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# Exhibition seminar to focus on leadership and growth



**TIM MEADOWS-SMITH**, chairman, of New Media Business Group, talks about its involvement with the Anglia Business Exhibition, organised by ISSBA, and why it is delighted to be a second tier Strategic Partner at the event.



■ **Tim Meadows-Smith, chairman of New Media Business Group.**

More and more people choose to be in business rather than employed. Over the past 30 years the business population has grown 45 times faster than the number of people living in England.

Sadly, inexperienced business owners do not perform well. Fewer than 20% of the 4,000 people who started a business in Suffolk last year will still be trading the same business in five years. Only a handful will deem their enterprise a success.

Those business leaders that succeed are ambitious, driven, people. They value their own time and that of experts, and they build teams focused on clear goals.

The problem for a previously successful and energetic individual with a great idea who is frustrated by poor progress in their business is usually a shortage of the necessary skills and experience in their business leadership team.

Small businesses are really just as complex as big ones. They just have less experience, fewer skills, and more scarce resources than their bigger and better established competition.

Business is very similar to sport. It is a team game with goals and rules and competition and customers, who might also be fans. You need skilled players in the right place at the right time on top of their game to receive

and make a pass on the way to scoring goals.

Success begins with a business leader who stops trying to play in every position themselves, and starts to build a team. Team members do not need to be directly employed, full-time or unaffordable. They do need to

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.....  
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be specialist, capable, in position, and aware of where the goal is to be able to play for the leader. Partnering and collaboration build effective low-cost teams that score more goals faster, providing bigger benefits for all to share.

New Media Business Group has a number of small specialist business services companies with one common goal. Making their business customers more profitable. They have partnered with Anglia Business Exhibition as a continuation of the sponsorship in previous years. New Media have also partnered with Lighthouse Training and Development Limited to

help their ambitious business leader clients to develop the understanding and skills to be more effective.

A host of seminars will be taking place on the day and the 2.15pm ABE seminar “Business Leadership for Growth” will be jointly presented by Tony Kerley managing director of Lighthouse and myself.

Expect a lively interactive session that will identify the key business leadership behaviour that drives profitable growth and systems that make the lives of leaders more effective and more fun. The presentation will include information on how to access substantial grant funding to help ambitious business leaders with growth. Claim your share of funding to grow your business and succeed.

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■ **The Anglia Business Exhibition is being held on Wednesday, May 7 at Trinity Park, Ipswich, from 11.30am to 6pm. Entry is free. For details, visit [www.angliabusinessesexhibition.com](http://www.angliabusinessesexhibition.com).**

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