

## Productivity Conference 2024

08:00 - 18:00 | 26/06/2024 | Radisson Blu Hotel |  
£95.00 per delegate

**Book now** →



**Get ready to be inspired and motivated like never before at our upcoming Productivity Conference on June 26th! We are thrilled to announce that Jim Lawless, #1 Motivational Speaker and record-breaking freediver will be our keynote speaker!**



**Book here**

With a captivating presence and a knack for igniting transformation, Jim Lawless has captivated audiences across five continents, reaching well over a million people. For two decades, his relentless focus has been on managing uncertainty, driving fast transformation, and achieving high performance.

As the Founder and CEO of Symmetry.inc, Jim leads a team dedicated to guiding global leaders in creating agile, intelligent organizations. His client roster reads like a who's who of business giants, including Apple, Microsoft, Diageo, and Paysafe

Group, alongside fast-growth startups and Olympic Teams.

Jim Lawless is not just a speaker; he's a doer. He challenges the status quo by proving that "impossible" is just a word waiting to be redefined. Whether it's becoming a televised jockey and shedding 25% of his body weight within a year or becoming the deepest freediver in British history in a mere 8 months, Jim embodies the principles he preaches.

His international acclaim stems from his infectious energy, his ability to infuse humour into profound insights, and his lasting impact on mindset and action. Attendees leave his sessions not just inspired but armed with a powerful new vocabulary and mindset that transforms their organisations from within.

Jim Lawless is more than just a speaker; he's a force of nature. With a degree in Law and a decade-long stint as a commercial solicitor in the City of London and International Legal Counsel for a global tech company, Jim brings a unique blend of expertise and practical wisdom to the stage.

Beyond his professional achievements, Jim is a devoted dad, a loyal friend, a skilled helicopter pilot, and a relentless triathlete. His dedication to excellence extends far beyond the boardroom, making him a true inspiration to all who encounter him.

## **Why should I attend?**

- Gain valuable insights and strategies on boosting productivity and overcoming challenges in today's business climate.
- Learn from an impressive line-up of speakers and experts, including No 1 motivational speaker, Jim Lawless.
- Network with other business leaders and operational staff to forge valuable relationships and discover new opportunities.
- Leave the conference with practical tips and tools to implement in your own business, as well as a renewed sense of motivation and inspiration.
- Attend interactive sessions that explore topics such as efficiency, waste elimination, and aligning your business

with its purpose.

- Connect with like-minded individuals who share your interests and challenges.

## **Who should attend:**

- Business owners, entrepreneurs and solopreneurs
- Leaders and Managers
- Operational staff and team leaders
- Anyone looking to increase their productivity and position their business for success in 2024 and beyond.

Don't miss this opportunity to experience the transformative power of Jim Lawless at our Productivity Conference. Get ready to tame your tigers, defy the impossible, and lead with courage and conviction!

## **A message from our keynote speaker...**

## Afternoon workshops:

When booking choose **one** workshop from the 14:00-14:45 timeslot and **one** workshop from the 15:15-16:00 timeslot



**PRODUCTIVITY CONFERENCE 2024: SPEAKERS**

**ADOPTING TECHNOLOGY**  
Tech Horizons: Streamlining for Tomorrow's Success  
Rory Steel & Seb Lawson, Digital Jersey

**IMPROVING EFFICIENCY**  
Leading with Impact: The Power of Blue Ocean Leadership  
Serena Guthrie MBE

**PROCESS & ORGANISATION**  
Seven Wastes, One Solution: Business Efficiency and Productivity  
Brian Butler, Accelerate

**UPSKILLING, ENGAGEMENT & WELLBEING**  
Thriving with Resilience: A Path to Productivity  
John Watkins, Resilience Development Co.

**EXPORT**  
Taking a Big Bite of the APPLE  
Allan Watts, Orchid Communications

**CAPITAL INVESTMENT**  
Investment Essentials for Growth  
Rebecca Berry, Berrys Accountants

**Keynote Speaker**  
**Jim Lawless**

## **Workshop 1 - Adopting Technology - 14:00 to 14:45**

### **Tech Horizons: Streamlining for Tomorrow's Success**

In this interactive workshop we'll chart a course from today's tech landscape to tomorrow's innovations. Discover how to pinpoint and automate your business's unique processes, and tailor tech solutions for any size or sector. Engage with experts, gain actionable insights, and leave equipped to embrace the future of productivity.

*Delivered by Seb Lawson, Head of Projects, [Digital Jersey](#) and Rory Steel, Head of [Digital Jersey Academy](#)*

## **Workshop 2 - Improving Efficiency - 14:00 to 14:45**

### **Leading with Impact: The Power of Blue Ocean Leadership**

Serena will explore the blue ocean leadership concept and will delve into the importance of actions, behaviours and activities in the workplace and the impacts this has on followers and organisational performance.

*Delivered by [Serena Guthrie MBE](#)*

## **Workshop 3 - Exporting - 14:00 to 14:45**

### **Taking a Big Bite of the APPLE**

During this workshop Allan will provide a comprehensive guide on the benefits and considerations of exporting. Discover the secrets to unlocking new revenue streams and gaining a competitive edge while attracting top talent. Navigate the complexities of market entry, compliance, and cultural nuances with ease. This workshop is your roadmap to forging lasting partnerships, the factors when crafting a solid export strategy, and leveraging cutting-edge technology. Embrace the APPLE philosophy: Approach, Plan, Position, Learn, Execute, and watch your business thrive in the global marketplace.

Delivered by Allan Watts, [Orchid Communications](#)

## **Workshop 4 - Capital Investment - 15:15 to 16:00**

### **Investment Essentials for Growth**

An insightful workshop on capital investment, where we'll delve into the crucial aspects of using cash flow and investment appraisal techniques. This workshop is designed to help you determine whether an investment will create value for your business, identify the optimal timing for investments, and explore various financing options. By the end of the session, you'll gain the clarity and confidence needed to answer the pivotal question: "Am I making the right decision?".

Delivered by Rebecca Berry, [Berrys Chartered Accountants](#)

## **Workshop 5 - Process & Organisation - 15:15 to 16:00**

### **Seven Wastes, One Solution: Business Efficiency and Productivity.**

Join Brian for an exciting journey through the world of business efficiency in this dynamic and hands-on workshop. Dive into the seven hidden wastes that could be slowing down your organisation - from unnecessary transport to the perils of overproduction. Discover innovative strategies to streamline your processes, reduce waste, and elevate your team's performance. Engage directly with the material as you map out your own processes, identify areas for improvement, and craft a tailored action plan to eliminate inefficiencies. Don't miss this chance to transform the way you do business and unlock new levels of productivity in your organisation.

Delivered by Brian Butler, [Accelerate](#)

## **Workshop 6 - Upskilling, engagement & wellbeing - 15:15 to 16:00**

### **Thriving with Resilience: A Path to Productivity.**

This fast-paced workshop will provide you with essential skills that make resilience a part of your daily life. Together, we will explore the skills behind this transformation, understanding how it enables us not just to survive but to thrive. The Resilience Development Co's mission is to enable individuals in organisations to combat rising stress levels and burnout while enhancing productivity and engagement.

*Delivered by John Watkins, [Resilience Development Co.](#)*

## SUPPORTED BY



---

## Who's presenting?

### **Rory Steel**

Head of Digital Jersey Academy

### **Seb Lawson**

Head of Projects, Digital Jersey

### **Serena Guthrie MBE**

Coach and Mentor

Serena, a high-level qualified coach and mentor, focuses on unlocking untapped potential within organisations by shifting from traditional management styles to innovative leadership practices - critical for optimizing performance and achieving sustainable growth.

## **Allan Watts**

Orchid Communications

Allan Watts is a journalist, broadcaster, and public relations professional with over 30 years of experience. He is the head of the PR division of Orchid Communications Limited, which he co-owns with his wife Sam, with teams in Guernsey, Jersey, Bristol and Cardiff. Allan is also a co-founder and Director of Sleep Well Drinks Limited based in Jersey but produces, packs and distributes its products throughout the UK and is in discussions to open new markets in the US.

## **Rebecca Berry**

Owner of Berrys Chartered Accountants

Becca is a Chartered Accountant with 14 years' experience spanning various roles and industries. Owner of Berrys Chartered Accountants, Becca helps business owners understand their finances and untangle the complexity that comes with running and growing a business.

## **Brian Butler**

Owner of Accelerate Ltd

Brian began his career in the 1980's as a Vehicle Mechanic progressing through Industrial Engineering, Operations Management and Executive Directorships within various business sectors before setting up Accelerate in 2003. He has lectured at Durham University and is a frequent guest speaker at business events throughout the UK.

## **Jon Watkins**

CEO of Resilience Development Company

Jon is the CEO of Resilience Development Company. A former Special Forces Team leader, with a rich background in leadership and operational expertise, Jon excels in building, training, and leading high-performing teams and individuals. Jon has a wealth of coaching, training and strategic experience. His expertise lies in helping organisations cultivate strong leadership skills, enhance team resilience, and foster a positive organisational culture that yields exceptional outcomes.