

# Rally

## EDITION

*Thanks to Pete Goss for incredibly involving stories from his round the world race. It was amazing to see the parallels between setting goals and hitting them no matter what gets thrown at you along the way.*

Saturday, August 20th saw Arcedia out in force with over 500 Merchandisers, Trainee Managers, Crew Managers, Assistant Managers, Managers and Administrators, gather at the motorcycle museum in Birmingham for Arcedia's most exciting and inspirational rally to date.



### Arcedia's lavish annual event

was a chance for some of Arcedia's key players to receive some much deserved recognition from colleagues and peers for their outstanding levels of hard work, determination and dedication to Arcedia over the last 12 months.

**Richard Jellard** (Chairman) **Rachel Jellard** (Head of business operations) and **Simon Morley** (Head of sales Operations) got the festivities underway, introducing the offices one by one and giving them a chance to be heard amongst the mass of eager attendants, before handing over to each of Arcedia's managers to present awards to the people who had stood out from all the rest in their offices. What was evident even from an early stage was regardless of the length of time spent with Arcedia, by setting the right examples, teaching and training everyday and putting extra time and effort into your business you really can achieve great things.

With a staggering total of 45 award presentations and 15 promotions, an

electric atmosphere and speeches from some of Arcedia's most inspiring and passionate managers it is safe to say that it truly was a day to remember. From new to old everyone came away with renewed ambition and determination to be up there with the award winners in 2006. If the quality of people attending on Saturday is anything to go by then Arcedia looks set to have the most unbelievable year ever.



# THIS YEARS AWARD WINNERS

## 'MANAGER OF THE YEAR 2005': *Simon Ward*



Simon Ward

*I started my working life as a sales man in my dad's paint store in Ireland. After a few years I got involved with the direct sales industry, but after 3 years of not achieving any of my goals I seriously felt that the industry wasn't for me and set about looking for new challenges elsewhere. It was during this search that I discovered Arcedia.*

From an early age I wanted to run my own business but was always a little sceptical about the financial implications. With Arcedia I discovered that I could take advantage of all the financial benefits and have complete control of my business without having to invest huge amounts of capital or take financial risks.

The last two and a half years with Arcedia have been fantastic. After an amazing first year in which I picked up 'Rookie manager of the year' I got lazy and had a pretty average second year. Average is something I have never been and hated seeing other managers achieving more than me so I set upon putting everything right. Personally and professionally I have had my best year in the business so far and I was ecstatic to see so many of my people hit goals and pick up major wards at the rally.

**The question I'm often asked is, "What qualities does it take to become a Manager in Arcedia?"**

**The first point** of discipline

that you need to develop is your **"Attitude"** - the way you look at things and the consistency with which you do this. This is learnt in the fields, getting good at the basics, getting good at the system, making great money and ringing the bell.

**So who should be your guide?** Always look towards the best example in the office, watch them and learn their qualities, **be an amazing follower first and you will become an amazing leader.**

**Secondly** as a trainee manager or 'leader' you're expected to set the right example, set the pace and be above average. You need to master all of these skills and have a strong bond with your people if you are to be successful.

Build an honest core of people and together you can grow and progress through the positives and negatives together, your people are your biggest investment **Invest wisely!**

**Thirdly**, evaluate your performance, Buy a mirror, look at yourself and ask:

- Have I done my best today?
- Was I the best example that I could be?
- Have I hit my goals?
- Did I set the pace?
- Have I brought out the best in my team today?
- Was I the most motivated person that I could be?

Be consistent every day, it's not good enough doing it just once, you need to do it everyday. If you apply what you are taught and put in 100% effort all of the time then with sheer determination **you WILL hit your goals** I set myself a goal at last years rally to become manager of the year. I achieved that goal. My goal this year is to become a divisional manager by next years rally. How will I achieve this? By continuing to surround myself with great people, working as hard as possible and by helping others to be successful and hit their goals I will achieve my own.

**And that guys is the key to doing very well in our business!**

## I caught up with this years 'ROOKIE MANAGER OF THE YEAR'- *Jonathan Cowling Bryant*



Jonathan Cowling Bryant  
and Rich Jellard

to ask him a few questions...

**How has your time been since joining Arcedia ?**

My time with Arcedia has been constantly progressive; riddled with a mixture of some of the greatest high points in my life and some much tougher times. When I think about my time in the field, the memories are of the fantastic people I was able to meet and work alongside, as well as the feeling of satisfaction from hitting my goals.

**How did you feel about picking up the 'rookie manager of the year award'?**

I was so proud to receive the rookie manager of the year award at the rally because it was one of the biggest goals I had set myself to achieve. I think the main reason I won the award was due to my ability to hit the goals the company has set and my constant desire to be successful. All of the skills that helped me to win I developed in the field. Hitting the smaller goals which ultimately help to achieve the larger ones. Speaking before the whole company and receiving the award was something I had dreamed about and the satisfaction of being able to live it was one of my most rewarding experiences.

**What are your goals for the future?**

I am looking forward to my move to Bristol in coming weeks and am full of anticipation for the forthcoming year, I am excited to see continued success in Swansea being achieved through other people's goals and achievements. My goal is to promote 3 more outside deals by the next rally and pick up the Manager of the year trophy. **My advice to anyone wanting to progress fast within the company is to follow the system perfectly to your own high standards, and make sure everyone is always having a good time!!**

## 'ADMINISTRATOR OF THE YEAR': *Kate Filippi*



Rachel Jellard  
and Kate Filippi

**Since my first rally in 2002 this is an award I have been striving to achieve.**

When they were describing the Administrator of the year candidate I had no idea that it was me until they mentioned the word travel. This is what I have been doing since February 05 and am loving visiting all the offices and helping out where I can with what I am good at.

It feels great to get recognized for something I work hard at

and enjoy, and I know this is just a starting point. My goal is to grow with the company and one day they will be looking for the best admin in the UK, even Europe or in the world. Whatever level you are at in the company, whatever division, whether you are part of the administration team or on the field. If you work towards your goals with determination, and effort and if you put your heart and soul into your work there is nothing you cannot achieve.

# THIS YEARS AWARD WINNERS

## 'MERCHANDISER AWARDS'



Paul Bradbury, Michael Thornton, Rasmi Thapa, Jamie Jowitt (Manchester)  
 Amanda Gritton and Chris Chambers (Nottingham)  
 Ashley Crone, Lee Wright, Hazel Johnson, John Burns (Newcastle)  
 Emmanuel Matimdi, Daniel Strutt, Tara Davis, Christian Mukadi (Bristol)  
 Oliver Harbond, Jordan Jenkins, Lawrence Rowcroft, Irfan Afzal (Cardiff)  
 Maria Rice, Tracey Wilson (Cheltenham)  
 Elvis Khukh, Sandeep Rai, Varun Khatana, Imran Miah, Nadia Akhtar,  
 Naeem Afzal (Birmingham)  
 Jake Brace, Daniel Smith (Plymouth)  
 Chantelle O'Toole, Francis Hurst (Liverpool)  
 Kelly McGuire, Joanna Lake, Lauren Jackson (Swansea)



John Riley, Antony Liversage, Umar Iqbar (Leeds)  
 James White, Tom Riley, Kavena Chauhan, Sukhdip Dhani (Leicester)  
 Liam O'Hara, Laura Newton (Sheffield)



## 'PROMOTIONS TO CREW MANAGEMENT'

Oliver Harbond (Cardiff), Tassy Hole (Swansea), Craig Jackson (Swansea)  
 Luke Mills (Manchester), Chris Fan (Leeds), Helena Jan (Birmingham)  
 Kelvin Fowkes & Nick Overton (Leicester), Daniel Blankley (Nottingham)  
 Steve Martin (Newcastle)

## 'PROMOTIONS TO ASSISTANT MANAGEMENT'



Kelvin Fowkes (Leicester), Scott Sullivan (Swansea), Tariq Khan (Birmingham), Matthew Butler (Bristol),  
 Dylan Nias (Cardiff)

## 'MANAGERS RINGS'



*Acheiving 300+ sales over 4 or more consecutive weeks*

Pete King, Simon Ward, Gary Watts,  
 Jonathan Cowling-Bryant and Marc Stone

## 'PROMOTIONS TO MANAGEMENT'



James Wooller and Simon Ward

**James Wooller** -  
 Manager Plymouth

I started in Arcedia at the end of January 2004 in Cardiff. Hail, snow and rain helped me to develop my attitude up to rhino status, Not caring what negative was in my way just charging straight for my goal (the high rollers list). It took me a whole year to develop my mentality to a level where I could start leading people and teaching them the right way to think and act and in doing so replicate myself enough to reach my first big goal – **MANAGEMENT** one and a half years after walking through the door.

Being from a sales background my biggest weakness was thinking that I knew it all from day one. **BIG MISTAKE**. Being humble, eager to learn new things and applying what you have been previously taught is the key to success in Arcedia.

As managers we can tell you what to do but we can't make you do it, that's your job. Now that I'm here I see myself doing exactly what I have just done all over again but on a much bigger scale and start building not only my office up in Plymouth but building an organisation. **ROOKIE MANAGER** of the year 2006 here I come.



Seamus Clarke and Dan Shaw

**Dan Shaw** -  
 Manager Nottingham

I have always been an ambitious person but never really known which direction to channel my energy in. I joined Arcedia originally to work along side Seamus Clarke in the Leeds location dealing with the administration and learning lots about the workings of Arcedia.

It tool me a good year to realise that management was what I really wanted so I joined the guys on the field, put in loads of hard work, dedication and determination and got what I wanted. **An Arcedia office 25 weeks later.**

I will say 'always remember persistence overcomes resistance'. 'Tough times don't last but tough people do'. Remember this and what you put in you will get out. As for me, this is definitely the start of getting a feel for management, and now I want to take what I have learned from the great managers I have worked along side, Seamus Clarke and Simon Ward and **start promoting outside deals all over the country.**

## Top 3 Weekly Divisional Sales Earners

ENERGY				TELECOMS		
Elvis Khukh	£758.50	Birmingham	1	Naeem Afzal	£840.00	Birmingham
Gary Hall	£668.00	Bristol	2	Dylan Nias	£735.00	Cardiff
Jeremy Vermeersch	£634.00	Bristol	3	Craig Jackson	£660.00	Swansea

## Divisional High Rolling Managers Quarter 3 Top Earners

ENERGY			TELECOMS	
Marc Stone	£21,078.00	Bristol	Simon Ward	£24,178.00

\*Based on income from their own office, not including over-rides from outside deals.

# Las Vegas 2006



*Arcedia's Las Vegas competition is ready to kick off! Open to anyone promoted to full management before January 31st 2006. The winners will be those averaging over 230 paid on sales per week in their office between now and March 31st 2006.*

Those achieving this level of high consistency will be jetted off to the incredible city of Las Vegas USA for a week of luxury hotels, exclusive shopping, casino's and a taste of the high life. As recognition for their hard work and ambition, those qualifying will be rewarded with an unforgettable trip. We wonder how many of today's trainee managers and crew managers will be enjoying the Nevada lifestyle next spring??

