



THE
TONY
CAREY
MEETINGS
PROGRAMME



Better
business
through
shared
expertise

➤ **What is the purpose of the programme?**

To put a framework in place for business leaders in Guernsey where they can share ideas, experiences and best practice about how they run their companies with others in the Island business community.

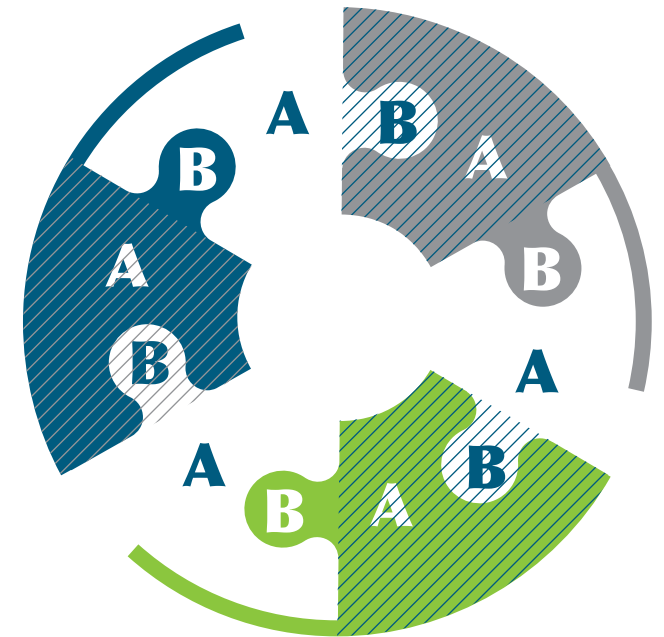
➤ **How does it work?**

Two senior people from each participating business take part. The first must be one of the company principals, the second must be a senior executive (probably at Director level). Each will be paired with another from a different Guernsey company. The pairing will be made known at a breakfast meeting attended by all participants (as many as 40 people).

The diagram to the right illustrates how the pairings would work:

At that first breakfast the pair will arrange to have lunch within the following two or three weeks. The lunch at the Old Government House Hotel is, (like the two breakfast meetings also at the OGH) paid for by the event sponsor, AO Hall. The third meeting will take place over breakfast and bring all participants together again.

A REPRESENTS COMPANY PRINCIPAL
B REPRESENTS SENIOR EXECUTIVE



➤ **What happens at the lunch?**

This is a key part of the programme. The participants must ensure that while they have lunch they discuss how they run their businesses. The organisers are keen to make this as easy as possible and have set five key subjects for discussion. These are:

Road map for success

how we ensure the business is heading in the right direction (Strategic vision).

Getting the best out of our people
what we do to keep performance high and staff engaged and committed.

Getting the commercials right
how we make sure that we remain a profitable business, through the recession and for the long term.

Keep the customer satisfied
how we keep our customers loving our products and services and what we're doing to get more of them.

What you can do for your Island
how business can best be a good corporate citizen, to contribute effectively to Guernsey's economic, social or community well-being.

A sheet with these subject headings is provided for each pairing and the pair must ensure notes are kept at the lunch about what is discussed.



► **What is done with that information?**

The organisers need to see that information, so one person from each pairing must then go online to complete a short survey, that corresponds to the subjects discussed at lunch. This can be anonymous or, if they wish, the participants' names can be shown. That's up to each pairing. The information from all the

pairings will be shared with the organising panel who will look for important themes and other matters of interest that may be of use to the business community. At the third breakfast these findings will be shared with all participants.



► **Who is on the panel?**

The panel (which is also responsible for arranging the pairings) comprises two members of the Institute of Directors, Mark Palfrey and Martyn Mann; the Director of the Chamber of Commerce, Barry Cash; Advocate Elaine Gray of the sponsor legal specialists AO Hall, who also helped develop this initiative with the initiator of the concept, Andrew Carey, who is the panel's fifth member. (This initiative is being run to mark the memory of Tony Carey, Andrew's father, who died in 2009.)

► **Who should take part?**

The panel believes that this short programme of discussions will be of great benefit to its participants as it provides them with a structured way of learning (and sharing knowledge themselves) with other business leaders. Individuals who are open to meeting new contacts, discovering how other industries operate and are prepared to share information about their own companies are likely to be well suited to this programme. The business leaders must also be smart in choosing which of their colleagues to participate. They must have similar personal attributes of openness and confidence and must also be in a senior enough position to talk knowledgeably about their business.

► **How does the panel set the pairings?**

One of the fundamentals of the programme is that the subjects for discussion at the lunches are common to all industries. How they are executed and the various issues that affect them may differ, but all companies must seek to be profitable, manage their people well, etc, etc. This 'common subjects' principle is one that informs the panel's thinking when setting up the pairings. It's therefore hoped that industries that have little or nothing to do with each other will be brought together and the individuals involved can then benefit from a very different perspective on issues that are similar to their own. The panel will also use the combined 'local knowledge' of its members to select pairings that are not problematic in some way.

► **Does it cost anything to participate?**

Only a small amount of time. The organisers have tried to keep time away from the workplace to a minimum by staging the first and last meetings over breakfast, concluding at 9:30 am. The lunch meeting can be as long or as short as the participants wish. The only financial cost that could be borne is if the participants' lunch at the OGH exceeds the £30 value of the vouchers that are given to each pair at the first meeting. If the diners wish to spend more than £30, then the excess must be paid by the pair.





➤ **Who was Tony Carey?**

A serial entrepreneur, consultant, writer, public speaker and one of Guernsey's most original and inventive minds. He was passionate about 'doing things differently' and at lectures, seminars and presentations in more than 50 cities across the world, espoused why creativity and innovation are accessible to all, enjoyable and can provide an advantage over competitors. He died in June 2009.

➤ **When and where does it take place?**

The breakfasts are at the Old Government House Hotel. The first takes place on Wednesday October 12th; the lunch must be between October 17th and 31st and the last meeting – once again with breakfast provided – is on Wednesday 9th November.

➤ **What sort of information should I be sharing?**

That's up to each pair, but 'real world' examples will be of the greatest relevance, impact and value to the other person and to the group as a whole when shared at the third meeting. The organisers stress that information of commercial sensitivity should not be shared. That covers information about participants' own companies and also about other companies and individuals they may have had dealings with. Participants are expected to apply common sense to these discussions. The panel believe that, even without referring to specifics, points of business relevance can still be well made that will be of value to others. It is hoped that the conversation will not be one-way from the company principal to the other. It's hoped that it will be a genuine two-way conversation of value to both parties.

➤ **Who are the stakeholders in the initiative?**

These include the Chamber of Commerce, the Guernsey Branch of the Institute of Directors, AO Hall, Andrew Carey, the Old Government House Hotel and The Potting Shed design agency which is responsible for the project's brand. All participating companies should also be seen as stakeholders.

➤ **How will the event be measured?**

Assessing the success of an event of this sort may well be difficult but the organisers believe it will be a valuable exercise for all involved. For the organisers, indicators of success include how engaged the participants feel after taking part, whether they feel they have learnt (or imparted) anything of relevance, whether they feel better able to challenge conventional thinking in their own industry after taking part and whether they may be able to introduce change to improve their own organisations.

The organisers also hope that 'Guernsey plc' will be a beneficiary too, as best practice is shared amongst the Island's senior business executives at the third meeting. The panel will also decide whether the general (anonymised) survey results can be shared outside the group thus enabling best practice to be shared still further for even wider corporate benefit.

THE TONY CAREY MEETINGS PROGRAMME

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