July 2020

water matters

FOR MERCHANTS, CONTRACTORS AND DEVELOPERS WHO EXPECT THE BEST FROM THEIR SUPPLIERS



Half-Time Talk

Halfway through 2020. Can you believe it?! How do you feel about the first half of 2020?

Have you taken any time to ask yourself that question? Have you paused for reflection? Have you taken stock? Have you reviewed your performance? Have you looked back over your 2020 goals list (if you made one) and checked what you've done and what's still to do? ➤

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Sorry. I know that's a lot of questions.

But those are all questions that, if asked, could benefit you. They are questions that should be asked before you hurtle on into the second half of 2020.

There's a reason there are 2 halves to most championship sports. And it's not just so the teams can change ends.

It's so the teams can review their performance and give themselves a better chance of victory in the second half of the game. All games are more interesting when the competition is closely fought. Who would watch to the end if one team were winning 10-0 at the half-time point but there wasn't a half-time, they just kept playing on without stopping so just continued to take advantage of the momentum they'd gained and romped home 30+ goals to nil?

What a dull game. That wouldn't hold many people's attention.

By having a half-time talk, everything can change. Momentum can be stopped. Winds can change. Tables can turn.

In last months' edition of *Water Matters* I shared that we use this half-time talk as a useful analogy to check-in with ourselves and review our performance before we play on to the second half. It's a helpful metaphor.

Truth is though, apparently it's rarely a "game of two halves". Sky Sports bust that myth a while back. They looked back and checked every Premier League result since 1992 and found that the half-time result - win, lose or draw - has been unchanged at the final whistle in 6,507 out of 10,794 games - so there is a 60 percent chance

that the half-time result will also be the full-time result.

But in my opinion, that means two things...

1. Teams don't use the half-time talk well enough to their advantage. i.e. they don't ask themselves the questions I listed earlier and get really honest with themselves about their first-half performance and make the necessary changes. This is because it can be difficult and uncomfortable and it's easier not to do it and just carry-on regardless, just hoping that things will improve in the second-half (as we all know, 'hope' is a terrible strategy).

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2. It means that 40% of teams do turn around first-half losses and win at full-time. And 40% is not a small number (how would you like 40% interest on your savings each year? see, 40% is not a small number!). 40% means that however bad your first-half of 2020 was, you can turn things around for the second-half and still win come 31st December 2020.

It won't happen unless you make it happen though. Don't just 'hope' that things will get better. 'Hope' that sales will improve. 'Hope' that new enquiries will find their way to you. That's not a good strategy. That's not the outcome of a good half-time talk. Of a proper review. Or an honest look back over what you could do better or what needs to change.

The following pages are full of stories of things we're reviewing at the half-way point in order to have the best second-half we can in our business. Hopefully you'll find them helpful & interesting to you too. And maybe they'll help spark some new ideas for you & your work, to help you make your second-half of 2020 your best 6 months yet.

Have a great month & enjoy the following *Water Matters*.

Matthew



Our first ever Virtual Festival



If you read our 'lesson of the month' article, you'll know that we've been experimenting with some Facebook and Instagram Ads over the past few weeks. One of the things we've been using them for is to advertise our first ever Virtual Garden Festival that we're holding over the August Bank Holiday weekend.

Under our **Garantia** brand, we're using this to raise the awareness and raise the profile of our garden products, which include water butts, compost bins, growing aids and planters/raised beds.

Every week through the summer we're giving away a £50 garden centre voucher to the weekly winner of our Bloomin' Marvellous competition. Then over the bank holiday weekend we have a panel of judges lined up to choose the winners of the 5 categories that each garden will be entered into.

As soon as we turned on the adverts on both Facebook and Instagram, we've more than 10X'd our results. It's amazing to see the power and instant results of social media advertising when you manage to get your ads appearing in front of the right audience.

Just over the last few weeks we've gone from our initial 3 entries in week 1 to 30+ entries a couple of weeks later, then 65+ the next week and then 85+ the week after that (that's per week, not total!). And so it continues to grow. Our judges won't know what they signed up for when they have to choose between hundreds of entries come August!

This is the power of The 10X Rule.

Just having to write an article for this 10X Column every month forces us to decide what we're going to aim to 10X at the start of each month. We hope these articles inspire you to give it a go and do the same.



When you really aim to get 10 times the results on something, it really forces you to push yourself, get creative, think properly about it, then take massive action.

Only good things come from it. Give it a go and see for yourself.

Garantia UK Bloomin' Marvellous Summer Competition

Every Friday throughout the summer **you've got a chance to win £50** to spend on your garden by taking part in our summer competition. Simply share photos of your garden on social media, remembering to tag **@GarantiaUK** and **#bloominmarvellous** and you'll be entered into our weekly competition. You'll also be included in our Virtual Garden Festival over the August Bank Holiday weekend when our panel of judges will choose the winners of the 5 categories; 1) Fruit & Veg growing area, 2) BBQ or Sanctuary area, 3) Family-friendly garden area, 4) Window box/Container & 5) General floral.

Check out information on www.GarantiaUK.co.uk to find out more.



Wastewater Treatment Seminars

Wastewater Treatment

Our monthly wastewater treatment seminars are back! If you'd like to attend one of our seminars to learn more about our sewage treatment plants, especially if you're interested in becoming an accredited service partner to maintain our One2Clean and Advanced Wastewater Treatment systems, please contact Steve Righton on 01608 661500 or srighton@grafuk.co.uk to find out dates available to attend a seminar.





'Our week in the Watering Hole' weekly videos – every Friday afternoon!

Have you seen our weekly videos that get released every Friday afternoon on our YouTube Channel? If not, you obviously haven't subscribed and hit the bell to make sure you're notified of all our new videos when we publish them on YouTube. You're missing out!

Next time you're on YouTube, search Graf UK → find our channel → hit the 'SUBSCRIBE' button → hit the 🔔 and select ALL, to make sure you're notified when we release new videos. Drop us a comment on any of our videos to be in with a chance of winning free stuff! And let us know what you'd like to see more of from us.



Welcome to our Visitor Centre & Garantia Shop



Step 5:
Come on in! Have a stroll around t

Did you have a lockdown project?

Have you improved your garden, or redecorated your home, or spent time learning anything new during lockdown?

Even people who worked all the way through it managed to find time at weekends to do something they'd never found time to do before. It's amazing what you can get done when you can't go away for weekends or go out visiting places, or even go out for dinner or drinks.

Our lockdown project was our new Garantia shop & improvements to our Visitor Centre.

Given that it's still likely to be a while before you get to come and see our work in person, let's take you on a virtual journey through our new Shop & Visitor Centre so you can see what's in store for when you can pop in one day!...



Step 1:
Make the most of our new Visitor Parking spaces, which we're keeping clear and closest to our new Visitor Centre Entrance to the left of our main reception when you arrive. **Walk on through our new gates!**



Step 2:
Walk on past 'the watering hole' garden on your way to our Shop reception.



Step 3:
Step into our reception - **HELLO**!



Step 4:
Use the phone to announce your arrival and then sit back and watch our GARANTIA TV or flick through one of our brochures whilst you wait to be greeted.





ne shop, firstly by all the compost bins and growing aids.



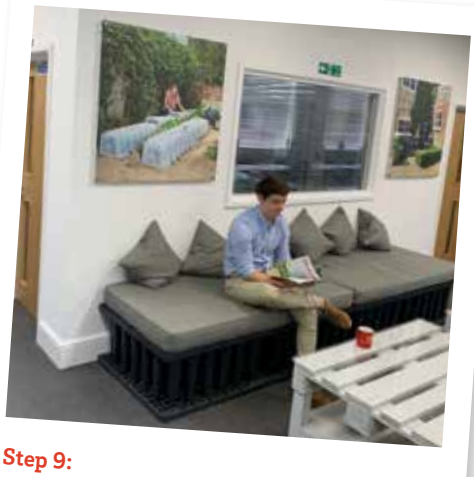
Step 6:
Take a look at our range of decorative water butts and see how they connect to the downpipe filters.



Step 7:
Check out our displays to see how to get the most from the products to grow the best vegetables you've ever grown!



Step 8:
Choose your downpipe filters and taps and accessories to complement your other products.



Step 9:
Enjoy a tea or coffee whilst you browse our catalogues and take your time talking to a member of our team.



Step 10:
Don't forget to pay! If you find something you fancy, check-out on your way out & **PAY HERE**!



Step 11:
Have a look around our showroom if you're interested in either rainwater harvesting systems, stormwater attenuation tanks or wastewater treatment solutions!

We're looking forward to seeing you in person sometime soon. If you ever find yourself close to Banbury, please do pop in – a member of our team is here every day now (Monday – Friday) – we'd love to see you and show you around. If you've been watching any of our weekly videos on Friday evenings from 'the watering hole', we'd love to welcome you in there too for a drink!



Thank you Curtis "50 Cent" Jackson

In one of our many GRAF UK Virtual Drinks Evenings during lockdown, I was recommended to watch 'Power' on Netflix. The recommendation from one of my colleagues, backed up by 2 other colleagues on the same Zoom call (all of whom will remain nameless!), went something like this... "you should watch Power! It's a bit violent, but has lots of sex and a great storyline. Plus, 50 Cent's in it." Safe to say, I was intrigued.

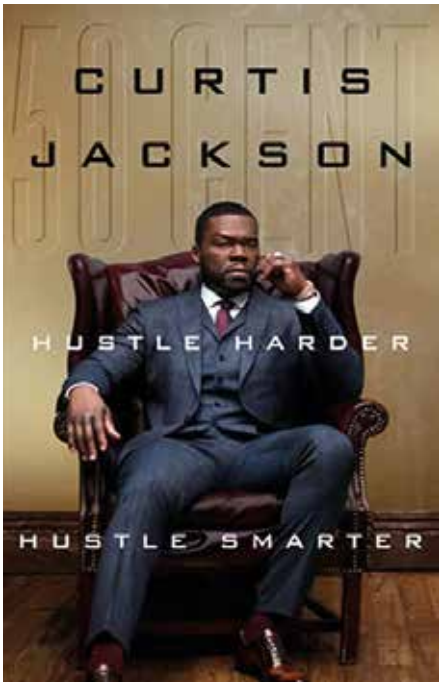
So, we got started. They were right, it was a great recommendation. I can now highly recommend it too! And they were spot on with their description, so if that's not your thing, I suggest you steer clear.

Prior to watching a few episodes, I knew very little about 50 Cent. My knowledge was limited to the fact that he was a rapper and had been shot, 9 times I believe. But, having learnt that 'Power' is his show and quickly realised he's really quite talented, I started to learn more about him and follow him on social media.

As I was following him on socials, when his new book was released it was pretty impossible not to become aware of it because he did such a great job of marketing it. It was everywhere! So, I ordered a copy and now, having read it, I can highly recommend that too.

It's a fascinating read. Full of great stories that you'd only expect to hear from a millionaire American rapper, from a not so nice part of New York. There's lesson after lesson in it though, so many more than I expected.

His leadership lessons are some of the best I've read. And he shares them with such honesty and even a little vulnerability, such that you definitely wouldn't expect from 50 Cent.



He proves he's human. Proves he's got feelings. But also proves, beyond any doubt, that he understands people. He sees what so many people miss. He's switched on to how people tick. The fact that everyone in your charge [if you're a leader or manager of a Company] needs something different. There's no one-size-fits-all approach to leadership. His stories prove that.

He even shares his own weaknesses and what he thinks he needs to set as his own personal goals to help himself. He's writing a book to help others, yet he's sharing his own story about how he's still learning about himself, which is true for everyone.

It also compounds his own description of success. That you never make it. You're always learning. And you'll always have something new to handle or deal with or get around.

There's an honesty and vulnerability to his writing which is rare in these kind of books. Normally the author claims to be an authority on the subject and claims to know it all. 50 doesn't do that. He shares his insights, which are so useful, but then also tells his story about what he's still got to work on. How he's still working on improving. By doing this, he inspires. He enables the reader to relate to him and realise it's OK to have things to work on. Areas to improve. He still does, so we can too.

If you ever find yourself looking for some inspiration, you'll find it in this book. Like him or not, there are lessons here for every person who deals with people. So yes, that's pretty much everyone, and definitely you.

If you check it out, let me know what you think.



Trust Your Team

Did you watch more TV during lockdown than you would normally? Are you still hooked on some new box-set that you can't stop watching?!

I'm not much of Netflix person, what I mean by this is I struggle to choose something to watch because I'm afraid I won't enjoy watching it and it will waste my time so I end up not watching anything, a bit weird I know! Nevertheless, the one Netflix series I did manage to watch during lockdown was the documentary series, The Last Dance, which follows the career of one of the greatest basketball players of all time, Michael Jordan, and the dominance of the Chicago Bulls franchise in the 1990s.

Michael Jordan, under one of the greatest basketball coaches of all time Phil Jackson, led the Chicago Bulls to 6 NBA championships from 1991 to 1998 before retiring at the end of the 1998 season. Up until 1991 Michael Jordan was considered a great basketball player, but in order to put him in the conversation alongside Magic Johnson and Larry Bird as being one of the best players of all time, he needed to win an NBA championship.

In the late 1980s the Chicago Bulls advanced to the NBA play-offs multiple times but from 1988-1990 they couldn't get past the 'Pistons Roadblock'. The Chicago Bulls met their bitter rivals the Detroit Pistons in the play-offs three seasons in a row and couldn't manage to beat them because the Piston's devised a strategy dubbed 'Jordan Rules' to help neutralise Michael Jordan.

Throughout this period the Detroit Pistons were known as the 'Bad Boys' because of their physical playing style and they used this style of play to devise 'Jordan Rules' which was a very tough and very physical approach to guarding Michael Jordan every time he touched the ball, which included times where they would double and triple team him to stop him driving towards the rim. (There are a lot of inuendoes in that last paragraph but stop laughing, this is a serious article!)

To help battle 'Jordan Rules', Phil Jackson with the help of his assistant coach Tex Winter, implemented a strategy called triangle offence, in an attempt to battle the Detroit Piston's physicality.

Triangle offence is a strategy that creates multiple shooting opportunities by passing the ball fast and frequently between players. This meant they could by-pass 'Jordan Rules' as players on the Detroit Piston's team wouldn't be marking the players in scoring positions as they were all trying to mark Michael Jordan.

In the 1991 season the Chicago Bulls once again had to face the Detroit Piston's in order to progress to the NBA finals. With the use of Triangle Offence they managed to beat the Piston's in a four-game sweep, before playing the LA Lakers in the final.

In the 1991 NBA championship finals the Chicago Bulls were beating the LA Lakers 3-1 in the finals before entering game 5. If they won the game they would win the series and win their first ever NBA Championship. It was a tense, back and forth game and during the 4th quarter of the game the Chicago Bulls had a time out. They were in a good position to win the game but they were relying on Michael Jordan and the issue with the triangle offence is that every member of the team needs to buy into the strategy in order for it to work. If you have one player who thinks they can do it all by themself and not pass the ball to their teammates then the strategy isn't as effective. Phil Jackson had the issue throughout his career when he worked with both Michael Jordan and Kobe Bryant as both stars believed they could do it themselves rather than trust their teammates and pass to them.

In the 4th quarter of the game the Chicago Bulls and LA Lakers were tied 80-80 and the Chicago Bulls had a timeout with 12 minutes remaining. In the timeout coach Phil Jackson asks Michael "who is open?", as they needed to create more scoring opportunities to win the game. Michael replied "Paxson". Michael's teammate John Paxson was unmarked most of the time when they implemented the triangle offence but Michael wanted to do it himself and score as many points as possible to win the game and in turn, win the NBA Championship.



Once the game resumed and when the Bulls were on the offence, Michael Jordan would drive at the Laker's defence draw in 2 defenders and pass the ball off to John Paxson instead of trying to take the shot himself with 2 defenders in the way or try to dribble through them. Once Michael passed Paxson the ball and he took the shot and scored, Michael started to trust him and passed him the ball more often. Paxson went on to score 10 points in the final quarter.

This was the lesson that Phil Jackson was trying to teach Michael Jordan when he started coaching the Chicago Bulls, that you can trust your teammates to take the shot and score when you are in a difficult position to shoot, to **trust the strategy and trust your teammates to deliver**. The Chicago Bulls went on to win the game 108-101 and subsequently win their first ever NBA Championship and went on to win 5 more in 7 seasons as Michael started to trust his teammates.

I enjoyed watching 'The Last Dance' and I found this an important lesson for me to take forward and consider in work on a daily basis. Do you trust your team members? Could you rely on them? Do you trust them to deliver? Can they trust and rely on you?

Even the great Michael Jordan only got the BIG wins he wanted when he learnt to trust his fellow team members, perhaps it'll be the same for us? It's got to be worth a try, right?!



Nike were right. Just Do It.

Do you ever find yourself talking about what you're going to do, only to be followed up by not actually doing it?

Have you ever thought to yourself, "we must do _____ (fill in your own blank), it could be just what we need", but then for some reason you don't do it and find yourself thinking about it regularly but not taking action?

Have you ever received some great advice from someone, who actually knows what they're talking about, and you know you should do what they're saying but for some reason you never prioritise it and therefore don't get started?

If you answered yes to any of these questions, then hopefully this short article will be the push you need to actually take action on the things you've been meaning to do.

Our answer is "yes" to all three of the above questions by the way. We're always talking about what we're going to do and then we probably only take action on 40-50% of the things we talk about. We're guilty of this all the time.

But recently we actually got started with something we've been planning on doing for ages. The thing itself may not be relevant to you or something you want to do, but the fact that we finally got started and the success we've had since, should definitely interest you and hopefully encourage you to get started on whatever it is you've been procrastinating on.

Our recent thing was to finally get started using Facebook & Instagram Ads to generate more interest and raise the profile of our Garantia brand. It's something we've talked about doing for months, but we didn't "just do it". Instead we wasted time talking instead of doing.

Having now done it, we're reaping the benefits. Just like we were told we would. Just like we thought we would deep down. We knew it would help, but still we talked and didn't do.

Why do we do it to ourselves?! Why do we procrastinate? Why does it take us so long to take action sometimes? Who knows?!

But what I do know, and hope you can take my word on, is that 'doing' is better than 'talking'. Even if you don't get the outcome you want, you learn by doing. Just like one of my favourite sayings (which is helpful in business); "Ready. Fire. Aim." This subtle change in the order of the words from what you're used to hearing, makes all the difference. Because the quickest way to hit the target, is to miss and then adjust your aim and fire again. Do it, learn from it, make adjustments if necessary, then keep doing it.

It's so much better than just talking about it. Just Do It.

PS. If you do want to try Facebook or Instagram Ads to generate leads for your business, we can now highly recommend AdEspresso. It's so helpful and makes the whole process much easier. Check it out https://adespresso.com.



Do you regularly invest in your future?

If you're a regular reader of *Water Matters*, then you may have heard me talk about subscribing to Darren Hardy's daily mentoring emails in the past. **Darren Daily** is a short video email that I receive in my inbox every single workday morning, without fail, 260 days of the year.


Darren Hardy

Each morning's email is a link to a short video, usually less than 5 minutes, which contain 1 BIG idea for the day. 1 thing that could help you achieve what you want to achieve. 1 idea you may not have considered. 1 tip that could change your approach to something. Some of them are reminders and some of them are completely new ideas. Each of them is almost always worth the 3 to 5 minutes it takes to watch them during my first coffee of the day.

A couple of weeks ago, Darren shared a reminder that I think is very useful right now. Especially to some people who are struggling in the current climate, of which there are many.

It wasn't even Darren's own advice, it was advice he'd heard a long time ago from his mentor Jim Rohn.

The advice was this...

"Always do more than you get paid for, as an investment in your future."

Jim Rohn

Do you do this?

Do you always do more, over-deliver and impress? Or do you just do the bare-minimum?

Those who follow this philosophy will always do better for themselves in the long run. How can you not? If you're always doing more than you're currently paid to do, you're much more likely to be remembered or considered for that next big opportunity. Even if it takes you longer or means you have to work harder, see it for what it is, which is an investment in yourself.

Now, is a good time to stand out from the crowd. Now, is a good time for being known to over-deliver & impress. Now, is a good time to make sure you're doing more than you get paid to do, so you make a big investment in your future.

You may have heard the saying;

"If you are willing to do more than you are paid to do, eventually you will be paid to do more than you do."

This may be true, but ignore the second-half of it for now. Just focus on what you can control. Focus on doing more than you are paid to do.

That could mean doing more for your customers, than you are paid to do. Doing more for your boss, than you are paid to do. Doing more for your team members and staff, than you are paid to do. Doing more for your colleagues, than you are paid to do.

When people do more for you than you are paying them for, how does it make you feel?

Perhaps the bar man brings your drinks to your table instead of you waiting for them and carrying them yourself? Perhaps your painter & decorator cleans your house when he's finished? Perhaps the assistant serving you in a shop offers to carry your bags out to your car to save you doing two trips? Perhaps the person you're paying to clean the outside of your car also cleans the inside for you, for no extra money?

Each person would be doing more than what they're paid to do, but would it be a worthwhile investment in themselves?

Are you likely to go back to the same bar to get that level of service? **Yes**.

Are you likely to use & recommend the painter & decorator because they did that bit extra? **Yes**.

Are you likely to return to the shop where the assistant helped you out to your car, to buy more stuff? **Yes**.

Are you likely to use the same people to clean your car and also recommend them to your friends and family? **Yes.**

Each of them are most likely to benefit by doing more for you than they had to. And even if they don't, they'll feel great about themselves anyway. They'll know they did more than you expected. They'll know they're doing their best. They'll sleep soundly knowing that they did that little bit more to help another person. And they didn't even have to.

That's a good way for you to feel. And that's the final word.

Matthew



Graf UK team Q&A

Your chance to get to know our team a little bit better – this issue, Alicia.

What's your nickname people call you?
Liss or Bennett

What is your favourite food?
Cheese



What is your favourite TV show?
Catherine Tate

What is your favourite holiday destination?
Madeira

Who is your idol?
My Mum

What is your best achievement?
Going up in a hot air balloon ride when I'm terrified of high heights!



Who is your favourite singer/band?
Queen

What is your favourite animal?
Dog

What was your dream job when you were younger?
Paramedic

What is your biggest pet hate?
Leaving a dirty plate on top of the dishwasher!

Coming up in next month's issue of:

water matters

MORE PEOPLE ARE BENEFITING FROM RAINWATER – EATING YOUR OWN DOG FOOD – WHY 'THE BEAST' HAS OVER 1.3MILLION SUBSCRIBERS ON YOUTUBE – WHO YOU GONNA CALL? (A HELPFUL LITTLE REMINDER) AND MUCH MORE...

Contact us:

We'd love to hear your feedback on this issue of *Water Matters*, and the sort of things you'd like to see in future issues, so drop **Callum** a note at *callum@grafuk.co.uk*.
We look forward to hearing from you soon.

Graf UK Ltd
Regen House | Beaumont Road | Banbury | Oxfordshire OX16 1RH
T: **01608 661500** | E: **info@grafuk.co.uk**

Visit us on the web at www.grafuk.co.uk