Simon Devonshire OBE

Entrepreneur. Investor. Non-Exec Director.

@simondevonshire
www.tallmanbusiness.com
@tallmanbusiness

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"Technology is business critical now more than ever. During this continued period of digital disruption, businesses across the market are seeking to enhance core capabilities and extend offerings to remain competitive."

Many companies know that they need to innovate and are genuinely committed to doing so.

But that commitment doesn't mean they are finding it easy.
Some are struggling to execute.
Some are struggling to keep up.

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Introductions

I am a builder of ventures,
products, and brands;

an agent for mass adoption;

a deliverer of career best performance

Blog

NB. Whenever you see the 'blog' icon, it links directly to the
long-form version of the content – ie. no need to make notes.

Context

There has never been a better time to be alive

Blog

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Businesses both big and small are struggling to keep up

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Corporates struggle to innovate

49% of UK SME's don't have a website

Unleaded

0203 135 0339
www.AdNozzles.com

We design your artwork

The next disrupted industry?

All of them

Say goodbye to bad:

- Detrimental to health
- Detrimental to the environment
- Dependent on the processing of paper
- Dependent on waiting or queuing

Blog

STUCK

STUCK operating within self imposed constraints

STUCK because there is no precedent

STUCK because of fear of failure

STUCK with a lack of intuition

STUCK demanding too much revenue from new ventures

STUCK in need of preserving the legacy business

STUCK investing proportionate to revenue not the opportunity

STUCK in an analogue paradigm

Blog

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We keep having the wrong argument

Blog

Innovation

The Megatrend Megatrend

- Obesity
- Ageing Society
- The amount of plastic pollution in the world's oceans
- Computer processing power
- Electronic/cashless payments
- Freelance working
- The number of knowledge intensive businesses
- The earlier detection of diseases
- The application of Artificial Intelligence
- Global warming
- Superfast ubiquitous connectivity
- Multiple careers
- Veganism

- Mental health issues
- Renewal energy
- Scooters
- Electrification of cars
- Driver automation
- Side-hustles
- 24/7 – the decline of the working week
- Understanding the human biome
- The use of DC electricity
- Systematic elimination of human error
- In ear technology
- Self diagnosis
- Taller toilets

Blog

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The repeat behaviours common to successful entrepreneurs:

Know what problem you are solving

Blog

We live in an era of accelerated extinction

We can choose what next to eliminate:

- Obesity
- Food of poor nutritional value
- Noise pollution from planes
- Pumping sewage in the sea / Thames
- Energy loss from the national grid
- Repeat offending / custodial sentences
- Unintended loneliness
- Smoking (even though I want a cigar)
- Fifth generational unemployment
- Carbon
- Frail memories
- Delayed / cancelled trains
- Wasted radio spectrum

- Road deaths
- Inconsistent internet connectivity
- Town dereliction
- Rush hour
- Traffic jams
- Poorly insulated buildings
- Telegraph posts
- Closed ticket barriers at train stations
- Elderly people dying alone
- Photocopiers
- Human error

Blog

The repeat behaviours common to successful entrepreneurs:

What's your "it's not right"?

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The repeat behaviours common
to successful entrepreneurs:

The eighths

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The repeat behaviours common
to successful entrepreneurs:

Be **remarkable**

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The repeat behaviours common
to successful entrepreneurs:

Sales are not a future event

The selling starts NOW

Blog

Leadership excellence

The rise of the [metaphorically] two-footed CEO:

Struggling with how best to keep the lights on in the legacy business, and maintain established revenues…

whilst simultaneously reinventing the business for tomorrow

Past

Future

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Blog

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The repeat behaviours common to successful entrepreneurs:

Fear has no place in the workplace

Blog

The repeat behaviours common
to successful entrepreneurs:

Eliminate doubt

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The repeat behaviours common
to successful entrepreneurs:

**The four D's of
exceptional leaders:**

- Decisive

- Definitive

- Directive

- Declarative

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The repeat behaviours common
to successful entrepreneurs:

Great leaders don't tell people what to do

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Thank you

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