



A day doesn't pass when I'm not asked, "What do you think will get us through this crisis with a fighting chance of coming out the other side?"

Not since the great recession of the 1930's has the UK economy faced such unprecedented challenge. Sadly, many businesses say they won't make it through the global pandemic. We don't want to see any more businesses going under, but this is not just about the current situation. We've seen businesses unable to adapt to the changing markets. For example, look at the changes in the way we shop, communicate, learn, entertain, exercise, relax and, of course, work.

We need to solve the UK Productivity Puzzle and raise our game to lift the output of the nation from the 59 - 60% comfort zone we're in. With the exception of Japan, we languish between 2 – 26.5% below the national productivity of the G7 nations. Productivity slowdown has been greater in the UK than the other G7 countries, and this impacts on the standard of living, health, and wellbeing.

Why do we leave some 40%+ of our potential unlocked?

At least 3 smarter ways of working are required NOW: Collaboration, Innovation and (Re)Generation. As a nation and an economy, we need to collaborate more, innovate more and (re)generate more to produce better results and bottom-line improvement. If we only aim for GOOD, then we might be lucky enough to only just hit our target.

Those who think BIG, achieve BIG. Those who think EXCELLENCE, aiming to be up there with the high and outperformers, achieve EXCELLENCE. The missing piece in the UK Productivity Puzzle is EXCELLENCE.