

How to grow a great food business - *yes, even when times are tough*



Some of Our Clients

Waitrose

BBC

REUTERS

HALEN
MÜN
Sea Salt



Sainsbury's
Try something new today

FLOUR
ADVISORY
BUREAU

Divine
CHOCOLATE

uktv
FOOD

THE
NATIONAL
GALLERY
Trafalgar Square London

cactus

GMTV

WANIS

MERCHANT
GOURMET

the
saxon

Harrods

weber

POTATO
COUNCIL

DK

good food deserves
LE CREUSET

COCO
MOI

Dr. Oetker

GENERAL MILLS

Weight
Watchers

PRUNES
FROM CALIFORNIA

which?



Qu.

Pilgrims Choice

Uncle Ben's
"Perfect every time"

SHS
INTERNATIONAL

limelight

Who I Am and What I Do

- I run a food consultancy called Not Just Food
- Work with large and small food businesses
- Put together *project teams* to solve problems in that specific business
- www.thefoodnetwork.co.uk too



What Can We Do in 30 Minutes To Help Your Business

- how to manage your time to maximise your return
- working **on** your business not getting bogged down in it
- staying focussed and growing the business
- automating your processes to free up time
- clever ways of communicating with clients, suppliers and potential clients





Plan to Fail

- Simple business plan
- Not the type you do for funders...this is your working plan
- Key goal for this year
- 3 -4 bullet points of things that must happen for you to reach goal
- Put it on wall, do nothing unless it helps you meet this goal





Manage Your Time

- Abandon the to do list
- Ignore Your emails
- Don't have meetings without agendas
- In fact don't have meetings at all unless you absolutely have to
- Use conference call software to avoid meetings
- Use Google docs to share documents & collaborate



Calendar <<

Day Week Month Show work week Show full week

July 2011

M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

25 - 31 July 2011

- All Calendar Items
- My Calendars
 - Calendar
 - New Group
 - New Group
 - New Group
 - How to Share Calendars
 - Open a Shared Calendar...
 - Share My Calendar...
 - Send a Calendar via E-mail...
 - Publish My Calendar...
 - Add New Group

- Mail
- Calendar
- Contacts
- Tasks

	25 Monday	26 Tuesday	27 Wednesday	28 Thursday	29 Friday
06:00	dog walk	dog walk	dog walk	dog walk	dog walk
07:00	marketing - tweetdeck	put some business cards	plan thursday dinner	follow up FDIN leads	look at op for r app & contract Mexican recipe
08:00	po's and QFA admin	aramark	read Grocer- post on site- book	SFFF - mentors and bios	marketing - wri documents for proposals
09:00				Monthly car mileage	
10:00				call ceri jane for a chat	
11:00		register the new virgin ph		Teresa facial	
12:00		aramark	Hartwell house athena for mandy	Athena time management talk too The contents of this appointment have been updated. Open this	emails to all i p etc i met in cari
13:00	athena prepare training & 2 minutes			gayle 121	jan matthews
14:00					
15:00	Raksha & Anita at Costa at Westway cycle	silver book - catch up	shop for Thursday dinner		time sheet for J
			emails get up to date		emails catch up

Work on Your Business

- Business processes manual
- Hand jobs over to others asap
- Regularly take time out to think – day a week at least
- Put in Systems & Controls so you do not need to micro manage
- Network – share ideas with others and learn from them too



TARGET YOUR EFFORTS



Staying Focused- Growing Your Business

- Communicate your goal & targets to whole team so they can help you grow it
- Stay focussed on your goals
- Work on the most profitable items
- Stay focussed on **Big Picture**
- Incentivise Your Team



Automate As Much As You Can



Communicate



**NOT
JUST
FOOD**

What Have We Done in 30 Minutes To Help Your Business

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Thank You

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