



The Importance of Focus in the Early Days

Richard Richie

Founder & Managing Partner,
Alcon Maddox



ALCON MADDUX

 More Than Consultants | Partners In Growth

COPYRIGHT NOTICE

This document contains proprietary information of Alcon Maddox Management and HR Consultancy. Its receipt or possession does not convey any rights to reproduce or disclose its contents or to manufacture, use, or sell anything it may describe. Reproduction, disclosure, or use without specific written authorisation of Alcon Maddox Management and HR Consultancy is strictly forbidden.



Isn't it obvious?

- Focus allows you to concentrate all your efforts on the most critical aspects of your business.
- Focus enables you to make strategic decisions that will help you achieve your desired outcomes quickly and efficiently.
- Focus helps you differentiate yourself from your competitors.
- Focus allows you to measure progress accurately.



“

**Knowing is not enough,
we must apply.**

**Willing is not enough,
we must do.**



Bruce Lee





ONE:
**Know your business
objective for next 12
months. Define it
and refine it.**





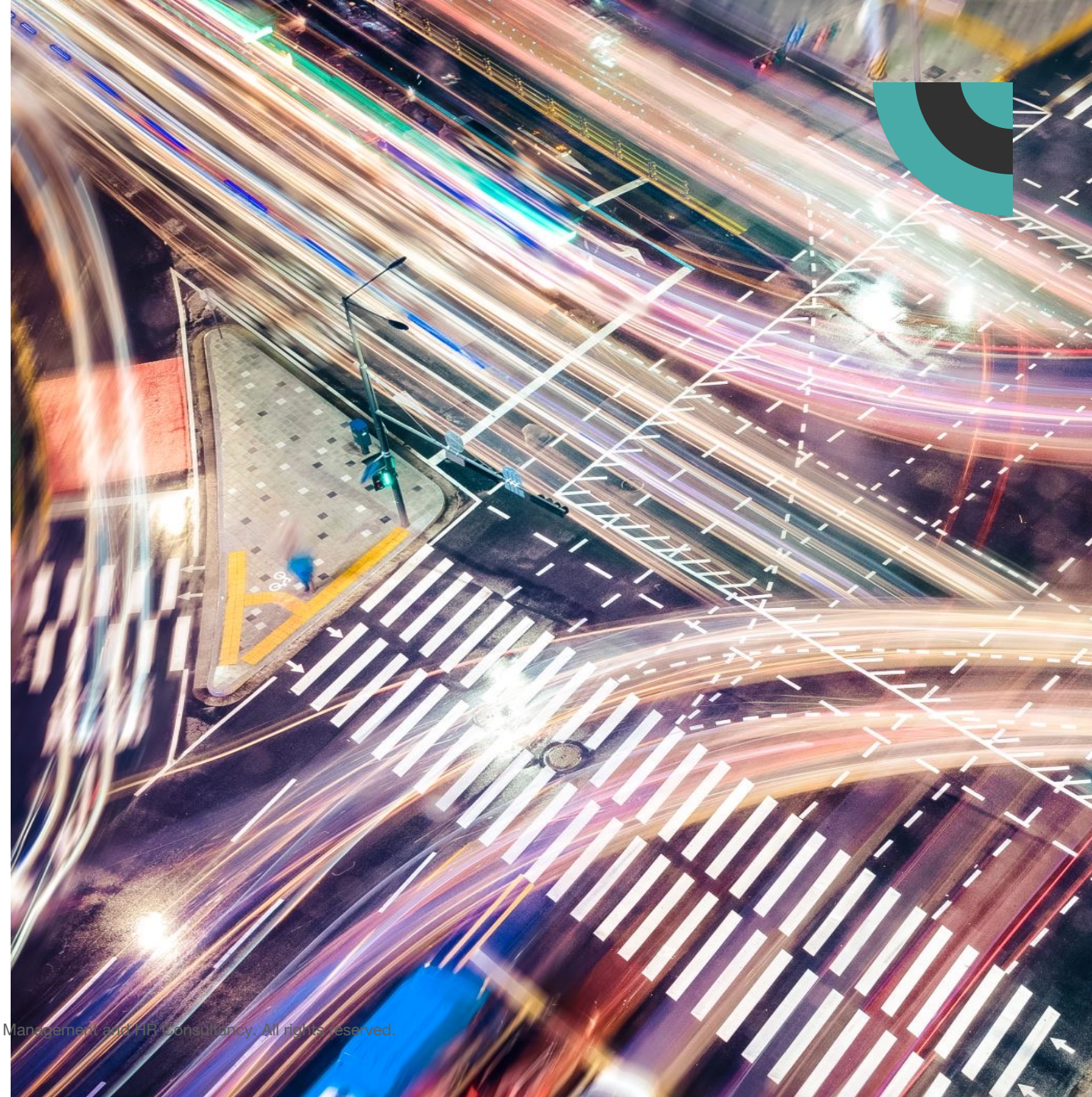
TWO:
Prioritise ruthlessly.
Pick one revenue stream.
Build from there.

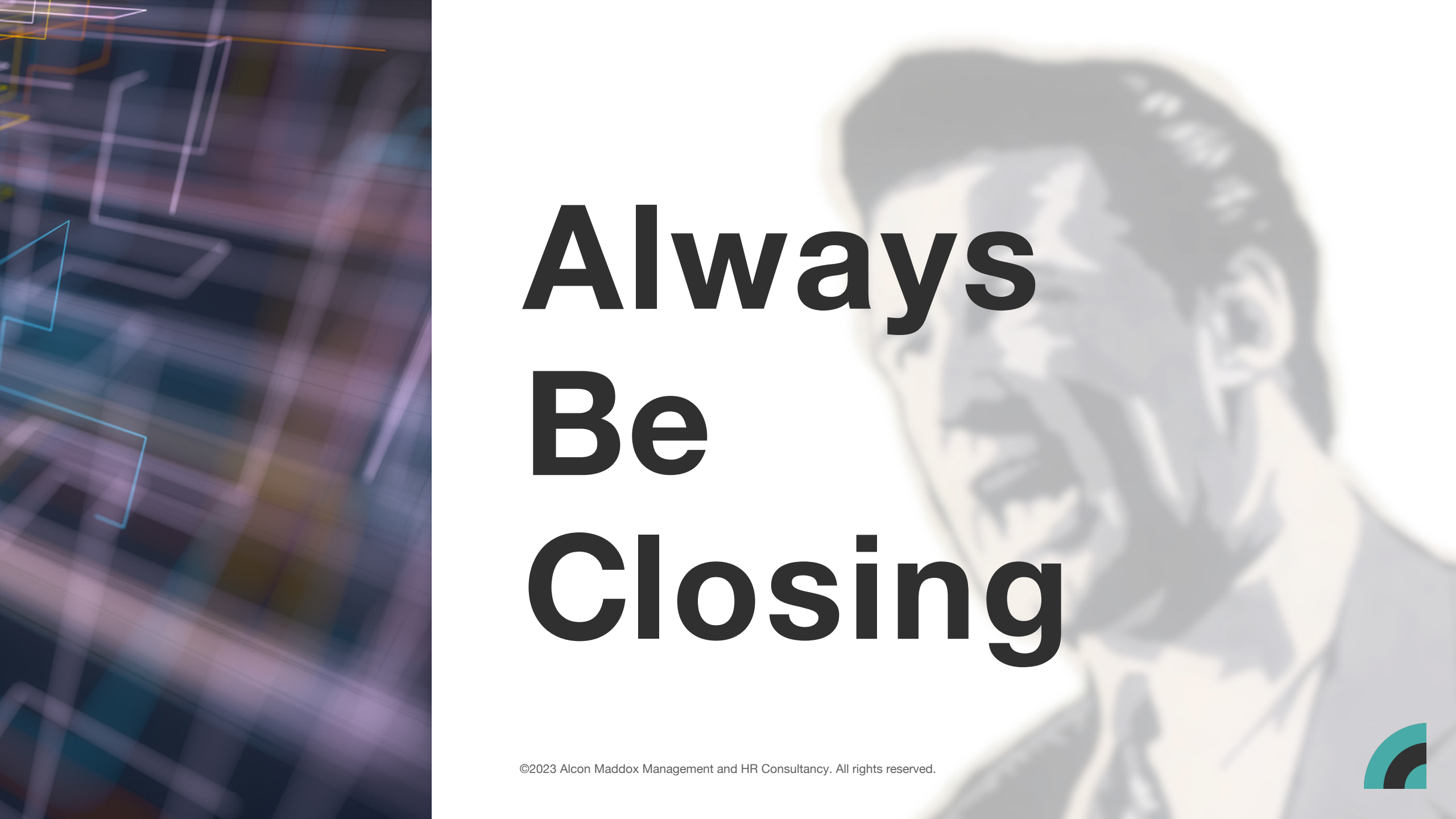


- **Which revenue stream has the most upside potential?**
- **Which is the easiest to tap into?**
- **Which is the cheapest to tap into?**
- **Which do we have the capability to access, from a people, processes and tooling perspective, today?**
- **What is our ultimate objective and what is a cost effect route to get there?**



**THREE:
Move with
purpose.**





Always Be Closing





FOUR:
Be prepared
to say no.



FIVE:
Keep focused.
Don't change your
mind as the wind
blows.



- 1. Know your business objective for next 12 months.
Define it and refine it.**
- 2. Prioritise ruthlessly. Pick one revenue stream.
Build from there.**
- 3. Move with purpose.**
- 4. Be prepared to say no.**
- 5. Keep focused. Don't change your mind as the wind
blows.**





“

The successful warrior is the average man with laser-like focus.



Bruce Lee



Thank you for listening.

Q&A



ALCON MADDUX



KEYNOTE SPEAKER PROFILE

Richard Richie is the Founder and Managing Partner at Alcon Maddox, a boutique Management Consultancy that builds solutions to evolve business strategy, transform sales organisations and develop leadership.

Before Alcon Maddox, Richard was Director of Sales at dubizzle - part of OLX Group, a UAE-based online marketplace, and was responsible for growing and fostering an enviable sales performance driven culture. He was heavily involved in the company's transition from a quasi-family set-up to a global corporation and has hands-on experience of the challenges many startups and scaleups are yet to face.

Now based between London and Dubai, he consults for companies on areas such as sales strategy, monetisation, commission structure design, how to build high-performing sales teams, and how to cultivate a winning sales culture. Richard also runs a series of workshops for VCs and Startup Incubators such Endeavor, DTEC and StartUpBootCamp - the most in demand of these being Sales for Startups. His other workshops include Sales Fundamentals, Sales Management and Client Relationships.

Richard has written articles published in Arabian Business and The National newspaper, has been a panel speaker at Cityscape Abu Dhabi and keynote speaker at London Tech Week, and has appeared on Dubai Eye's Business Breakfast radio show.

Note: Click on the LinkedIn logo for full profile

CONTACT

Richard Richie

Founder & Managing Partner

📞 London +44 (0)7840 217 557

📞 Dubai +971 (0)55 954 8709

✉️ richard@alconmaddox.com

🌐 www.alconmaddox.com

