



Lessons & Insights



Robert Louis Stevenson ►

“Everybody lives by selling something.”

Adopting the philosophy 'Everybody lives by selling something' at Barrett has been one of the most important decisions we have made as individuals and as an organisation.

The focus it brings and the new horizons it creates for us, and all those we interact with, is liberating.

It is the paradox of a single pointed focus and the infinity of opportunity working in unison.



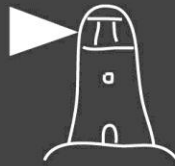
It helps us to recognise that we are not defined by our individual parts instead, we are defined by our roles as participants in this interconnected world. This is the power of interdependence.

With this philosophy as our guide, our decision making is clear, transparent, and centered around the Principle of Exchange – the ever present need and desire for people to exchange something of value with each other and to find meaning in our actions.

Therefore, in the spirit of Everybody Lives By Selling Something and the Principle of Exchange we would like to share some of the valuable lessons we have learned and insights we have gained on our journey so far.

Enjoy.







# Vision

- ▶ Create your vision. What are you going to stand for? What do you want achieve? How are going to do it? Really examine what is driving you; why you have taken the risk to start your own business?

Define your values and what you stand for. What is acceptable and what it not. Make that part of your daily work habits, your charter and your selection process when hiring people. ►

# Values







# Strategic Planning



Is your vision and mission viable? Can it make money and be self sustaining? Once you have decided to move forward build a plan. From top to bottom and back up again - Strategic to tactical. Review it on an ongoing basis not just once a year; Involve all staff in its development; make it actionable, accessible and relevant to every role in the business.



# Value Proposition

Find out what you are good at and how it best helps people solve problems; define it in language clients understand and then do it - stay focused and don't get distracted.





# Passion



Without passion you just won't have enough energy or desire to make business success happen. Staying focused is crucial. Set goals and 'see' yourself achieving them.

# Creativity & Innovation



Create something new; think outside the box; challenge prevailing views and attitudes and don't let yourself be bullied. Read outside your area of expertise to see how others learn, lead, make decisions, function and work - look at how it may apply to you and your business.







# Self Discipline



Employ people with disciplined thought and disciplined action in their business and life practices.

# Market Challengers



Look for clients who will experiment and push a few boundaries; are willing to take a risk, they are often the right ones to go for.





# Leadership & Humility



Central to management and leadership is trust, respect and openness; listen and learn from your staff, clients, mentors and guides and adjust yourself on your journey to become a proficient, effective leader; build a bridge and get over yourself - don't let ego get in the way; follow through; don't assume anything; be available and responsive; It is important to remember that helping others helps you.

# Communication



Open door policy; consultative; inclusive; listen more than you speak; seek opinions and advice; be clear and connect with each person; follow up straight away if there is an issue, don't leave it; remember it's not what you say it's what they do with what you say that is the most important thing - connect people to the common vision.







Self Mastery



**Don Elgin**

Victorian Institute of Sport (VIS)  
Scholarship Holder, Bronze Medal Winner  
2000 Sydney Paralympics

“At the time I did the Barrett program I was a VIS scholarship holder and no one knew about the paralympic athletes and there was certainly no sponsorship for them. The Barrett process educated and empowered me to take action to get out there and educate the market and secure sponsorships.

The best thing I learnt was that the worst people could say to me was ‘NO’ and that was a revelation because it meant that everything was possible. I was able to tap into the potential I already had and this helped me have the confidence to get out there and give it a go.”

**Ivan Lajoie**

Sales Manager

"You taught me that if I am to change as an individual that I must change from the inside out... All I needed to do was let people in who wanted to help me and let them see me for who I really am. You gave me the strategies and tools I could apply immediately to make changes in my life.

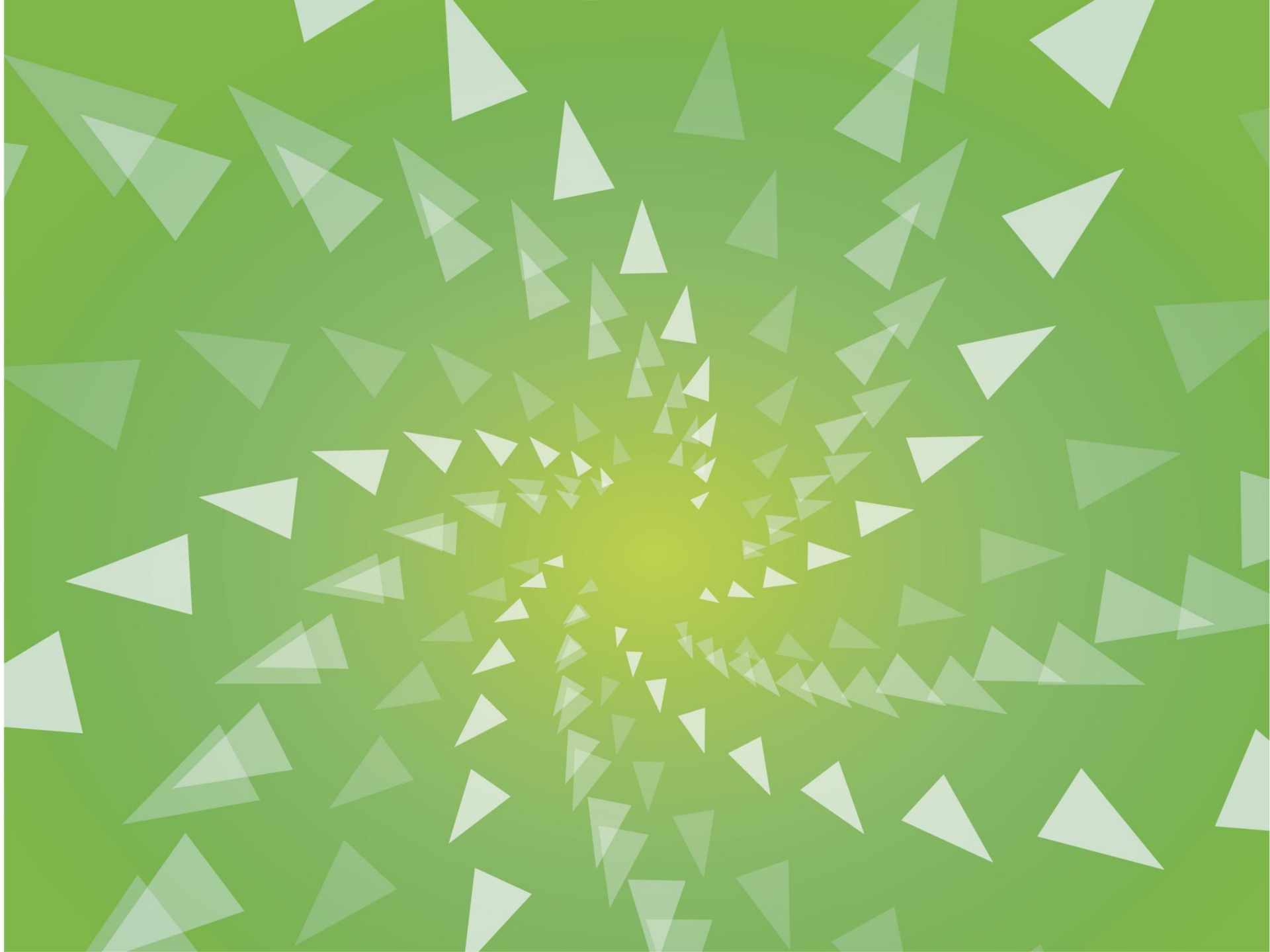
You helped me realise that I do count for something, that nothing is out of reach and that I have the potential to realise the many opportunities available to me.”

**Matt Berriman**

Former VIS Athlete – Cricket  
General Manager, CC Media

“Working with the team at Barrett helped me increase my confidence levels and allowed me to trust my abilities. I became more professional, efficient and effective at sport and in work so much so I felt confident to take on challenges which I otherwise would have not pursued. One of the best things I learnt was how to channel my energy into goals I wasn’t previously achieving.”





All of us have been blessed with talent, no matter how large or small it may seem in the world.

It is our duty to cultivate our talents and put them to good use in some way, shape or form so that we may benefit ourselves and others in doing so.

If we hide our talents and capabilities from others then how can we participate in the Principle of Exchange – the chance to give and receive something of value?

Our aim at Barrett is to give everybody access to life skills, tools, knowledge, and personal insights so that we are able to clearly communicate and proactively sell ourselves effectively, ethically, honourably, and confidently in any situation – offering our talents to the world.

This gives us the opportunity to then exchange something of value with each other and the chance to find meaning in our collective actions.

Remember:  
“Everybody lives by selling something.”

Sue Barrett



Charles Dubois



“The Importance thing is this: To be able at any moment to sacrifice what we are for what we could become.”



▶ [www.barrett.com.au](http://www.barrett.com.au)