

WOW

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Manifesto for Beautiful Business

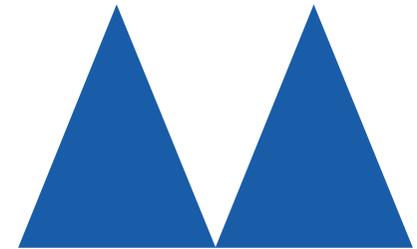
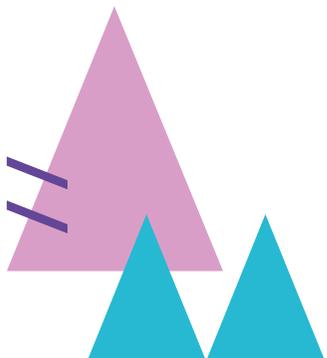
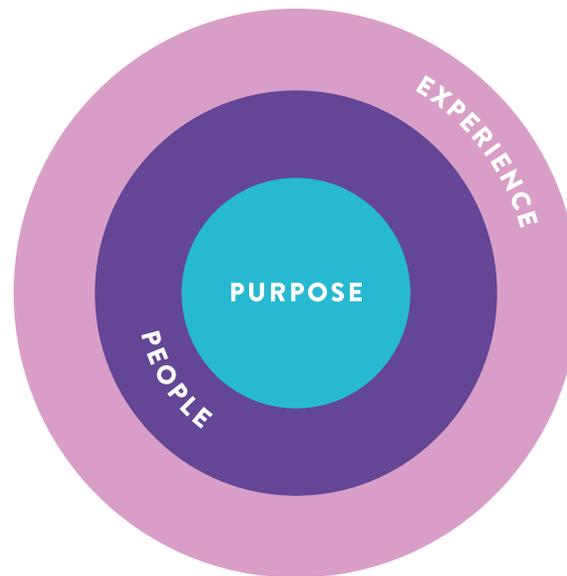


Welcome

In this fast-moving, digital world, many businesses focus on short-term results driven solely by return on investment at the expense of their people, their customers, and even themselves.

We believe there is another way.

We believe that business can be beautiful. We believe that doing the right thing gets results. We believe that having a clear purpose and standing up for what you believe in is the secret to building a beautiful, sustainable business - something to be really proud of. It can also be a huge amount of fun.



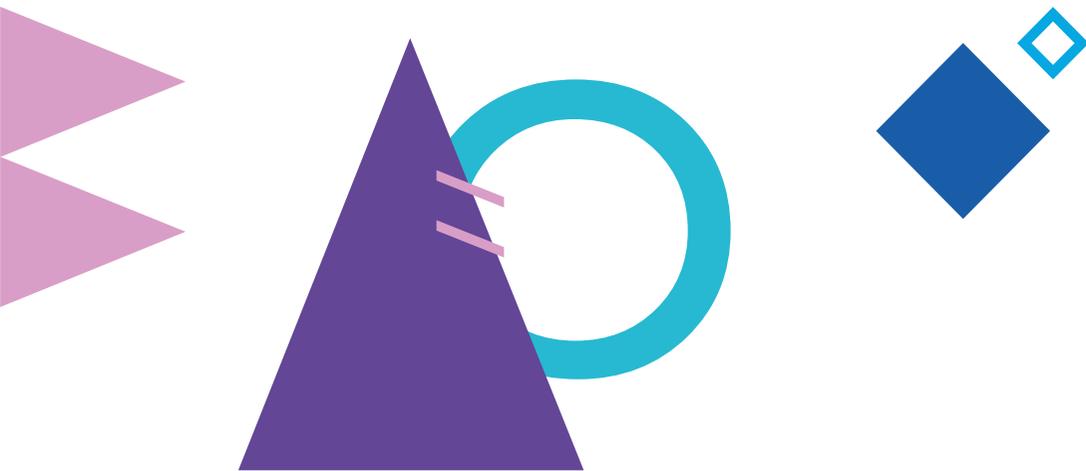
What is a Beautiful Business?

Beautiful Business isn't an abstract concept. Beautiful Business is a real, actionable and proven way of thriving in the business world. What's beautiful to me might not be beautiful to you though; you decide.

We naturally gravitate towards working with businesses with soul; businesses that are at the centre of enriching, human experiences. Our mission is to make it easy for people to build Beautiful Businesses.

By creating this manifesto, we want to connect like-minded people together around a common cause - to make business more beautiful.

When you read this manifesto, we want you to feel inspired and empowered in your own quest to build a Beautiful Business.



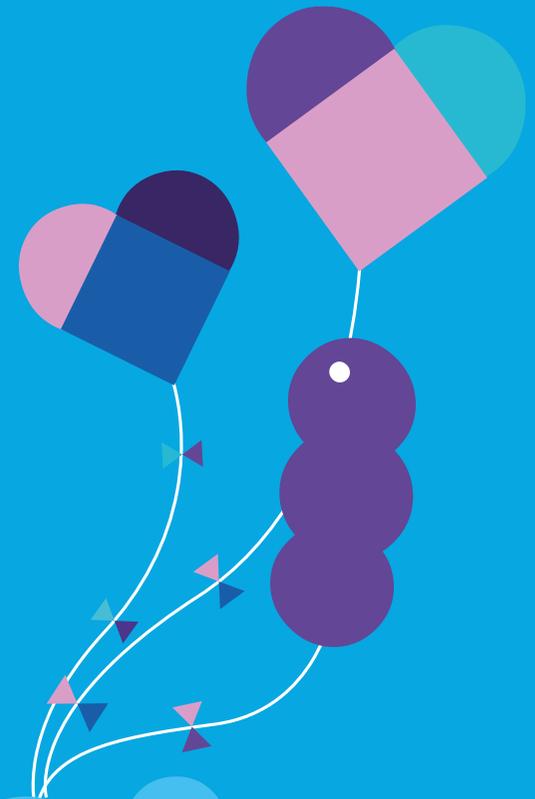
Beauty will save the world

FYODOR DOSTOEVSKY



I really do believe that there is a tremendous amount of optimism, goodness and love in the world and that it is under-represented.

RICHARD CURTIS



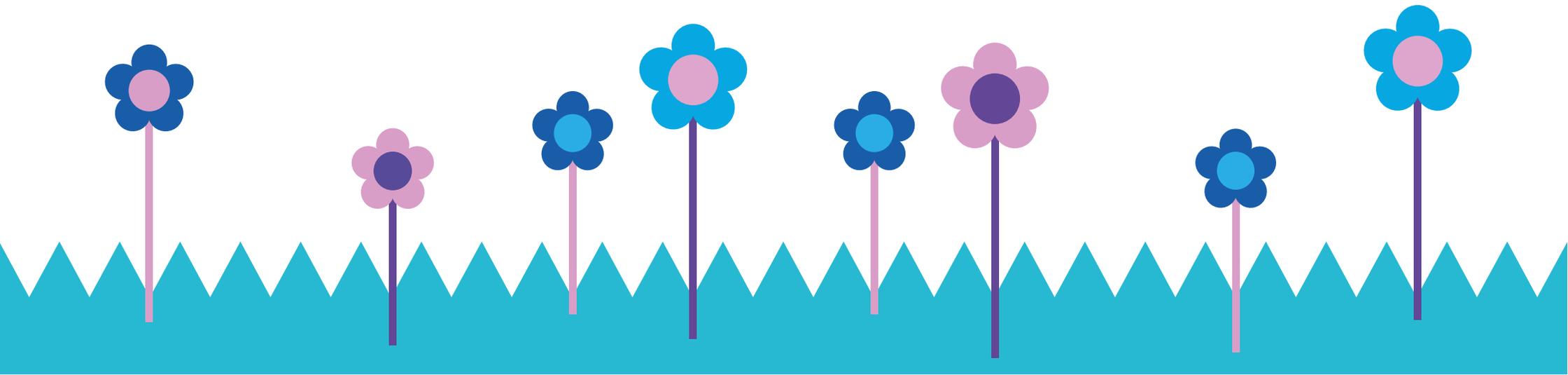
Beautiful by design



Beauty is a feeling. There is an awesome range of things that we find beautiful or find beauty in. But behind every object or moment of beauty, there is a lifetime of work - sometimes many lifetimes. Beauty doesn't happen by chance; it happens by design. Either evolutionary design - or conscious, meticulous human-driven design.

The industrial designer, Richard Seymour describes the act of creating a work of beauty as "stupefyingly difficult" - yet the emotional response that is elicited from the end product is why we turn up day after day to do the work.

Beautiful Business will not happen by chance; it needs to be designed. As with any design, you will need to create the framework - the principles and standards that will guide your work - and then execute with discipline, integrity and authenticity.



So, where do we start?

1. Create beautiful experiences

Beautiful Business at its core is about beautiful, human, enriching experiences. Those moments of beauty that come from a personal connection beyond the logical or the rational. We all know what a beautiful experience feels like, but the danger is that we sleepwalk into mediocrity - doing things the way they've always been done. The fun comes from re-imagining everything we do through the lens of creating a beautiful experience. What would happen if every experience within your business was beautiful? What would that look like?

2. Search for simplicity

The philosopher, Denis Dutton, explains that "we find beauty in something done well". The beauty of something that 'just works' is incredibly powerful in a world where so much is decided in the blink of an eye - that first instinctive, guiding judgement. The challenge in building a Beautiful Business is that businesses with all of their moving parts are inherently complex and often complicated. Yet the beautiful experience is intrinsically simple. We have to design our businesses to work in a way that feels simple, straightforward and immediate.

3. Do the unnecessary

Tim Leberecht, the self-proclaimed Business Romantic, identifies one of the fundamentals of beautiful experiences as 'doing the unnecessary'. "Small gestures are often the first thing to suffer under budget pressures. When you deem them unnecessary, you risk stripping everything that is essential and unique about your business. Be suspicious when your only option appears to be a budget cut. Invest in inefficiencies. They are your culture"



Don't cry because it's over, smile because it happened

DR SEUSS



Forming an emotional bond between the thing and you is an electro-chemical party trick that happens before you even think about it

**RICHARD SEYMOUR,
'HOW BEAUTY FEELS'**

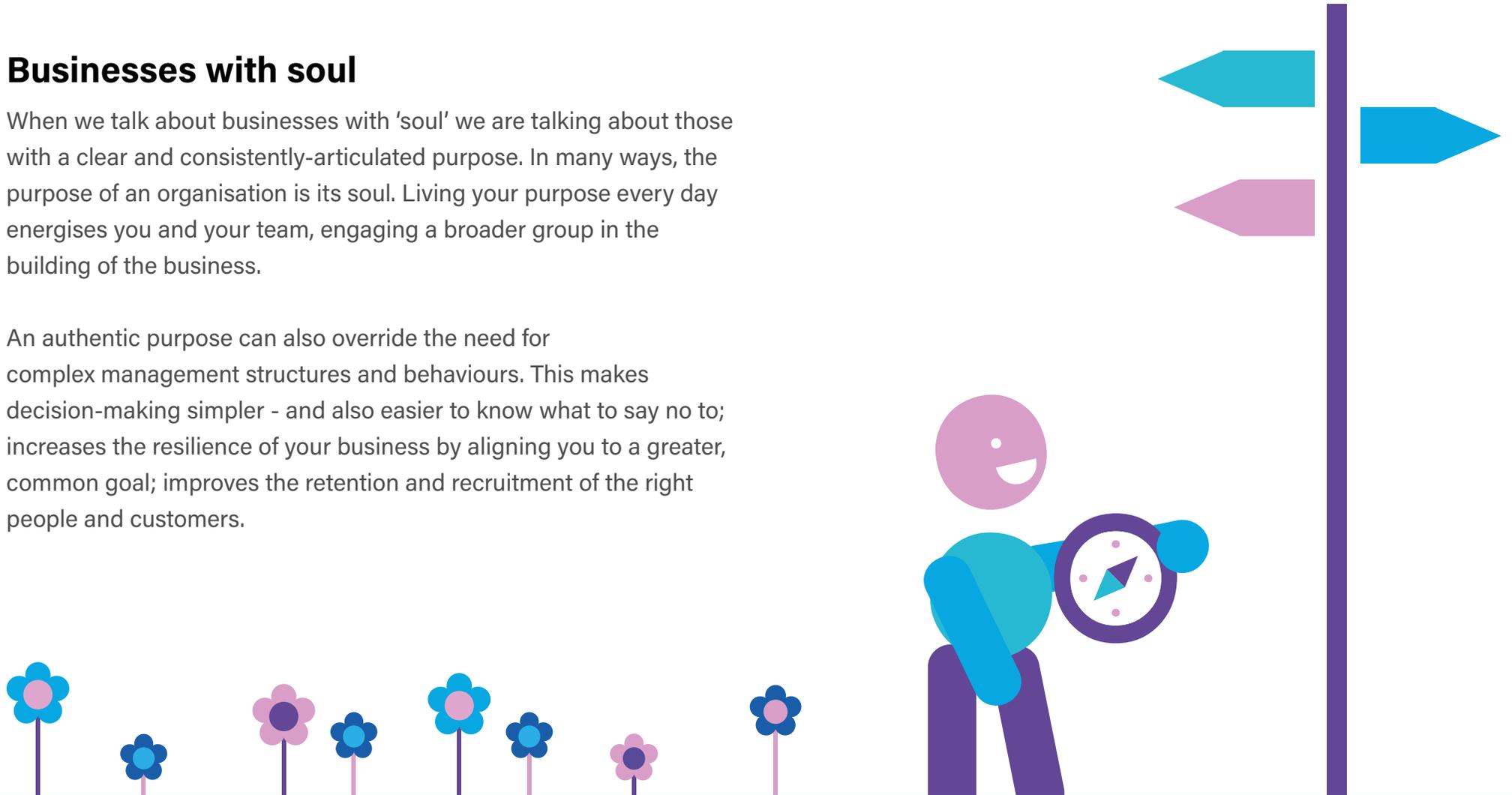
Driven by purpose

Imagine if you leapt out of bed every morning, excited and inspired by the challenges ahead of you. Maybe you do already. Now imagine if everyone you worked with felt the same.

Businesses with soul

When we talk about businesses with 'soul' we are talking about those with a clear and consistently-articulated purpose. In many ways, the purpose of an organisation is its soul. Living your purpose every day energises you and your team, engaging a broader group in the building of the business.

An authentic purpose can also override the need for complex management structures and behaviours. This makes decision-making simpler - and also easier to know what to say no to; increases the resilience of your business by aligning you to a greater, common goal; improves the retention and recruitment of the right people and customers.



Why are you doing this?

According to the author Simon Sinek, you start with 'Why?' or more specifically, identifying 'your' Why. Your Why is the purpose, cause or belief that inspires you to do what you do. We all want to buy-in to something bigger than a contractual agreement or a monthly paycheck.

Exposing the soul of your business through a clear purpose will attract the people who believe what you believe to your business - staff, customers and partners - to the extent that your business becomes a self-reinforcing manifestation of your purpose, with little or no room for those that don't share the same vision.



People don't buy what you do, they buy why you do it

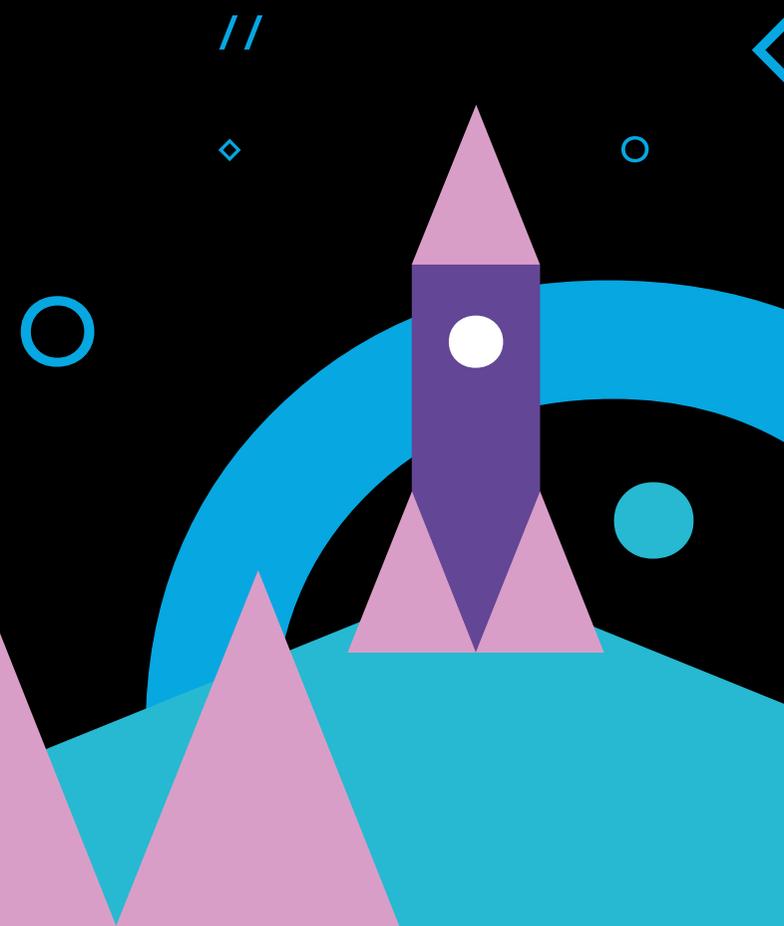
SIMON SINEK





When a leader communicates the purpose with authenticity and consistency, employees recognise his or her commitment, begin to believe in the purpose themselves, and reorientate. The change is signaled from the top, and then it unfolds from the bottom

HARVARD BUSINESS REVIEW



People-centred

Your success is determined by your people. Whatever business you're in, it's a people business. Beautiful Businesses not only have great people, but they care for them deeply. Love and compassion shine out, spreading goodness wherever they go.

When you start out in business, it's either just you or a few of you, and there's often just an unwritten code of what is and isn't ok. As the organisation grows, it's important to formally codify that set of values and what they mean. With your values documented, determining who the 'right' people are is a case of assessing those people against the values. Otherwise, you risk falling into the 'oh they are good to have a beer with' culture or 'they are really good at the job, we can't let them go! Wrong! Just because someone is good fun at the pub or is technically strong does not mean that they are the 'right' person for your business.

Having a clearly-defined purpose, agreed values, together with an unambiguous measure of what success looks like, you will have the building blocks to fully empower and unleash the full potential of your people. Lots of research has been done on successful people strategies; find a way that works for you. What's important is that you design your strategy with your people at the centre.

Nurture your team. Listen and understand. Build trust. Show how they can make a difference. Create an environment where together, everyone can do the best work of their lives.



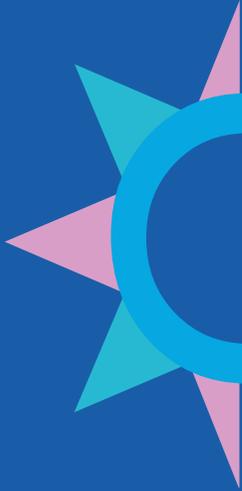
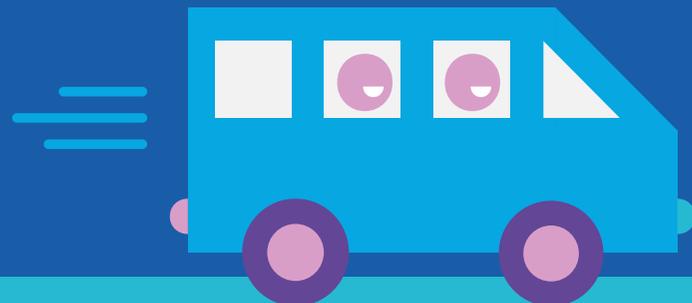
**Unless someone like you cares
a whole awful lot, nothing's
going to change. It won't**

DR SEUSS

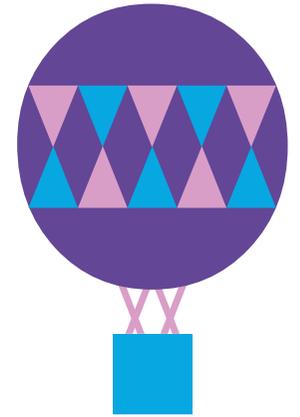


Leaders of companies that go from good to great start not with 'where' but with 'who.' They start by getting the right people on the bus, the wrong people off the bus, and the right people in the right seats. And they stick with that discipline — first the people, then the direction — no matter how dire the circumstances

JIM COLLINS



Remarkable



It's easy to follow the crowd. It's easy to do what they've done. But they've done it already. Remarkability is a key aspect of beauty. It's beautiful because you notice it, because you 'remark' on it - not because I tell you it is.

Make it remarkable. Stand out. What is it you do that someone is going to tell one other person about? What do you want to be famous for? The journey to being truly remarkable is one of the most beautiful and fulfilling experiences of being an entrepreneur. It will challenge you and your team to reach new heights.

It's also never-ending, like Seth Godin's 'Purple Cow' - it's remarkable today, but soon enough all of the cows become purple and it's no longer remarkable. We've had enough of homogenous, 'copy-cat' products. It's time to make your mark.



Remarkable is in the eye of the consumer, the person who 'remarks.' If people talk about what you're doing, it's remarkable, by definition. The opportunity is to actually create something that people choose to talk about, regardless of what the competition is doing

SETH GODIN



A few ideas to help you in your quest for the remarkable:

1. Be brave

Choosing to build something remarkable is a risk and requires courage. Be brave.

2. Empty the tank

It's going to take an awful lot of energy and effort. It's certainly a thing of beauty to see someone give everything they've got, in complete devotion to their purpose, to their cause. There's this concept of 'emptying the tank' that was used in a recent tribute to Bruce Springsteen, "He empties the tank, every time. He empties that tank for his family, he empties that tank for his art, he empties that tank for his audience". Empty the tank.

3. Bring a sense of adventure, passion and purpose

Your role as a leader is to bring a sense of adventure to your business. Beyond your purpose, as David Ogilvy succinctly put it, your job is to "be an inspiring enthusiast - with thrust and gusto". Create a world full of challenge; challenge that requires effort but also drives fulfilment and ultimately happiness.



A lot of what is most beautiful in the world comes about through struggle

MALCOLM GLADWELL



I began to see how important it was to be an enthusiast in life. If you are interested in something, no matter what it is, go at it full speed. Embrace it with both arms, hug it, love it and become passionate about it. Lukewarm is no good

ROALD DAHL

Sustainably-run

Beautiful Businesses are built to last; taking a long-term view, resisting the temptations of shortcuts. They care for the planet and create a better world for all of us to enjoy.

The corner you cut rarely adds to the beauty of your business. Instead, build solid foundations and grow in a sustainable way. For many businesses, this will mean changing the way they think about profit, the environment and their long-term impact on humanity. Build a business with soul.

In his book on the success of the All Blacks, *Legacy*, James Kerr talks about the idea of planting trees you'll never see grow. Build something that leaves a legacy, that creates an impact.



You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make

JANE GOODALL



What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others

SEAN FITZPATRICK, FORMER ALL BLACKS CAPTAIN

Running a sustainable business

The purpose of profit

Being profitable is the cornerstone of a sustainable business. However, think about profit as fuel for your journey, rather than the purpose of your business. You won't be able to go very far if you're not making any money.

Beautiful Businesses are designed in a sustainable way. They don't chase growth for the sake of it. They have recurring revenue and positive cash flow that allows them to make decisions based on what is best for the long-term, rather than operating month-to-month, making decisions based on short-term horizons.

How could you redesign your business model to make it more sustainable?

Our impact on the world

We all have a duty to care for our planet. Humans are living a life that is consuming and taking away from the planet at a rate we can't sustain. If we want our children to enjoy the beauty that is all around us, we'll need to re-think the way our businesses impact the environment.

Beautiful Businesses tread lightly on the earth and are conscious of how their actions impact the planet. The opportunity that businesses have is to lead by example. This means moving towards a zero waste and zero carbon way of working. This won't be easy, but we all need to start thinking about what we can do to help.

How can you make the first step on this journey?



The purpose of a company is not to make money. The purpose of a company is to accomplish something, to advance a greater cause, to contribute to society. Money will help you get there

SIMON SINEK



The greatest threat to our planet is the belief that someone else will save it

ROBERT SWAN



What next?

Join our Beautiful Business Community, where you'll receive:

- Ideas to take your business to the next level
- Regular tips to make your business even more beautiful
- Inspiration from people who already run Beautiful Businesses
- Insights that will transform the way you think about your business

JOIN NOW

About Wow

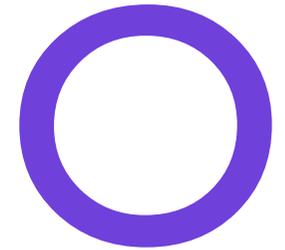
Why we believe this

Together, Peter and Paul founded The Wow Company in 2004. They believed accountants should be at the heart of building Beautiful Businesses. They set out to be the accountants you've always dreamed of.

The heartbeat of Wow has always been about great people working together. Over the years, we've built a team of smart, caring, passionate and fundamentally nice people. A team that loves helping people achieve their dreams and being part of the exciting journey of growing a business.

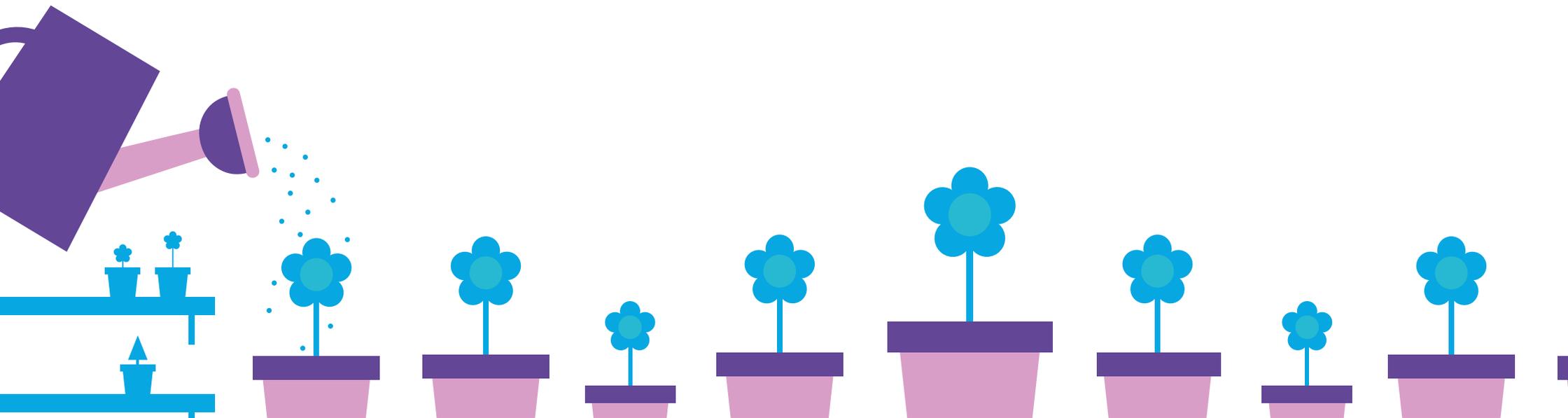
We love:

- Helping you grow profitably and sustainably
- Giving you meaningful information at your fingertips so you can make informed business decisions with confidence
- Removing the hassle of staying on top of your finances, so you can focus on what you love doing
- Providing you with insights and best practices so you can make better decisions as you grow



Further reading

Book Title	Author	Purchase Links
Start With Why	Simon Sinek	 Amazon  Audible
Reinventing Organisations	Fredric Laloux	 Amazon
Good to Great	Jim Collins	 Amazon
The Values-Driven Organisation	Richard Barrett	 Amazon
Purple Cow	Seth Godin	 Amazon  Audible
The Art Instinct: Beauty, Pleasure, and Human Evolution	Denis Dutton	 Amazon
The Business Romantic: Fall back in love with your work and your life	Tim Leberecht	 Amazon
Legacy	James Kerr	 Amazon  Audible



Actions and ideas

Beautiful by design

ACTION:

Start with one aspect of your business and design it beautifully. Perhaps your sales process, how you onboard customers, or how you induct new recruits could do with being reimaged (beautifully)?

IDEA:

What are the 'unnecessary' things in your business that define what you stand for, who you are and what you do?

People-centred

ACTION:

Start planning your people strategy. If you don't have an agreed set of values for your business, start the conversation today to understand what your business stands for.

IDEA:

A great way to inform your people strategy is to find time to sit down with as many of your team as possible and get feedback. Create a list of areas you'd like to understand better and get your team's input on. You'll be amazed by the results.

Driven by purpose

ACTION:

Beautiful Business happens by design. Spend time discovering your 'why' and that of your business; then share it.

IDEA:

Why don't you collaborate with your team on creating a 'Manifesto' for your business.



When a leader communicates the purpose with authenticity and consistency, employees recognise his or her commitment, begin to believe in the purpose themselves, and reorientate. The change is signalled from the top, and then it unfolds from the bottom

HBR

Actions and ideas

Remarkable

ACTION:

Work out what is remarkable about what you do (or what you want to do) and why.

IDEA:

Speak to the people who love what you do. What is it about what you do that they love? What else could you bring to those people that they would love and comment on?

Sustainably-run

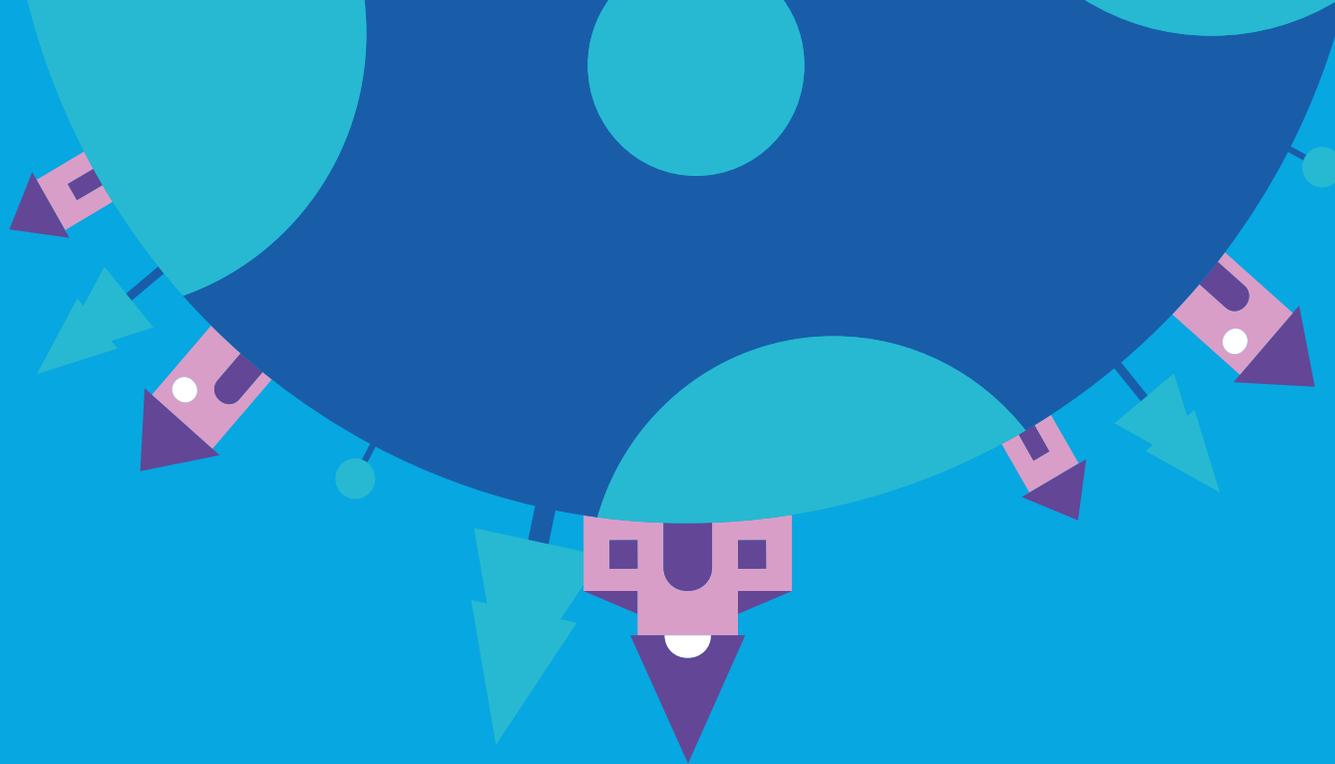
ACTION:

What would you want to change if your business was to be your life's work? Who would you really want to work with? What impact would you want to have with them? How would you want to spend your time? What would really inspire you and those around you?

IDEA:

Imagine if you could never stop working in your business. Imagine you had to work in your business until the day you die. What would you do differently?





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