**TBP 241 Edited\_Transcription**

[Daniel Hill] (0:05 - 12:54)

Welcome to the Blueprint Podcast. In these episodes, I'm going to share with you my life's work boiled down into simple blueprints that I used to build a 10 million pound portfolio and retire with financial independence at the age of 35. You can listen to these podcasts in any order, and I guarantee you that when you execute them in practice, you will see that success and failure are both very predictable.

Let's get into the next blueprint. When you listen to some of the most successful people in the world talk about how they got to where they are and how they stay there, one of the things that's consistent is they say the ability to attract and retain the best people in the world. If you understand how to attract world-class talent, the next challenge you're going to have is then how do you keep them?

In this podcast, I'm going to take you through the culture club blueprint. For world-class talent to stay, you need a world-class organization, and for a world-class organization to retain world-class talent, you need to have a world-class culture. This six-step world-class culture club blueprint is exactly what you need.

There's six steps to this blueprint. There's the rules, there's annually, quarterly, monthly, weekly, and other. What we talk about on Property Entrepreneur is we call this a framework.

By framework, what we mean is if you imagine a frame being dropped into a box or a building, a grid-like structure, or when you're looking at pouring concrete floors, those steel rods that are placed within the concrete slab or the concrete floors, that is a frame or a framework. What we're looking at is just dropping a framework in. When people do Property Entrepreneur, we have a number of these that could fall under our HPM blueprint, which is the High Performance Management.

In this podcast, I'm going to give you a very high-level overview of the culture club framework, which when you drop it into your business, will enable you to attract and retain world-class talent. The first step is the rules. If you want to have a culture that's really world-class, you actually need to know who you are.

Who are we? What do we stand for? What's our core value, supporting values, or mantras?

It's hard to have everyone banging on the same drum and singing from the same hymn sheet if you don't even know who you are. So PPN UK, for example, is a service-based business. Our core value is service, and then our support and objectives are growth, fast growth, high growth individuals.

We like to grow. If you're green, you grow. You're ripe, you rot.

The second is innovation and creativity and being the best we can be, and continuous investment programs, and looking at the newest things in the market, constantly driving forward. And the third is adding value. All we're focused on is how can we add more value to the people we work with, stakeholders internally, clients externally, suppliers, partners, whatever.

How can we add value in everything we do, every time we do it? The first is the rules. What are the rules to your business?

How do you do what you do? Because what you want is you want to have a team of superstars, and you want to avoid having any puppies, any rats, or any terrorists. And those of you that are on Property Entrepreneur and understand the blueprint will know exactly what that means.

And what you do is you pull that together into a set of values, which would be for us is health, wealth, and life by design, health, looking after yourself, wealth, looking after you and your family, and life by design, actually enjoying what you do on a daily basis. And then you pull that into a dream team rulebook. And that's basically this is who we are.

This is what we believe. This is how we do it. And, you know, get on or get off the bus.

And then what you do is you need to build a framework around this to support it and keep people moving. And this is basically your annual framework. And it's looking on an annual basis, what do you have in your calendar that takes place every year?

So things that people can look forward to, rather than wait a year and have one event that people forget, and it's not going to keep people going, these annual things that happen every year. So for us, it would be things like strategy sessions in the autumn, asking the team what they want and what they want for the year ahead. Strategy day in January, giving the team the opportunity to go away for a day, having like nice hotels, spa, meals, social, but most importantly, stand up and tell everyone what they're doing, share with the business, hold themselves and each other accountable.

We have a New Year's Eve party on the 31st of March. We have summer awards. We have Christmas tree, putting a Christmas tree up party.

We have X-mas socials, all of these things that happen annually. Get them in the calendar, get them locked in, things for people to look forward to. And for those of you that do socials and invest in your culture, we'll appreciate that these things are significant.

Even if someone's had a bad eight weeks on a project, as soon as they get to that social or that award ceremony or that strategy day, they're together and they're part of the team. All that stuff just disappears. So that's the annual ones.

Quarterly ones is you don't want to wait until it's too late. Now, if the horse is bolted and your team are upset and they're handing in their notice, you've missed the trick. And if you're only doing things once a year, you know, once a year we have a summer party or once a year we take our team out for a Christmas dinner.

You're going to miss the point. Quarterly is about these accountability spikes in the middle of the year, each 12 weeks to again, pull it together. Even if you have a rough quarter, you all get together, the team members who have been having friction sort of become best mates and they're at the bar having a glass of whatever.

And they're sort of, you know, clear in the air. It just brings it all back to a very human level and makes it enjoyable. So we would have things happen quarterly, we would have like a QGM.

So we have an AGM, which happens at the end of March, then a QGM, end of spring, end of summer and end of winter. Everyone gets together out of the office, not big meeting, but big meeting as in all the senior team together or all the business together for the quarterly meeting, which is a quarterly accountability spike for the strategy day. This is all property entrepreneur blueprint stuff.

And those of you that are on property entrepreneur will know this. Those of you that haven't done the three day blueprint go to the three day blueprint event. The first event sold out in record time.

Go online, see if there's any spaces left for the launch event or the grand finale. And figure out how this works, because you want QGMs, any opportunity for people to share their challenges, celebrate successes. You want to have these quarterly recognitions and awards.

So we do things like directors recognition award, people's champion, anything just to create this recognition and feedback loop where people. Even though it's tough, are happy to stay and stick with it, that would happen sort of quarterly and then monthly. This is where you get your really high return on investment in your culture.

I would say these are the things, they're the small things that make the biggest difference. And most people miss it because it's small. Don't underestimate the value that can be created by saying thank you or acknowledging somebody's birthday or even work anniversaries.

We do a welcome aboard gift. So somebody joins, they get flowers, they get a card, they get a welcome aboard experience. If somebody's leaving, we buy them a bottle and a card and wish them well.

Birthdays, work anniversaries, any opportunity to celebrate successes. So whether it's end of month hitting sales reports, hitting the quarterly KPI targets, any opportunity to succeed, any opportunity to celebrate success really is a good one. And these are the monthly things that are really easy to do, really small to do.

But we'll add the biggest value to your team. And then weekly culture just isn't something you pick up and put down. How do you build that into your business on a weekly basis?

Think about your relationships, your personal relationships, your family relationships, your business relationships. If you were to attend them once a year or once a quarter or even only picked up once a month. That's going to be an indication of how strong that relationship is for you, whereas if you nurture it and you protect it and you invest in it, you will get a much higher return.

So anything you can do. And for some businesses, this will be more suited than others. But we used to all the way up to having Multilite UK when we had a big head office team, we would have a dream team breakfast on a Monday morning.

So we would have scrambled egg, avocado on toast and just take turns cooking it, take turns cleaning up, just have a bit of breakfast together. It was a nice way to start the week. You might choose instead to do a huddle, get everyone together midday, Monday, whatever you want to call it.

Public recognitions outside of that. So maybe use WhatsApp or use Slack. Any opportunity to say, I just want to say congratulations to Kelly, who has smashed the sales record for this month and we're still got a week to go.

Anything to do these public recognitions. Maybe you bring drinks out on a Friday. Maybe you have a end of week weekly wins.

You know, just stick a post in the group and all the all the team members from all the different departments can comment and say, oh, this week we managed to do this and just finish the week on a high. Anything to do to end the week on a high. These things will just add add huge value.

And you put these things in and it really is investing in your culture. If you think about your culture and your relationships like a plant, the more you water them, the more they'll grow. The more you neglect them, the more they'll die.

And by default, because a business is built out, built with people and human beings, the only way it's really going to go is down. If you neglect a culture, same way as high performance. If you want a high performance business, it needs to be invested in, nurtured.

It needs a high performance management framework. It needs accountability spikes. It needs KPI reports, scoreboards, visibility, accountability.

If you neglect it, it's only going to go down. But that's the reality of it. It'll go down before it goes up.

Or in fact, it just won't go up unless you invest in it. And these are the things you want to do. If you want to have a really good culture, you want to invest in it.

But you don't need to recruit somebody to do it. You don't need to be thinking about it every day, week, month. How do I nurture and protect and retain high performance team members and world class talent?

All you need is the culture club framework. And I gave you a bit of an insight there what to what to do. There's loads of other stuff you can do for it.

But just have a think. For those of you that are on the three day blueprint, you'll get this. Those of you on the program, you've already had it.

Just think, you know, this is this is what the business is all about. And if you can make it easy for yourself, create the framework, set and forget, put it in, get an ops manager or PA or HR department to lock it into the calendar. And you've got all everyone's even our clients.

We send birthday cards to every single one of our clients because they're onboarded. And part of the process is they get added to our birthday card calendar. And then every day we send birthday cards to team members, suppliers, clients, all these little things genuinely do make the biggest difference.

So if you want to play the long game, whether it's karma credits or culture club, these are the things you need. So have a think. You will very much get out of your team what you put in, build a culture you're proud of, build a culture you want to be part of.

And hopefully your world class talent will not only be attracted to that, but will be retained by that. And it makes what is often a challenging job running a business far more enjoyable, a much better experience. And then ultimately will be much more, much more lucrative for you.

So that's the culture club blueprint. I hope you enjoyed it. If you haven't already secured your place at one of our three day events, go to www.donttalktotenants.co.uk now and secure your place. There's only three dates. The first one sold out in record time. Don't be the one that missed the boat.

A hundred percent money back guarantee. You've got everything to gain, nothing to lose. I'll see you in the next podcast.

I hope you enjoyed this blueprint podcast episode. If you're not already subscribed, sharing these, this is my lifetime's work. And every Tuesday I'm giving you one blueprint away for free.

These things are unique. They're proven. They've enabled me to build over a 10 million pound portfolio in a few short years.

And over the last 20 years, start, systemize, scale and sell over 40 different companies. If you like them, share them, subscribe, make sure you don't miss a single episode and tune in every Tuesday for a brand new episode. And then follow me daily on Instagram for free content post twice a day, completely free of charge.

Success and failure are both very predictable. I'll see you on the next episode.