Cecilia Robinson My Food Bag Founder & Director

Our chat today

Entrepreneurship

The story

People

Our obsession with our people (foodies & team)

Purpose

Work/Life integration

My one `rule`

MY FOOD BAG
GIFT VOUCHER
You're in for a treat! You've been gifted $60
towards a My Food Bag of your choice.

Our chat today

Entrepreneurship

The story

How it all began

About Au Pair Link

- Founded 2007
- Became Australasia's largest au pair agency
- One of the largest home based early childhood education providers in NZ
- Over 1,000 au pairs annually
  - 16M+ of tourism dollars spent in NZ due to APL per/annum
- Sold in December 2014 to the Evolve Education Group (NZX & ASX)

About My Food Bag

- Founder & Director(alongside husband James)
- Over 65,000+ subscribers acros
- Grown by 100% in first 3 years
  - One of NZs most successful start
  - 40+ million meals delivered
  - 100M run rate in <3 years
  - 3rd largest food retailer in New
- Experts at people (foodies)
  - 180 team members

How innovation & disruption starts

- Bin IT

It's like taking a photo of kids & animals - something you just don't want to do!

Logistical nightmare

It's crazy

We don't like fish

NO

IT'S IMPOSSIBLE

It's not scalable

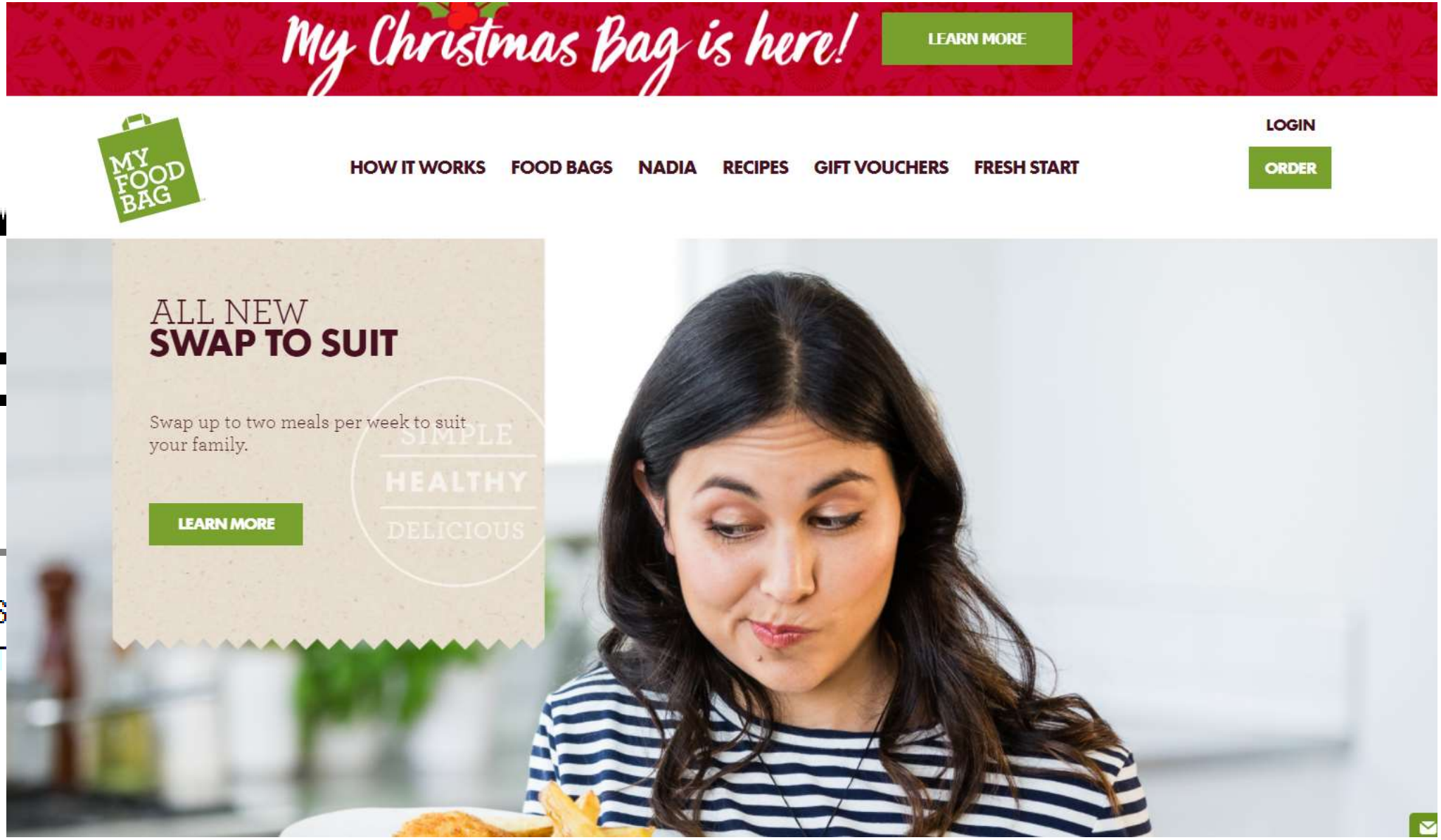
No

No one will buy it

It's too high risk

Who would've thought?

The birth of an idea



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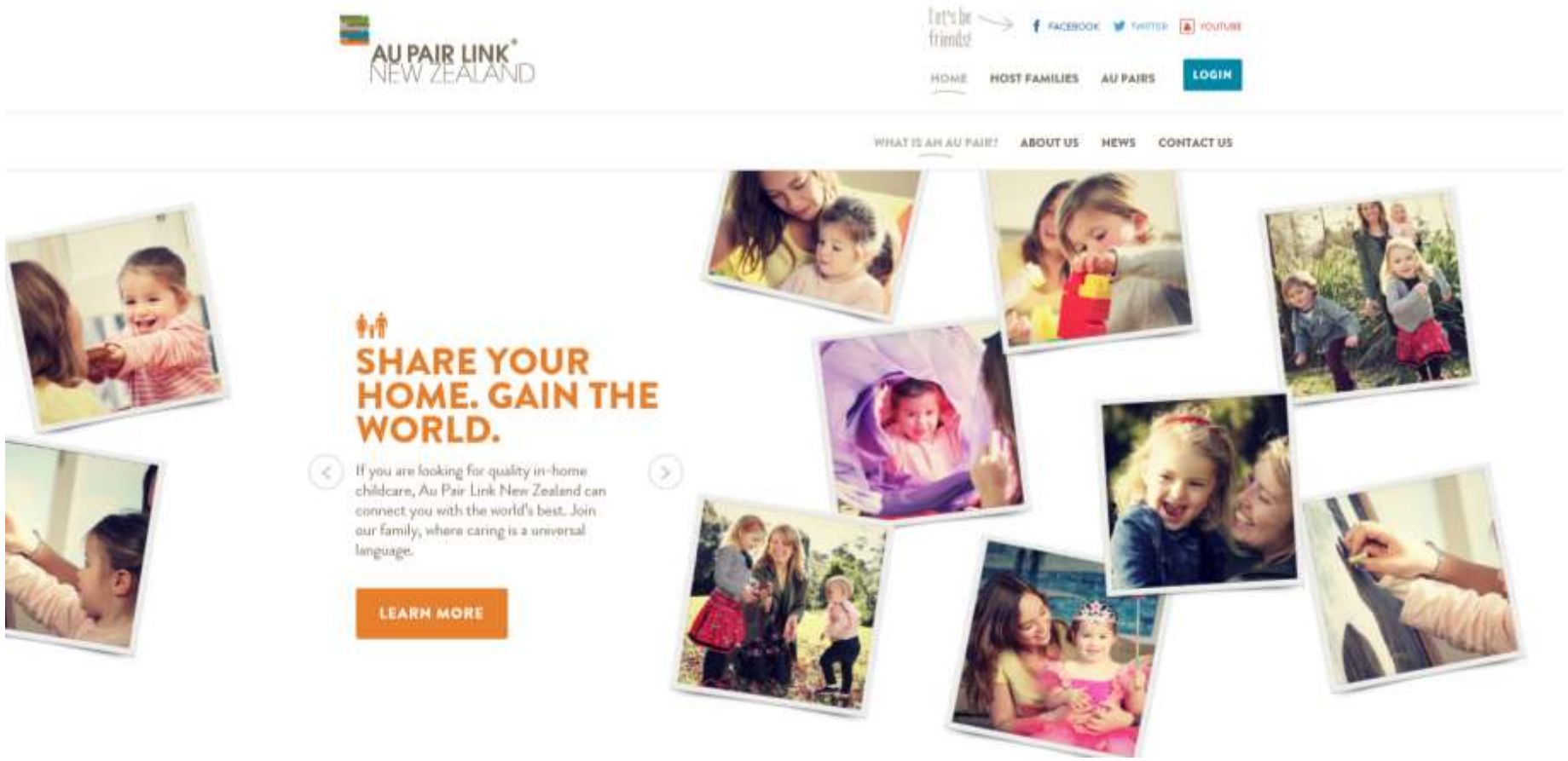


The recipe for innovation

An idea – and do something with it!

BIG Dream

Clear

Vision

Trust

Finding a way of

saying YES-

rather than a

reason to say

NO

Gut feel

Customer

Embrace Risk

Collaboration

(Leadpipe)

PEOPLE

LEADERSHIP

Passion

obsession

Believers/Early Joiners

LOVE & PASSION

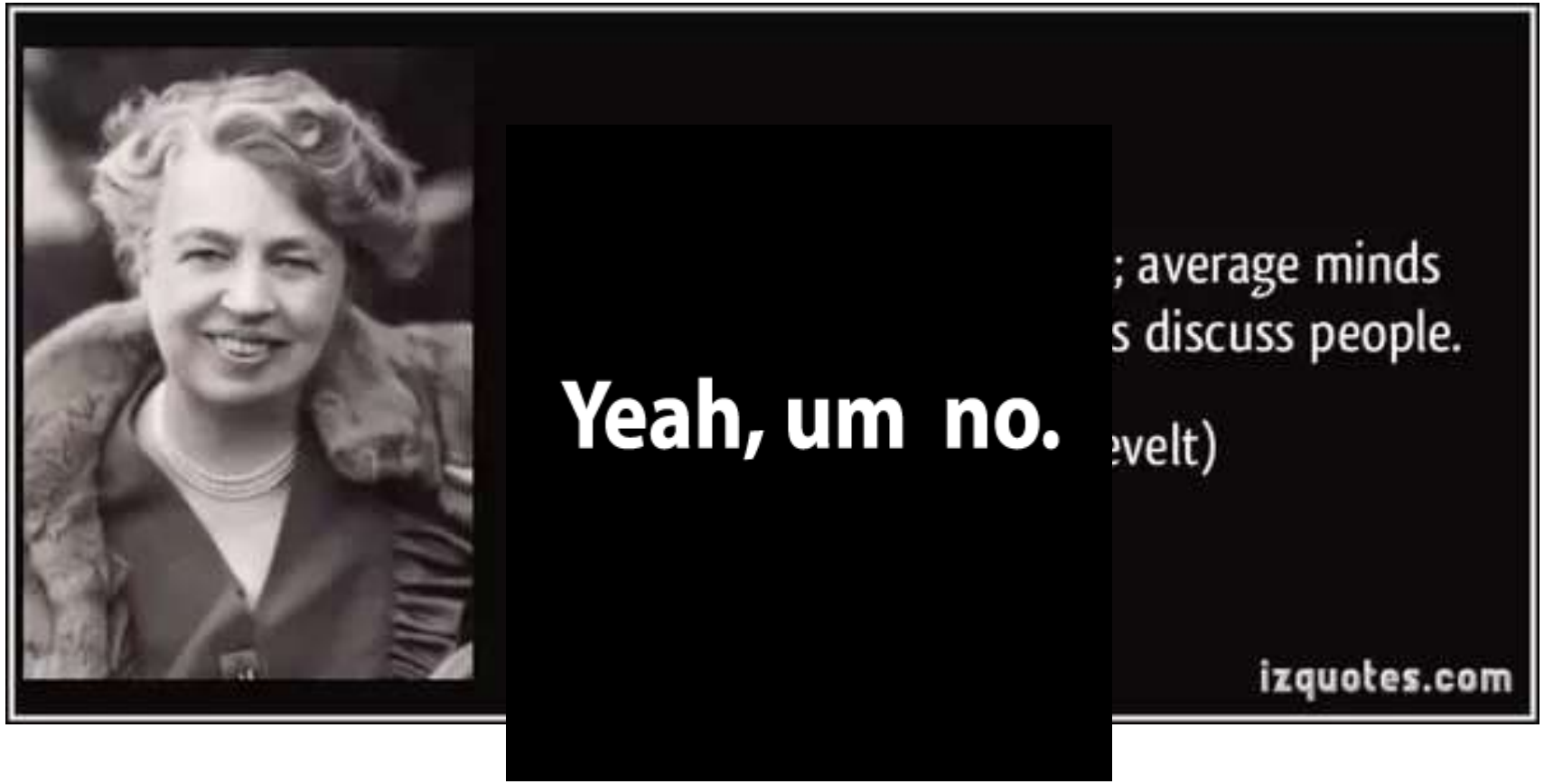
BEYOND REASON

Our chat today

People

Our obsession with our foodies

An unwavering ‘People Obsession’



An unwavering ‘People Obsession’

“AN UNWAIVERING, UNAPOLOGETIC OBSESSION WITH OUR PEOPLE”

An unwavering ‘People Obsession’

- 50% Staff discount
- Monday lunch
- Coffees, massages, health checks
- Investment in PD
- Employee relief programme
- Parental leave Programme

…and so much more

An unwavering ‘People Obsession’

“Display fearless LOYALTY to doing what’s right for the customer first *then* the business”

THE GOLDEN RULES :

1. Your team should be your customer
2. You can’t *buy* culture
3. Don’t underestimate the power of fun

The sign of a great leader is that the culture far outlives them

Fostering Leaders to be ‘People Obsessed’

1. Believers foster BELIEVERS

2. INSPIRE and motivate through action

3. Emphasize SPEED and are CANDID in their communication

Fostering Leaders to be ‘People Obsessed’

1. Take RESPONSIBILITY
2. Focus on STRENGTH - not weakness
3. Fail FAST or even better… ACCELERATE to survive
4. Demonstrate emotional RESILIENCE
5. Feel the FEAR and do it anyway!

Fostering Leaders to be 'People Obsessed'

- "If I had asked people what they wanted they would have said faster horses." Henry Ford

- "Leaders think and talk about the solutions. Followers think and talk about the problems." Brian Tracy

FINDING A WAY OF SAYING YES– RATHER THAN A REASON TO SAY NO

Fostering Leaders to be ‘People Obsessed’

You Can Get Everything at Amazon -

Including These

14 Leadership Principles

LEADERSHIP IS ACTION, NOT POSITION.

- Donald H. McGannon

MY FOOD BAG

Our chat today

Purpose

Work/Life

integration

WORK & LIFE … or just **LIFE**

- What is your PURPOSE?
- Leading by Example
- Protect & prioritise your per
- Manage Yours & others expecta

Key outtakes

ENTREPRENEURSHIP

LOVE & PASSION BEYOND REASON

PEOPLE

THINK ABOUT, TALK ABOUT & BE COMPLETELY UNAPOLOGETICALLY

OBSESSED WITH YOUR PEOPLE

LIFE

LIVE YOUR PURPOSE

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