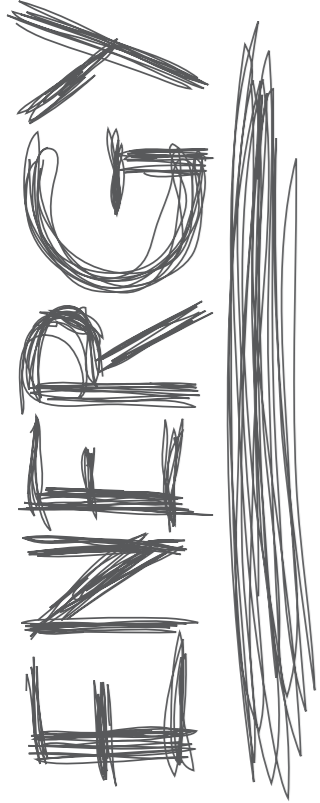


ENERGY





ENTHUSIASM

EMOTION

EXUBERANCE

ENJOYMENT

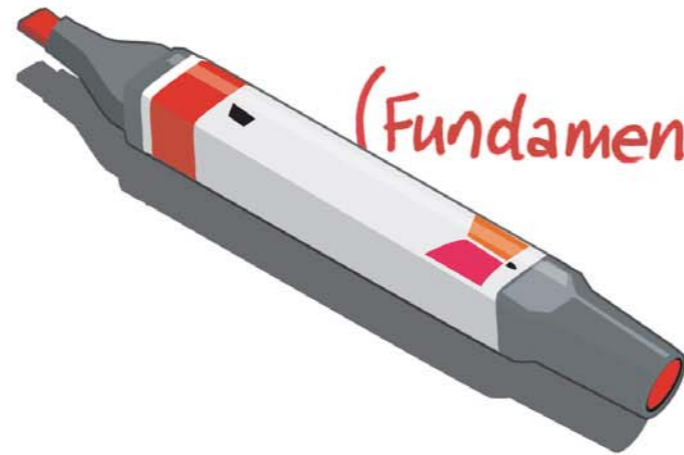
Companies who exude energy and manage it are more successful than those who don't. They are more attractive to employees and to clients, current and potential.

The world's best selling book by Paul Arden states: "energy is 75% of the job, if you haven't got it, be nice". His comment was aimed at the individual but is equally true for companies and the teams within them.

Parker's "precepts" (firm advice) are about managing energy in others. These precepts were developed over a period of ten years whilst running Team Saatchi. It's philosophy of 'ideas energised through teamwork' translated into success in pitching for new business.

Energy is defined as  
the ability to do work.

Work is defined as  
the transfer of energy.



*(Fundamental definition of physical quantities)*

Post-It

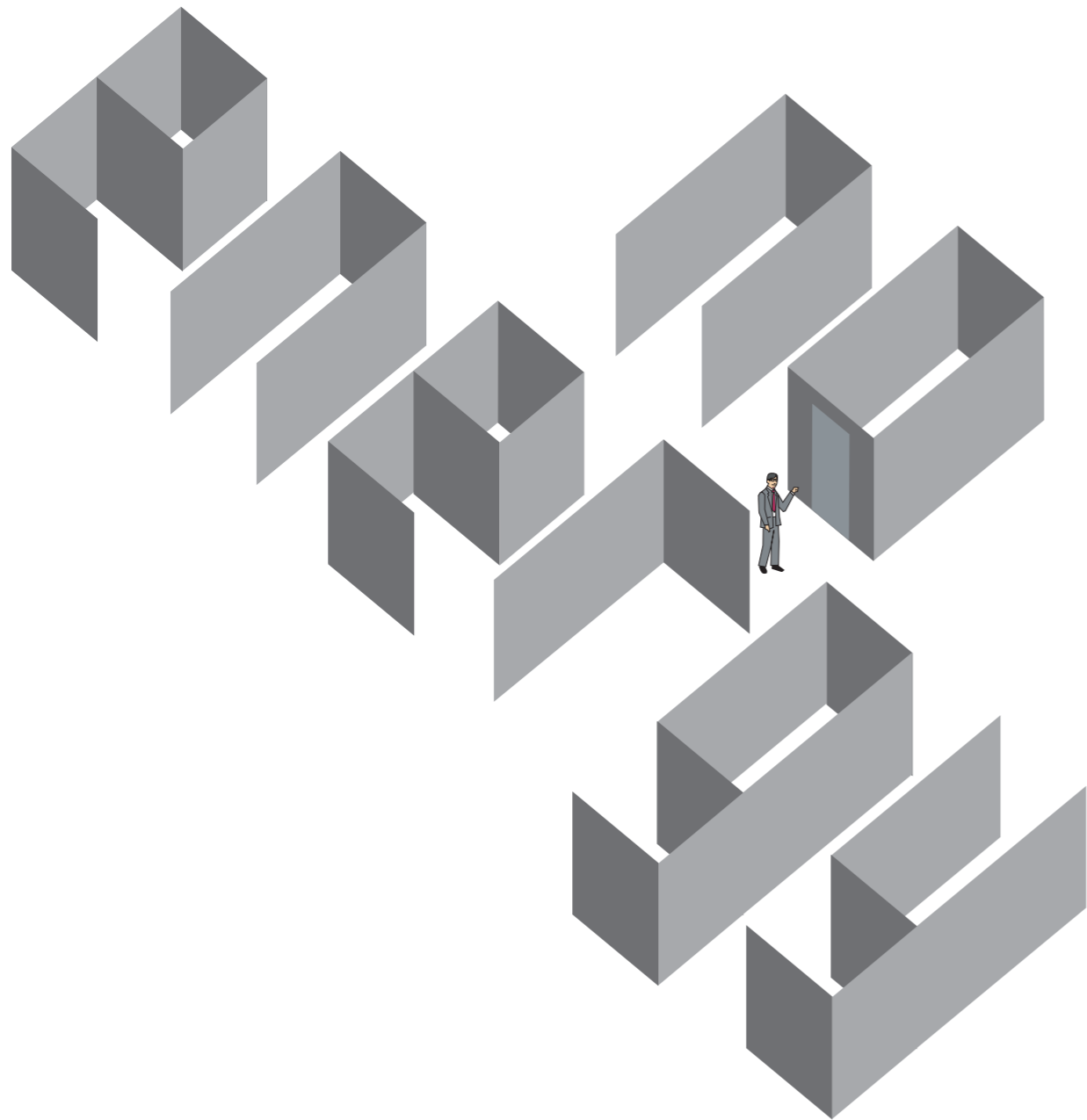
Everything can absorb, reflect  
and diffuse energy.

(Fundamental property of matter)

Established laws of physics provide a good starting point. One reassures that energy and work are indeed related. Another underlines the ease with which it is lost.

To start managing it is essential to identify the energy 'diffusing' culprits we see everyday. You can group them under these three headings:

**Space and Place.** Analyse your environment: inviting or dreary? too hot, too cold? closed or open? too many barriers (closed doors, partitions, overlarge desks, redundant cabinets and 'stuff') poor lighting, noise and so on?



**Systems and Procedures.** In any efficient work place some procedure is essential but a further law, the Principle of Entropy, gives a clear warning: "All systems tend towards their lowest energy state." Challenge all your systems for energy absorption: are they essential? user friendly? badly designed? time (energy) consuming? too draconian?

**People and Prejudices.** Individuals who are serious energy drains are rare. Most people have energy to spare and enjoy using it. Where group or team energy is low the 'diffusing' factor is poor management fostering a 'no energy' culture. Risk averse: hierarchical, them and us, poor decision taking, lack of teamwork. Change these for energy!

Post-It

Every body will remain at rest,  
(or in a uniform state of activity),  
unless acted upon by a force.

(Newton's first law)

All companies and the teams in them arrive at their own settled or uniform level of energy, only boosted when acting under pressure. Those who sustain naturally higher levels of energy outperform the ones who don't.

As Newton's Law states, changing the 'uniform' state calls for action by a force. That's you the manager.

The precepts that follow have one prime aim: to help you think energy!



# TIME

## THE ENERGY DRIVER

Think time, think energy! A waste of time is energy wasted. Procrastination steals energy not just time. Managing time – other peoples – is essential to successful energy management.

Start with your own timekeeping and recognise that what suits you personally is not necessarily right for team energy. (The meeting called on a whim may flatter self importance but diffuses group energy).

Engage your team in an energy vs. time debate. Get their ideas and buy-in particularly in the setting and meeting the needs of realistic, energy-generating deadlines. 40 years ago, C. Northcote Parkinson defined his principal: "Work expands according to the time available" or, in this context, it means energy expended!



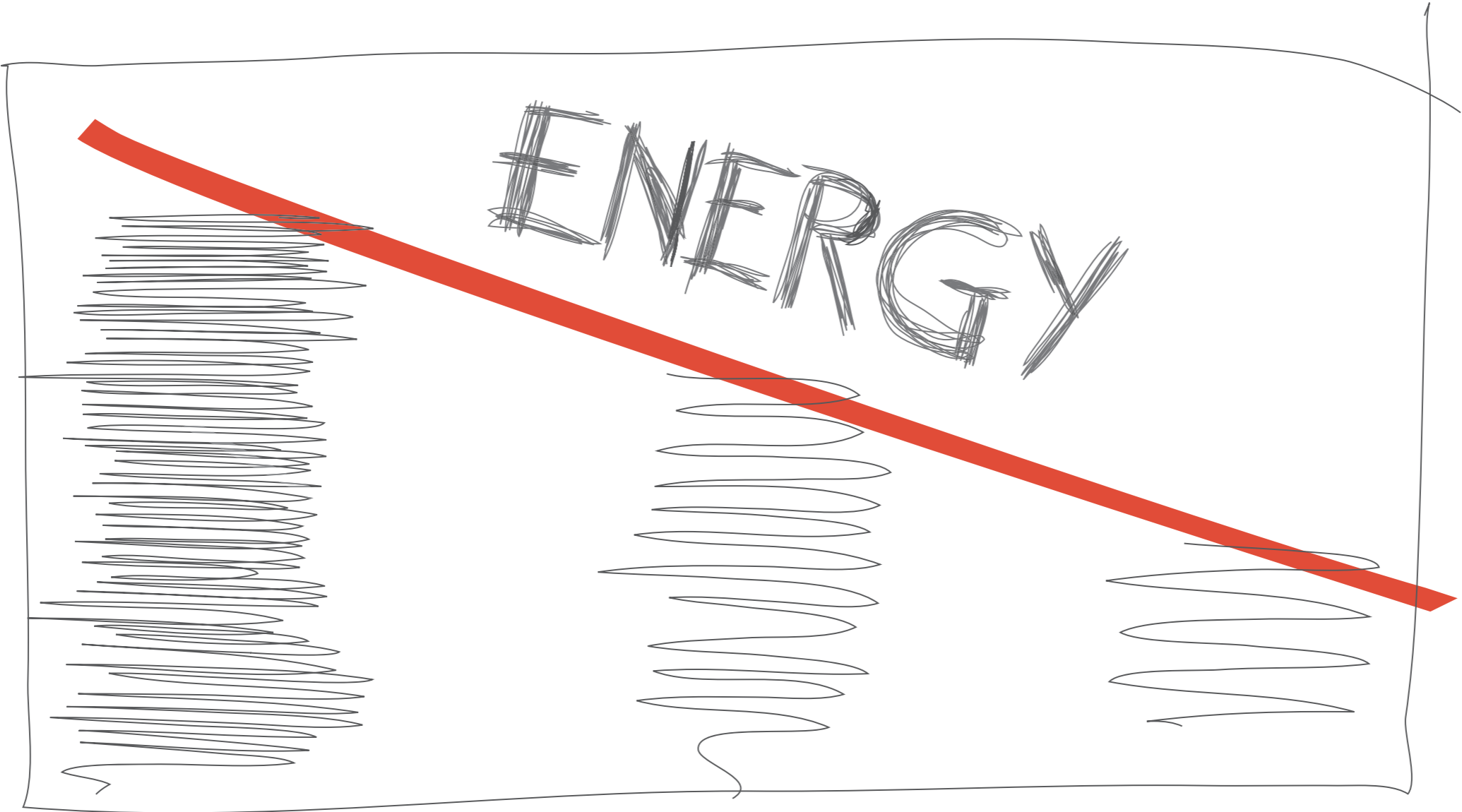
Most meetings dissipate energy, rather than drive it. A meeting is only as good as the effort, the energy that goes into it and the preparation.

Any meeting should be seen as an opportunity to boost energy during it or afterwards. One way of achieving this is to visualise the meeting as an “energy box” where the energy is compressed, built up and then released!

Compressed by starting on time, since delays diffuse energy, compressed by ending early, never overrun (80% of the effectiveness generally comes in the first 20% of any meeting). Compressed by keeping numbers to a minimum, the larger the meeting, the harder to energise. Compress by shortening the agenda!



PRODUCTIVITY



ENERGY

MORNING

NOON

EVENING

Team energy loses its power as the day goes on!

# PITCHING

## THE ENERGY FIX

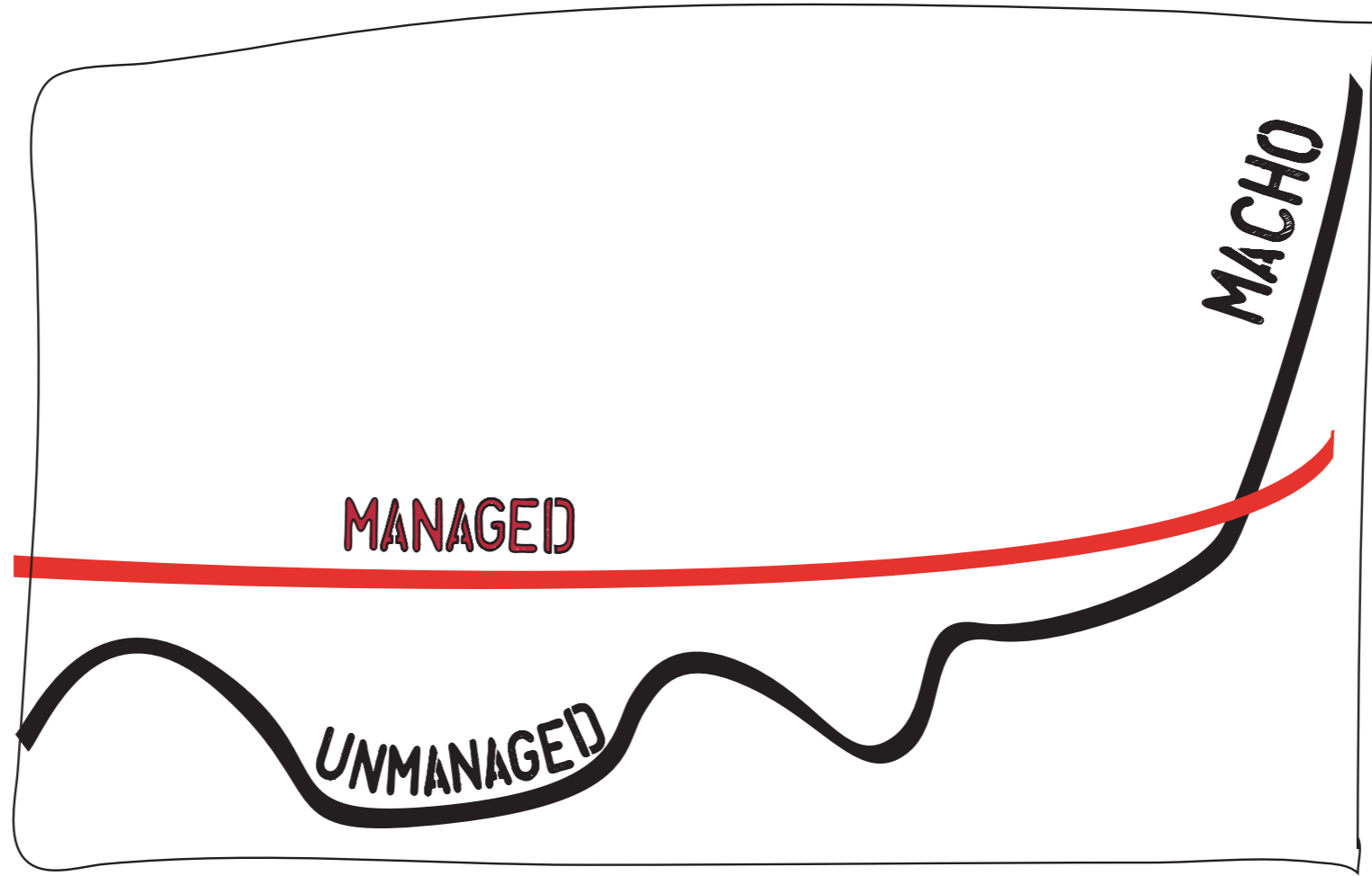
When energy level is depressed by the routine, working on a pitch can be an energy transfusion. The excitement of the new, the steep learning curve, the spirit of competition, all within a fixed time frame, stimulates everyone involved.

In the absence of a pitching opportunity, task forces tackling special projects offer a similar fix. These can be for clients or they can be company innovation initiatives filling the energy gap.

Generating energy during the pitch is not a problem. Containing and managing it effectively can be as the following chart illustrates. Avoid the dash for last minute macho energy!

Why managed energy is the way to pitch.

ENERGY



TIME

PRESENTATION

The ENERGY

AMPLIFIERS

Energy management is about attitude rather than systems, ideas rather than rules. The best amplifiers can be the people in your team. Hold frequent energy workouts – brisk 30 minute sessions. Ideas will flow.

Consider introducing 'hybrid vigour', the concept of cross-fertilisation for enhanced performance in breeding. In teams, changing the mix of people can re-invigorate.

Energy flows when you do it now! ("Do the worst thing first thing" Kevin Roberts, CEO Saatchi & Saatchi Worldwide)  
Seize the day.



**CARPE DIEM**

An illustration featuring two hands, one on the left and one on the right, rendered in a simple, sketchy style with light skin tones. The hands are positioned as if holding up a large, bold, black, sans-serif font. The text reads "CARPE DIEM" in all capital letters. The letters are thick and have a slight shadow, giving them a three-dimensional appearance. The background is plain white.

# Being Listened To.

'Being listened to' is often the least understood, most neglected of the energy amplifiers.

Many managers believe that their own high energy level (leading by example) will automatically energise their team. It may but not if they are so busy being busy that they have no time to listen.

Listening means powerful listening. It takes energy and it is not about enthusiastically nodding or interrupting or accepting an argument.

It is all about the space you give someone to express their ideas.

Being listened to, feeling that what you have to say matters, makes people feel valued. This in itself releases energy.

# CORPORATE BODY LANGUAGE

The ENERGY Barometer

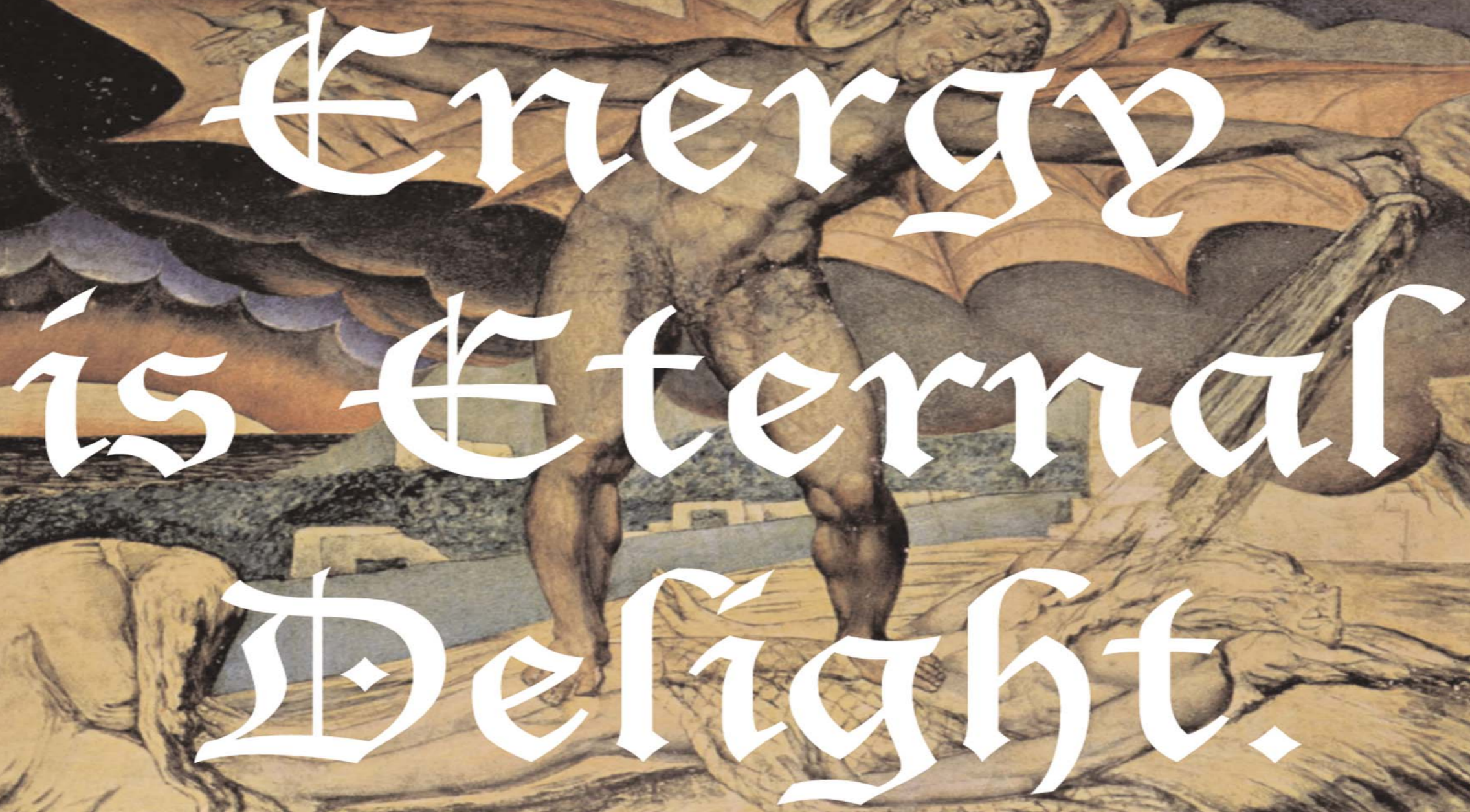
Consciously and unconsciously we assess and respond to someone's energy through our instinctive reaction to their body language. It's not what they say; it's the way that they say it.

The concept of 'corporate body language' applies the same thinking to a team or a company.

So to judge the energy level, use your eyes. Everyday... all the time. Consciously be aware of corporate body language. Use your ears. The tone of the telephone conversation, not the words, will be an immediate sign of energy or lack of it.

To charge up the energy level 'think' energy. You are the 'force'. Make your inspiration words spoken by the devil in a William Blake poem: "Energy is eternal delight".





Energy  
is Eternal  
Delight.

William Blake