to management is a reflection of the hard work and effort that I have put into the business. But it does not stop here. This is just the beginning of bigger and better things to come from me. I now have fresh goals, more determination and more drive to get further in the business and I have picked up valuable knowledge I needed to get his far that I can use to hit my new goals.

### What have been the highs and lows on the road to management?

Apart from losing members of my crew along the way to building a successful organization, there has not been any lows for me, each time I would lose a member it would give me more determination to rebuild as quick as I could with the knowledge of how I went wrong to lose guys. In this business if at any one time you feel you are not progressing it is because you are not putting the effort in you did originally to get where you are now.

### What can we expect to see from you in the future?

My first goal is to promote an outside deal before the Puerto Banus holiday and officially promote them at the Christmas rally. Like I said earlier it does not stop at management! I want to be the number 1 division this year for Primus and to achieve rookie manager of the year. I want to play a key part in Arcedia's expansion and to be running one of the offices abroad in the next 2 years. A great goal to have whether you are a merchandiser or manager is beating your trainer, well this is something I really want to do.....Marc Stone: thanks for the help getting me this far but watch this space, we created a monster!!

### What top tips can you give to anyone striving to become a manager?

There are several key points to succeed to management. Firstly you must build solid relationships with your guys and your manager. It is attention to detail; you must understand what goals your guys have and do what it takes to help them achieve those goals. Once these are being hit your goals will be hit in the process. Also you need to not only listen to what you are being taught, you need to apply! Everyone can listen and smile and nod, the choice is whether you apply. You can be a person who takes notes or the person who keeps and applies those same notes. If you make the right choice, management is inevitable. Lastly, do not let anyone stand in your way, do not let anyone tell you that you can not achieve a goal because with the right support, encouragement and determination to succeed you can have whatever you want.



Andy Duffy (right) with most improved manager 2009 Marc Stone.

# Nick Clitheroe

Having narrowly missed his promotion to Management at the rally, here we are with Nick Clitheroe 3 weeks later having just hit his second week of criteria. Nick came to Arcedia from the restaurant business and runs the charities division in Bristol.

## How does it feel to be running your own office?

It feels absolutely fantastic, what I like the most is the fact you're actually running your own business. I love motivating people and having a positive influence on people's day, it's the key to any successful organization.

## How long has it taken you to reach management and has it always gone to plan?

I don't think it's ever always gone to plan. I've always known the direction I want to go in however when I first started back in August 2008 I got wrapped up in the sales and it wasn't until I went on holiday with my fiancé in December and decided that I was going to go for management that I really saw rapid results, since then it's been 10 months of hard but very enjoyable work. There are always going to be obstacles on the way to any goal, but if you're serious enough you'll easily overcome them.

## Why did you choose Arcedia and why should others?

I think Arcedia is probably the UK's best kept secret. It's very easy to be sceptical when looking in from the outside but once you're actually involved in the business and understand how it works and what you can achieve, no other career that I've seen can offer the same results in such a short time scale.

## There are some great sales figures coming out of your office, what can we expect over the next 12 months?

The way I see it the results that my office is getting now are not just a measure of the hard work that everyone is putting in but also a measure of the quality of person we have in the office and moving forward gives a real reflection of the quality of manager that we will be promoting. I want Bristol charities to be the number 1 charities office in the UK but not only that I'm looking to promote a stream of really High calibre managers that go on to proliferate the division right around the country. Longer term it's always been my goal to take the division over to Canada, when you've got something this good why not take it as far as you can.



**Manager of the year Scott Sullivan (Left) congratulates Jon on his award.**

# Jon MacNamara

Jon MacNamara (AKA Junior) is 25 and has recently opened our brand new Croydon (south east London) branch, running it with dynamism since the beginning of August '09. Originally from Birmingham he started with Arcedia Cardiff after having travelled around the world.

## Tell me how you started with Arcedia Jon?

I came back from Albania January 2008 where I had been for living for a year, I was standing in Heathrow Airport with two options: Go back to the small town of Shrewsbury where I had been before I went away, or to go to Wales (where my sister now lived) and try something new. I took a pound coin from my pocket and flipped heads for Wales, tails for Shrewsbury (I didn't know the famous saying tails for Wales back then). Heads it was.... I was on my way to the capital city Cardiff.

I had been back in the UK about a week looking for work and I came across the Arcedia advert in the job centre on the Friday, met Scott Sullivan (Cardiff Dog's Trust Manager) on the Saturday I loved the sound of it and had started by Monday. I was the easiest hire in the World. I was sold on the prospect of opportunity.

## What do you love most about Arcedia?

I have never ever been involved in something where the people around me genuinely wanted me to succeed more than me. I know it's cheesy but it really is a case of an Arcedia family.

## Do you have a favourite quote?

Yeah I have two. The first; 'If it doesn't make dollars it does make sense' (Floyd "Money" Mayweather)

Self-explanatory really and the second: 'Do you have an egg in your fridge? If not you might as well have toast because you can't make an omelette' (Polar Bear Pirates, Adrian Webster, 2002) the principle of this is: in order to create an omelette you need the correct ingredients – in terms of Arcedia if you don't use all the tools (the system) you won't have the correct ingredients to succeed.

## What's the hardest lesson you have had to learn so far?

If you need something doing you have to do it yourself. Don't count on anyone else. In terms of building a crew don't just tell someone to promote, lead by example. Your guys copy 2/3rds of what you do, in other words a rule of thumb is they pick up 50% of good habits and 200% of your bad – so learning to be squeaky clean consistently is the hardest thing I have had to learn. Don't let your guard down. Ever.

## With Cardiff being the number 1 charities office, what are your plans for Croyden?

The ultimate destination over the next few years is to turn Croydon into a powerhouse, where we have Assistant Manager promotions every 10 weeks. However within the 1st 12 months I would like to focus on getting everyone who is going to be apart of the success of my office to where they want to be. If you get everyone to where they want to be, only then you can get to where you want to be. I won't be settling for second best – winning is everything – Junior doesn't play to take part.

# Arcedia Greek Island Cruise

September saw company directors Rachel Jellard and Simon Morley take to the high seas with a select group of invited guests to join them upon the 100ft chartered Yacht 'misty' for an unforgettable cruise around the Greek islands.

The trip started in Athens where Marc Stone, Pete King, Iton Moyston, Nikki Westwood, Emma Fuller, Simon and Rachel set aboard the luxury craft fully manned with 5 on board crew to cater to their every need.

The next 3 days were spent cruising around the sun drenched Greek islands, stopping of at bars and restaurants along the way.

With crystal blue waters and an on board Jet Ski there were no shortages of activities during the day whilst the nights were spent eating at the best restaurants and hitting the country's most exclusive clubs.

A private chauffeured tour of Athens and some last minute shopping finished of what must have been the trip of a lifetime.



## Las Vegas Managers Competition 2009

July 2009 saw this year's competition winner Pete King and company Director Simon Morley jet out to the original sin city of Las Vegas.

Waiting for them at the airport was their own private limousine stocked with chilled champagne ready to whisk them off to the 5 star Bellagio hotel made famous by the Hollywood blockbuster Ocean's Eleven.

After checking in the first night was spent eating Michelin star food and hitting the city's infamous strip which includes some of the world's most famous bars and clubs such as the Coyote ugly bar and studio 54.

Nursing sore heads on the second day both embarked on a helicopter tour over Las Vegas then into the depths of the Grand Canyon for a champagne breakfast.

The night time was spent trying their hand at some serious gambling alongside some of the world's most rich and famous.

Unfortunately that's all we can tell you, as the saying goes, what happens in Vegas stays in Vegas!!!

Rumour has it they're now married!!!!



# Managers Competition 2010

## Puerto Banus

2010 will see Arcedia's most lavish manager's competition to date.

After the huge success of the Las Vegas and Greek Yacht trip this year Arcedia's Puerto Banus competition is ready to start. It is open to existing Managers starting on the 5th October 2009 and anyone who gets promoted to full management by the 30th January 2010 and you'll have right up to 21st May 2010 to hit the necessary criteria.

These top performers will be flown out to the infamous millionaire's playground for a long weekend of sun, bars, clubs and people watching. Not only that you'll be staying in your own luxurious villa with 20m private pool overlooking the shores of southern Spain.

This year we've also added an extra twist, on arrival you will be greeted by a representative from Blue sky luxury Car Hire and handed the keys to your choice of either, Ferrari, Porsche, Lamborghini or a Bentley GT Continental for your exclusive use over the weekend.

The only question you need to ask yourself is what will you be driving?



## FORTHCOMING EVENTS

December 2009 - Managers Christmas Party

January 2010 - "Not Quite New Years Eve Event"