Profit and Productivity-Insights from the Chamber of Commerce Lunch

13th March 2024

Paul Murphy

Chief Executive Officer

Chamber of Commerce Lunch

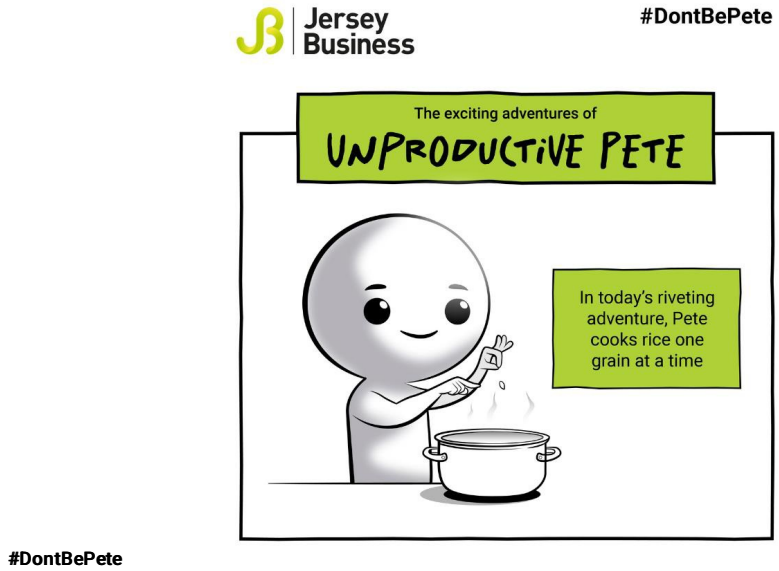
On 13th March 2024, the Chamber of Commerce Lunch was held at the Pomme d'Or Hotel, sponsored by the Royal Bank of Canada. The event featured a presentation by our CEO Paul Murphy, who shared his insights on the theme of Profit and Productivity.

Paul's presentation wasn't just about numbers and spreadsheets; it was a rallying cry for Jersey's business community to unlock their full potential. He kicked things off by tackling a common misconception head-on: Profit isn't a dirty word. In fact, it's the lifeblood of any sustainable business. Paul urged attendees to embrace profit as a force for good, driving growth and innovation.

Painting a vivid picture of Jersey's business landscape, Paul highlighted the diverse tapestry of enterprises that call the island home. From nimble one-person ventures to small but mighty teams, Jersey boasts a vibrant ecosystem of 8220 businesses, each with its own story to tell. Yet, despite their differences, they all share a common goal: to thrive in an ever-evolving market.

But how can businesses turbocharge their profits? Paul offered a buffet of options, from strategic price adjustments to streamlining operations and investing in top talent. Yet, he cautioned against reckless shortcuts, reminding attendees that sustainable growth requires careful planning and foresight.

Enter Unproductive Pete, the lovable (if slightly hapless) protagonist of a new campaign to promote mindfulness and action in the workplace.



Unproductive Pete's adventures!

Paul regaled the audience with Pete's misadventures, each one serving as a humorous reminder to #DontBePete and strive for excellence in all endeavours.

Transitioning seamlessly from anecdotes to hard data, Paul unveiled insights from The Jersey Business Improvement Programme to our annual Productivity Survey. The verdict? There's plenty of low-hanging fruit ripe for the plucking, offering businesses an excellent opportunity to supercharge their productivity and drive success.

But where to begin? Paul outlined a roadmap for success, with key milestones including harnessing technology, upskilling employees, and expanding into global markets. With Jersey Business's unwavering support, businesses have

access to a wealth of resources, from tailored training programs to invaluable mentorship.

As the presentation drew to a close, Paul issued a challenge to attendees: Evaluate your productivity prowess with our handy Productivity Scorecard rating your business 1 to 5.



If you score less than 15 your productivity needs attention. A score of 20 should be the bar to reach for and if you attain 25 or more you are likely to have high productivity.

It's not just a number; it's a roadmap to excellence, guiding businesses towards greater efficiency and success.

In the end, Paul's message resonated loud and clear: By working together and embracing a culture of continuous improvement, Jersey's businesses can conquer any challenge that comes their way. So, let's roll up our sleeves, **#DontBePete**, and embark on a journey towards business brilliance.

And remember, our dedicated Business Support Team is always here to lend a helping hand. Together, we can turn dreams into reality and build a brighter

future for Jersey's business community.

The full slide deck of Paul’s presentation can be downloaded here.