



INDEPENDENT PRINT
INDUSTRIES ASSOCIATION

30 IN 30

IPIA Autumn Conference 2023 'Rise to the Challenge' Guide

The IPIA 'Rise to the Challenge' Guide contains five key insights from each of the six speakers at the IPIA 'Rise to the Challenge' Autumn Conference.

Each provides a brief description of how each insight, action, or learning transformed their business.

This provides attendees and Guide readers with a concise curation of a total of 30 practical tools and tips they can read in just 30 minutes before applying towards their own practices.



Lance Hill
Eight Days a Week Print Solutions



Anthony Rowell
Tradeprint



Elizabeth Bowerman
Stephen and Austin Printers



Rob Finnie
Nettl



Mike Hughes
Latcham



Simon Cooper
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Lance Hill
Eight Days a Week
Print Solutions

Optimising Opportunity

1

You need a passion for print, or whatever the industry is. If you don't live and breathe it, then you will not have the drive and ambition to push yourself forward, take risks and develop new opportunities. This is a massive one for me, as I spend a lot of time thinking, and probably over-thinking how can we be better, what else can we do?

2

You cannot do it on your own. People are the best asset of any business and if you have that mindset from the get-go, surround yourself with the best it will make the journey both more successful and actually easier.

3

Live, breathe, and sleep numbers! No matter how well the business is doing, always have a close handle on the numbers, the two main ones, sales and profit are what matter. One bad month makes me focus even harder for the next one.

4

Diversify and de-risk. Broaden your offering, as we did, to open up new doors and also expand existing sales revenue to your incumbent customers. This has been a fast track growth case for us.

5

Service the hell out of your customers! Always try and be better, second guess what they might want, never compromise on service or quality levels. We all like the easy life when purchasing and we (human's) are mostly very loyal to outstanding service, be remembered for that on every order or job



Anthony Rowell
Tradeprint

A Shared Passion for Print

1

Customer Centricity: we recognised a need to re-focus following heightened customer expectations. By listening to feedback from customers, you can use the information to improve your operations, everything revolves around making your customers happy. We got back to basics at Tradeprint, focusing on quality, service, and delivery speed. We were open to adapting the business, adjusting to customers likes and dislikes. By filling in the gaps within your product catalogue you can offer customers even more.

2

The Power of Collaboration: partner with suppliers and customers to foster trust and innovation. Tailor your products and services to match exactly what your customers may be wanting or needing, to succeed in this you will need to build the relationship with your customers and make it personal, treat them as individuals not just a number to sell to. Apply long-term thinking to the dynamic, looking beyond a single sale and seeing what would create happy, loyal customers over time.

3

Use E-Commerce to move off-line on-line: reduce transactional costs and improve efficiency API CSV Job injection. We blend technology and real people using tools like Trustpilot, Zendesk, Chatbots and tirelessly working on UX and CX on our on-line channels.

4

Build your brand on and offline: maximise your networking opportunities, join trade associations such as the IPIA and get involved, this way you can stay updated with the latest trends in others' businesses. Respect your competitors as they make us work harder to thrive, they may provide more insight to your own operations.

5

Set clear objectives for your teams and empower people to deliver on them, ensuring your staff are motivated and empowered by their role will result in greater outcomes. At Tradeprint, we listened to our customer facing teams and leveraged the data to get further understanding of our customers.



Elizabeth Bowerman
Stephen Austin

Embracing Innovation and Adapting to Change

1

Establishing the benchmark for the industry, the UK print sector boasts a workforce where over 31% are women, surpassing the general manufacturing sector's representation of 25%. Emphasising diversity remains pivotal for print businesses, as they strive to attract and retain top talent within the field.

2

Harnessing emerging trends, print businesses can fortify their footing for sustained success in an industry marked by constant evolution. By proactively embracing advancements like AI, they pave the way for enhanced sustainability and resource optimization. Moreover, recognizing the growing demand for personalized services, particularly within the expanding web-to-print market, positions them to cater to evolving customer preferences while staying at the forefront of innovation.

3

In the realm of commerce, trust serves as the cornerstone of customer relationships. Prioritising exceptional customer service, timely delivery, and attentive aftercare are essential for sustaining a seamless business workflow. By dedicating efforts towards nurturing strong rapport with both new and existing customers, businesses foster enduring connections that not only drive loyalty but also fuel long-term success.

4

Seize the moment rather than waiting for the elusive perfect timing; transform each opportunity into a moment of perfection. Embrace risk-taking when opportunities present themselves, for it is often in daring leaps that the greatest rewards await.

5

Craft your brand narrative with precision, articulating the essence of your business's journey and operations. Amplify your presence by effectively communicating your story, ensuring it resonates with your target audience. Engage in strategic networking endeavors to expand your reach and forge valuable connections that can propel your business forward.



Rob Finnie
Nettl

Knowing Your Product and Adapting to Change

1

Fostering growth opportunities within client relationships begins with understanding their unique needs. By prioritising this insight, you can cultivate repeat business while expanding your product range to better serve and attract a broader customer base. Stay agile by promptly introducing new products and services in response to evolving client demands, ensuring that your business remains adaptive and responsive to market shifts.

2

Establishing a robust online presence is essential in today's digital landscape. Not just for increasing visibility of your products/services effectively to a broader audience but also for increasing internal efficiency. Utilising back-end web to print tools to automate the associated workflow and job admin tasks reduces sunken time and allows for higher productivity from your employees who can focus on activities which drive business growth.

3

Stay agile by adapting to the dynamic market landscape. Prioritise a customer-centric approach, having product and service solutions aligned with what your customers need and desire in the present moment is key to generating and maintaining relevant value adding conversations with your audience. By identifying the ever expanding digital needs of our traditional print clients & introducing websites, SEO and social media solutions to compliment our core printing range, it enabled us to more easily position solutions to active client problems, start new conversations, and ultimately drive clients towards our core offering. It also enabled us to increase our share of a client's marketing budget resulting in higher value, stickier relationships much less likely to churn.

4

Refine your marketing strategies through rigorous testing, ensuring they resonate effectively with your target audience. Invest in comprehensive training programs to empower your staff with the skills and knowledge needed to execute these plans proficiently. As you identify promising ideas, scale them strategically to capitalise on their potential and generate widespread interest. By upskilling and empowering your teams, you foster a culture of innovation and productivity, enabling them to accomplish more and drive the success of your business.

5

Embrace the power of partnerships, recognising the mutual benefits and collaborative opportunities they offer for shared growth. By fostering alliances within the industry, we can collectively propel growth and foster a thriving ecosystem where everyone flourishes together.



Mike Hughes
Latcham

Surviving and Thriving in Print

1

Focus on a few key market sectors: don't be a 'jack of all trades', be a master of a few by focusing on 5/6 key sectors. Then ensure that you engage with them through their trade organisation and translate your services into relevant services for each sector. Marketing is key to success and is as important as your capital investment. Don't be the 'best kept secret'.

2

Implement a great management culture: consider using the Executive Operating System model in your business to ensure that you and your team can focus and prioritise what matters most! Start by reading "Traction: Get a Grip on Your Business" by Gino Wickman. Pass on the knowledge and foster talent and skills - there is a certain magic that happens when you mix the knowledge and wisdom of your long standing members of your team with the enthusiasm and new ideas from the next generation!

3

Have a clear strategy and break it down into steps in the journey and communicate this to all the stakeholders, remember people only really engage when the plan is consistently repeated and communicated. Also ensuring that you shout about the headlines and achievements within your business.

4

"We can't change the wind, but we can set the sails differently": be consistent with your plans but be ready to change tack if required. And if you must change your plans, be decisive. Ensure that you have a good 'issues processing methodology' to deal with problems as they arise.

5

Innovation is key to long term success: focus on a few things at a time. Remember that it takes time, patience to develop new services and market sectors strategies, typically between 1-2 years until your business will begin to get brand recognition and sales within a new sector.



Simon Cooper
Solopress

The Powerful Blend of a Trusting Culture and Data Insights

1

Broaden your business horizons by diversifying across various segments of the print industry. For instance, Solopress exemplifies this strategy with a breakdown comprising 48% lithographic printing, 36% digital printing, 13% large format printing, and 3% outsourced print services. This multifaceted approach not only enhances market resilience but also maximises opportunities for growth and innovation.

2

Nurture a culture of talent retention by prioritising the well-being and satisfaction of your employees. Regularly engage with your team through meetings or surveys to gain valuable insights into their work-life experiences. By actively seeking feedback and implementing measures to enhance their work environment, you foster a supportive atmosphere that fosters loyalty and productivity.

3

Create trust and empower your employees, cultivate the ideal working environment. Actively engage with them to foster a culture of open communication and support, ensuring they feel valued and fulfilled in their roles. By nurturing a positive work-life balance and fostering a sense of belonging, you empower your employees to fully invest in their work, driving positive outcomes and contributing to the overall success of your business.

4

Establishing trust with both customers and partners is paramount for the success of your business. Cultivating a positive reputation through authentic reviews and favorable word-of-mouth endorsements can significantly bolster your credibility and attract a steady stream of new customers. By consistently delivering exceptional products and services, you not only earn the trust of your existing clientele but also inspire confidence in potential partners, solidifying mutually beneficial relationships.

5

Stay vigilant by consistently monitoring your progress. Solopress, for example, implemented a comprehensive system to gauge various aspects including productivity, on-time dispatch, and analyses of complaints and reprints. This proactive approach enables ongoing assessment and identification of areas for improvement, ensuring the continual enhancement of business operations.



Paul Spiers

Founder, The New P&L® Brand Purpose Institute

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Acknowledgments

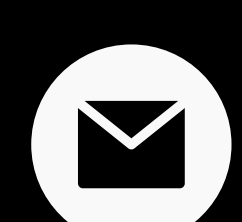
Founder of The New P&L® Brand Purpose Institute – a culture & leadership consultancy, and host of the internationally respected top 5% global podcast series, 'The New P&L® – Principles & Leadership in Business' Paul and his team are focused on helping business leaders and owners to solve one of the today's big business challenges: how to rediscover and re-engage creative and purpose-led leadership, and then use it to underpin and drive the commercial, strategic and operational arteries - the critical cornerstones of any successful business.

A respected thought leader and advocate for a 'New P&L' for Business – one based on Principles & Leadership not just Profit & Loss, Paul is on a global mission to rid businesses of their 'vinyl values' – empty slogans, propositions and statements that are as thin as the office walls they so often reside on, and replace them with an intentional commitment to authentic and principled leadership and purpose-led business; to inspire leaders, engage employees and ignite transformation and growth.

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