



Series Two



Hayley Johnson

Talks Up You're Too Nice

Tuesday 29th March 2022, 12.30pm

The Norwich Business Support Hub



Talk description

Is being 'too nice' holding you back in the business? Is 'being tough' a quality that's as critical on your CV as having the first class honours degree? Hayley Johnson brings together decades' worth of award winning business success to track this topic in her unique engaging style. She'll make you laugh and lament; she'll get you questioning your modus operandi, and have you leaping forward in your own career journey with renewed vigour and attitude.

She says: "One of the things that has always been my strength in business is my ability to build and nurture a great team culture, but time and time again I would be criticised by my superiors for being 'too nice'. I had to 'toughen up' if I was going to make it in business. Thank the lord, it's actually becoming cool to be kind in business!"

Biography

Hayley Johnson is a dynamic and award-winning operations leader who has spent her career driving forward some of our region's most successful brands. She's been in the leadership team of Aviva, held the COO role for Norwich's enormously successful Epos Now, and served as Property and Portfolio director for Hoseasons.

Today, she's Head of Customer Support Operations for globally renowned Artlist, and is passionate about championing diversity in tech, celebrating our region's business credibility, and encouraging everyone to live a life that's truly rewarding – both inside and outside of the world of work.





Series Two



Antony Howell

Talks Up Sustainability in 10

Tuesday 5 April 2022, 12.30pm

The Norwich Business Support Hub



Talk description

Broom Boats sits in a beautiful location on the River Yare in Brundall. We provide a marina setting for private boat mooring, repairs, maintenance & restoration, luxury boating holidays and day boats. A business that creates a strategic direction that does not focus on the environment, sustainability and social inclusion places significant risk for its future, jobs and regional economic growth.



Biography

Antony Howell is the Managing Director of Broom Boats Ltd. Since joining Broom in January 2020 Antony has created its strategic direction including its development and expansion of the Broom Holidays brand. Antony is passionate and focused regarding sustainability and the environment,. His newly developed Broom Green 10 aims set the pace for the company's progression to Net Zero.

Before joining Broom Antony held various global executive roles within automotive safety critical working alongside private equity, Tier 1 automotive companies and lead the \$70M company expansion into the Far East.

Antony holds a master's degree in business administration. He is a strong advocate of social inclusion and sits on the Board of Trustees for Access Community Trust.



Series Two



Niky Ellison

Talks Up The Metaverse

Tuesday 12th April, 12.30pm

The Norwich Business Support Hub



Talk description

The Metaverse is a hot topic right now, with companies like Facebook pivoting their whole business model and brand new 'experts' popping up daily. Its pretty clear that the mainstream is set on The Metaverse being our future, but what does it all mean? And who decides what is and isn't The Metaverse?



Biography

Niky is a Marketeer who has worked all over the tech sector and has seen the evolution of this technology first hand, from consumer tech working for EE (then Orange) as the first smartphones graced the nation, to working with website backends during the introduction of GDPR, and seeing the fintech world marvel at the sudden growth of digital challenger banks. Nike has moved across industries as innovation happens and has built a career out of translating that innovation to consumers. He is now at the Norwich born Immersive Studios as their sole marketing function, working with the experts on VR, AR and many other technologies. Connecting with people is at the core of everything he does from his work to his free time doing stand up comedy.



Series Two



Chris Sargisson

Talks Up Hairy, Scary Goals

Tuesday 19th April, 12.30pm

The Norwich Business Support Hub



Talk description

Goals setting. It's a fairly fundamental aspect of both our personal and business lives, whether losing weight or increasing your revenue, there's always an achievable goal to 'smash' and a timescale to do it in, however not all Goals are equal, some are Big and Hairy and Audacious and so should, absolutely be unachievable at the time you set them. I like 'BHA goals' the most and so have always applied them during in my 25 years in business. Conceiving then requires serious, visionary 'out of box' thinking, achieving them requires holding your nerve as everything you do will become impacted and change and scary because it could take 10 years to know if you were rightor wrong.



Biography

Chris is a disruptor with a wide range of experience's within both digital start-ups and established businesses of all sizes and sectors. His focus is always customer centric, and so creates change by re-imagining working cultures, establishing relevance and purpose, branding, UX and a heavy investment in tech.

Chris was a founding director of its4me plc, one of the UK's first and most successful online car insurance brokers and major Norwich employer. Following a successful sale and exit, Chris has worked with many organisations across the UK and even created House Revolution – arguably the UK's first truly disruptive online estate agencies. Currently, the Chief Executive of the Norfolk Chambers of Commerce, he is applying his experience to the modernisation of this much relied-upon, not for profit business support organisation.



Series Two



leva Martinaityte

Talks Up Organic Creativity

Tuesday 26 April, 12.30pm

The Norwich Business Support Hub



Talk description

Day to day we juggle multiple demands and accessing your inner creativity may seem without reach. Learn to enter the creative state of mind at no extra time and effort.



Biography

leva is an Assistant Professor at Norwich Business School and helps SMEs to unlock creative potential for business growth and wellbeing. Her research was published in world leading outlets recognised by Financial Times Top 30.

leva developed a unique method DIP™- Daily Innovation Practice to help access your creativity with less effort and time.