



Swindon & Wiltshire Growth Hub

Our job, our *only* job, is to help you succeed

The likelihood is that you've already met some of us before. We're a consortium formed through the Swindon and Wiltshire Local Enterprise Partnership, funded by central and local Government and led by "Inspire by Wessex Chambers" in partnership with Swindon Chamber of Commerce and Business West all with one aim - to help businesses in Wiltshire succeed and grow.

We provide a gateway to all available national and local business support, marshalling the best of government agency support and commercial expertise and advice delivered along with free, expert and impartial advice and direction through our team of business managers.

Our team help business through seminars and courses, networking, one to one meetings and we are always on the end of a phone



Rob Perks

“What really makes people successful in Business?”

We all have a few influential people in our lives who have made a lifelong impact on us. One of mine was the Head Teacher at my secondary school who possessed the above in spades and would accept nothing less from her students. Her belief was that with boundless amounts of the three D's, Discipline, Determination, Drive, most other constraints can be overcome. People who cultivate these qualities will usually be more successful than their peers who do not, even though those peers may be more intelligent.

I became a real believer in that (not being a straight A* student) and it has paid dividends. If as a business we are to achieve our goals, this is the one thing which will get us there.

Set yourself apart with these key success drivers:

- Never accept anything less than the best from yourself and those who work with you. If something is worth doing, it's worth doing really well.
- Say "Today is not fast enough – I wanted it yesterday" is the mantra for anything that's important to in delivering on your goals
- You will be very demanding! Don't assume people will be as focused and demanding as you are – they rarely are – chase them down remorselessly until they prove that they don't need to be chased.
- Don't let distractions get in the way of reaching your goals and there are always plenty of distractions
- Be there before someone asks, lead by example, you can expect that from others

A good analogy is a top sportsperson. You don't see a top athlete running a race and looking around at the crowd while they run, or looking behind them at who's coming up on them. They're not peering up at a passing aeroplane or pidgeon – they are totally focused on getting over the finishing line in the shortest time and ahead of their rivals. Really successful people have that image in the front of their minds as they start work each day.

Why do some people accomplish their goals while others fail? What makes the difference? Mental toughness. When you start looking into it, your talent and your intelligence don't play nearly as big a role as you might think. What makes a bigger impact than talent or intelligence? It's "mental toughness".

Mental toughness isn't about getting an incredible dose of inspiration or courage. It's about building the daily habits that allow you to stick to a schedule and overcome challenges and distractions over and over and over again.

Mentally tough people don't have to be more courageous, more talented, or more intelligent—just more consistent at identifying what really matters and having a ruthless, fearless approach to achieving it. Mentally tough people develop systems that help them focus on the important stuff regardless of how many obstacles life puts in front of them. It's their habits that form the foundation of their mental beliefs and ultimately set them apart.

When things get tough for most people, they find something easier to work on. When things get difficult for mentally tough people, they find a way to stay on schedule. There will always be extreme moments that require incredible bouts of courage, resiliency, and grit, but for 95% of the circumstances in life, toughness simply comes down to being more consistent and reliable than most people.

Go for it!
Rob Perks,
CEO Inspire

Delivered by



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