

SPRING 2022

THE BIG READ

UNITING THE WHOLE SMART/COMMUNITY



IN THIS ISSUE:

- **Spring into 2022:** *Off to a good start!*
- **Tech talks:** *Peoplesafe is the name to know*
- **In focus:** *When organic growth needs a boost*
- **Launchpad:** *Client engagement*
- **Eight Club social:** *What a welcome*
- **A day in the life of...** *Katie Rolf*
- **Welcome!** *Meet our newest joiners*
- **Get in touch** *Contact / follow us*

Spring is finally here, and with it comes smart/tasking's second issue of The Big Read. It's been quite a start to the year, and already we're seeing the roots of success starting to sprout. We're proud to be continuing the great work our teams have been delivering with existing clients - more of that in the pages to come - and we've already added a few more business names to our steadily-growing list.

Lots to be proud of, then - but lots to be humble about, too. This issue, we're saying a huge thank-you to our Optimisers, our associates, and of course our clients themselves. Without you all, we wouldn't be here!

We hope you enjoy this second issue of The Big Read... as always, tell us what you think.

Feedback and comments? [Let us know!](#)

Find us at www.smarttasking.com

Follow us on [LinkedIn](#) and on [Twitter](#)

TECH TALKS: WHY DIGITAL MATTERS TO PEOPLESAFE



By Naz Dossa
CEO, Peoplesafe

The last two years has seen an incredible shift in the way we work. The new, more flexible ('hybrid') way of working is here to stay. Businesses have had to make significant changes in order to adapt – and arguably the biggest change is the health and wellbeing of its employees. For many, 'the workplace' is no longer a single building: it could be a vehicle or a rig; it could be the kitchen or the spare bedroom; it could be a local shared work hub... or even a combination. Then, there are those for whom working alone has always been standard practice: delivery drivers, health visitors, recovery services, and more.

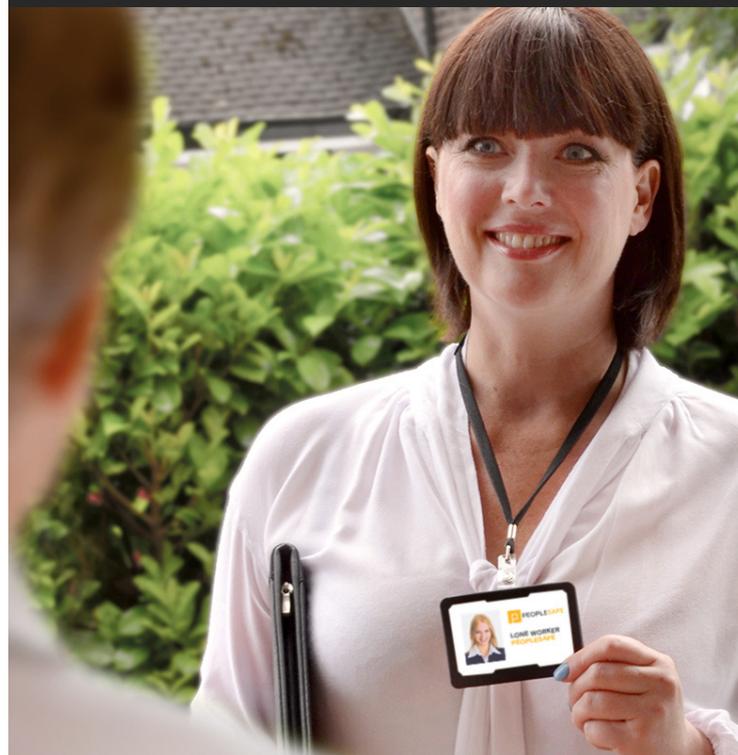
Small wonder, then, that more and more businesses are turning to employee safety professionals Peoplesafe.

Established in 2001, Peoplesafe currently protects over 195,000 employees, including those working in NHS trusts, local authorities, housing associations, and hundreds of commercial organisations in sectors ranging from utilities and facilities management through to distribution and care. Combining cutting-edge, connected technology with pioneering systems, Peoplesafe have developed a range of discreet yet highly effective personal security and safety solutions: precisely meeting the needs of what today's businesses know is becoming an essential, not a nice-to-have to ensure the safety and wellbeing of their entire workforce.



"Our mission is really straightforward", explains CEO Naz Dossa. "We're all about keeping people safe – wherever and however they work. 'Wellbeing' has come a long way in the last five years, even notwithstanding the pandemic, and the increasing trend towards remote or hybrid working has just intensified this. For example, most modern offices have discreet CCTV, and many businesses ensure their employees have access to counselling services. But what if you can't physically see your workforce, or if it's difficult for you to assess workday safety risks on a regular basis? How do you know they are safe?"

Hybrid and remote working are here to stay. So who protects workers, now?



(Cont.)

Fortunately, Peoplesafe has created a range of intelligent, reliable products that addresses this problem perfectly. Their apps and dedicated personal IoT devices are specifically designed to be easy to carry, easy to activate, and efficient at raising the alarm with the appropriate emergency services – the best possible outcome should an individual need assistance. Cleverly disguised like a car fob or USB stick, there is even an ID-card style alarm, which for all the world looks like an entry swipe-card attached to a lanyard: quite literally, putting safety at the wearer's fingertips. When activated, an alarm is raised to Peoplesafe's in-house Alarm Receiving Centre (ARC) and answered by a highly-trained Controller who will listen in before speaking to ensure it is safe to do so. Where necessary, the Controller has the ability to bypass the 999 service and speak directly to police control rooms throughout the UK and get an emergency response dispatched to the employee's location, pinpointed to within 3m².

Crucially, personal data relating to each service user can be updated on the customer portal to reflect any specific conditions, risks or lifestyle changes – for example, if the wearer is asthmatic, or has previously had a heart attack, or even if they are newly pregnant.

"It's literally saving lives, it's almost like havnig your own personal 24/7 safety service", comments Naz. "Two recent examples: a healthcare worker was recently attacked during a home visit. A colleague was able to activate their Peoplesafe alarm – and the police were at the property in four minutes. In another case, a delivery driver started to feel very unwell whilst he was at the wheel. He pulled over and activated his alarm – and an ambulance was on the scene in next-to-no-time. An hour later, he was undergoing heart surgery – and he's now made a full recovery."

Certainly, these are two pretty serious examples – but even office workers taking a day of home-working may be susceptible to an accident. Haven't we all tripped and fallen, burned ourselves, or even had an untrustworthy stranger ring our doorbell? Most of these may be relatively harm-free situations – but that's not guaranteed. And if employee wellbeing is now bringing peace of mind into its fold, Peoplesafe certainly seems to be providing a great solution.



(Cont.)

"We're definitely getting more and more enquiries all the time", Naz comments. "Businesses understand that this is nothing to do with 'keeping tabs on their employees': the only time one of our safety devices indicates a user's location is if they activate it due to an emergency. This is all about ensuring an immediate response if it is needed. To be honest, we hope our clients' employees aren't ever in a situation where they need emergency help! But if they ever do – their Peoplesafe service will ensure they get it."

Don't just rely on our opinion, either. In 2019, Peoplesafe was named by the London Stock Exchange Group in its "1000 Companies to Inspire Britain" report, which recognises the country's most dynamic and inspirational SMEs. They have also consistently been recognised as one of Britain's fastest growing companies, appearing in The Fast Track 100 list for three consecutive years.

So what's next for Peoplesafe?

"To be honest, we just want to be building even better, faster and more intelligent solutions all the time", says Naz. "We're always enhancing our technologies, developing new features and exploring how we can integrate our service with other aligned safety solutions. If we could create a completely safe world, we would – but we can't, so we're creating the next-best-thing."



ABOUT PEOPLESAFE

Peoplesafe is an industry leading, UK-based technology-led employee safety business. Through a range of safety apps and devices, every worker – from those at the highest risk down to the lowest risk – can benefit from 24/7 protection. Peoplesafe has over 20 years' experience in the lone worker industry, and currently protects 170,000 subscribers, using pioneering technology to create an end-to-end service with no reliance on third parties. Peoplesafe was founded in 2001. They are a principal member of the British Security Industry Association (BSIA) and a national committee member of the British Standards Institution (BSI), contributing to the development and revision of the BS 8484 standard. Peoplesafe is also a member of the BSIA Lone Worker Section Committee.



WHEN 'WORK HARDER' NEEDS TO BE REPLACED BY 'WORK SMARTER'... THAT'S THE SMART/TASKING WAY!



By **Paul Bibby**
Founding Partner,
smart/tasking

Ambitious SMEs can sometimes over-accommodate with clients, but most realise pretty quickly that 'work harder, work faster' isn't sustainable or profitable in the long-run. One of our clients operates in a completely niche place in their specific market. Their success – driven by the quality of their work and the great reputation they've built – recently led to a request for them to develop a label compliance and governance offer. This was a fantastic 'win' – but for a reasonably small company, it was also a huge challenge.

At smart/tasking, we often begin our client engagements with an initial piece of diagnosis. In this case, our investigations uncovered several issues that needed addressing:

1. Because the company had grown organically, many staff members had managed their own learning and development. This meant that some employees were – by no fault of their own – in the wrong roles, with insufficient support.
2. Many of the business's existing systems and processes had been developed in-house. What's more, poor benchmarking meant that many of these were now immature and ineffective. If the company was going to step up to the next level, this needed addressing quickly.

3. Their overarching strategy was quite conflicted. For instance, their original business offering (managed by one director) was focused on building an IT software product... whilst the newer part of the business (managed by the other director) focused on this new evolutionary labelling governance and compliance offer.

A picture was quickly building, showing us the steps that needed to be taken. For our client to move ahead, they would need to mature their IT Service offering, then prepare to migrate to a new, more efficient platform. But before this could happen, we needed to re-define their exiting service offering and align to a common operating procedure.



***Organic growth is great -
but it can lead to its own
problems...***

Quick wins!

Smart/tasking is always keen to identify quick wins which we can deliver alongside longer-term objectives. With this client, there were actually quite a few of these, which have already started to make a real difference.

- Having completed a full functional review, we were able to identify the main resource/skills gaps which needed filling
- We undertook a full workflow mapping of all service offerings, to identify blockers/brakes that needed removing
- We introduced new data dashboards to improve visibility and reporting
- We carried out a process improvement review to identify how and where we could create more efficient processes and ways of working across the board.

Playing the long game...

Alongside the quick wins, we also got a number of longer-term projects underway. We began to tackle instances of "Sellotape Engineering" – places where management and staff had developed ineffective tools as a sort of 'temporary fix' - but which had remained in place, adding unnecessary risk. Then, there was the lack of consistent, transparent reporting which was contributing to conflicting controls and measures.

Finally, we worked with the two business directors to help them figure out the best way to maximise their very different business objectives. This resulted in two divested businesses – effectively parting ways, and becoming customers to each other. This has proved very effective, as now each have a clear strategy and direction of travel.

Working with this client has been incredibly fulfilling, and as always, we've learned lots about a sector we really hadn't had much to do with, until now. The results of our involvement have been fantastic to see. So far, smart/tasking has helped our client to:

- Identify and complete >£500,000 of stuck projects
- Improve business process efficiencies by over 15%
- Enable a 20% capacity gain, via more effective work allocation
- Create realtime/interactive data visualisation of all key project activity
- Implement Executive Dashboards of WIP/T&Cs/Commercial Cover

We can't wait to watch this amazing business power ahead throughout 2022, and we're delighted to still be involved with them. Next on our list: introducing a new PMO/Project Office, introducing a new service design function, and building further improvements into their functional model.



LAUNCHPAD: CLIENT ENGAGEMENT

In true “Optimiser” style, smart/tasking is continually seeking to improve how and where we can maximise the engagement experience for our valued clients. This links directly to our values and our ethos: going way beyond the more traditional ‘delivery’ style of consulting, and working as an extended part of our clients’ teams. Not only does it enhance our ability to understand the issues from their frame of reference; it also enables us to understand who they are as people. This is absolutely vital to everyone involved – and it makes for a much more enjoyable working relationship, all round.

As we move through 2022 and beyond, we’ll be further examining our working practices and the ways in which we communicate in order to ensure we’re really delivering on our promises and creating a truly fantastic experience for our clients.

Putting it simply

No-one likes to be confused, which is why we avoid jargon and complicated language. Take our PMO reporting, for instance. Our dashboards are designed to give maximum information in the shortest space of time. Good for our clients, and better still, it enables them to embed that principle into their own business. Win-win!

Best foot forward

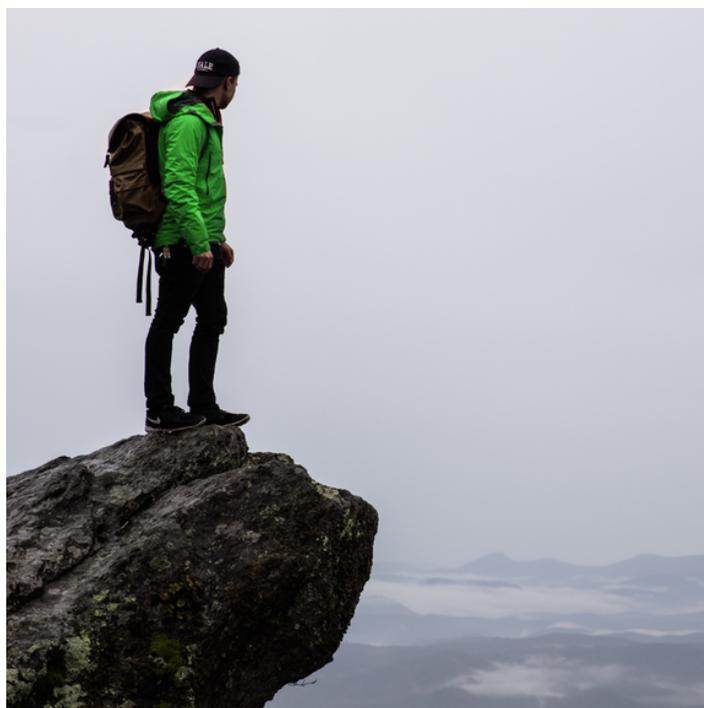
More accurately, best foot inwards – by which we mean getting the best pairs of feet into the roles that need filling. By growing our resourcing team, adding seasoned professionals with a fantastic network of experts, we’re making sure we provide the most talented and capable candidates to our clients.

It's all relevant

There’s thinking outside the box, then there’s bamboozling with unnecessary information! When we talk to our clients – and when we talk about ourselves – our aim is to inform, inspire and illustrate. Nothing more than that.

Socially savvy

Trends in social media are always changing, and it’s important that we keep on top of these – not just for ourselves, but for our clients, too. We regularly share insights, post messages of support and re-share important news that we think our clients would find insightful - naturally, this also helps us achieve our own social media objectives. By staying on top of news, experiences, thought leadership and clients’ successes, we can turn social media into the ‘glue’ that binds us together even more strongly.



EIGHT CLUB SOCIAL!

Doesn't it feel like the world has woken up again? After almost two years of successive lockdowns, and the UK's responsible and cautious approach to socialising in-between, it feels so good to be out and about, meeting people in person once again.

It was with this wonderful sense of freedom that smart/tasking gathered at **Eight Club Moorgate** on 3rd March, for an intimate social which - we hope - will set the scene for many more gatherings to come across the year.

Along with existing team members, we were delighted to welcome some new faces on the evening: we'll be introducing these lovely people over the coming pages. To break the ice and get the chat flowing, Founding Partner Gary Gamp invited everyone to give a brief outline of their area of expertise, what they are 'famous for' - and a little-known fact that would surprise everyone! This was a real eye-opener; would you believe that among us we have a champion sprint runner (who in his time has beaten world-famous Roger Bannister's record), an interior design specialist, a home-studio construction expert, and a flautist! It just goes to show, it takes one to know one...!

As you can imagine, some healthy and humorous debate ensued... then it was off to the bar for a few refreshments and some much-needed canapés. What an evening - here's looking forward to the next!



A DAY IN THE LIFE OF... KATIE ROLF!

*Project Delivery Support
smart/tasking*



8.30AM

Myself and Mrs Potato Head start our day! I do wish my children would stay out of my office/dinning room! I log on, check through my emails, and deal with anything urgent. I've got a resourcing meeting at 9.15am, to discuss all the successful onboarding we've been getting up to. We're a growing team!

10.15AM

Making the most of the peace and quiet - my kids are having a 'grandad day' today! Checking in with Sarah, who is my go-to guru as I'm still only 5 weeks into the role. We go through my ongoing tasks, onboarding, events and project support for a new PMO that we're setting up. This afternoon I'll be firmly placing my project management hat on for a catch-up call with our client on the PMO.



12.30PM

Grandad has delivered the kids back, so it's time to make a quick lunch! I normally eat my sarnie back at my desk... today, I'm confirming final details for our latest client event. Good opportunity for me to meet the other Optimisers and put some faces to names over some drinks and snacks (carefully selected by me, I might add!)

2PM

Time for my catch-up with Amanda, our other Project Delivery Support. We check on project trackers - yesss, we're on target! Glancing out of my window, I remind myself of the benefits of flexible working, and being able to juggle family life with a job that I really enjoy.



3PM

The end of my working day - time to get the "mum-and-waitress" hat back on, and start thinking about dinner. I start planning what needs to be done the next day whilst peeling the spuds. Until tomorrow, when Super-Grandad is going home and we do it all again, it's chaos - but I love it!



WELCOME TO THE TEAM!

It may only be Spring, but we're already off to a great start for team growth. Meet our four newest members, whom we're delighted to welcome to the smart/tasking family!



Katie Rolf
Project Delivery Support

Katie, aka "The Perfectionist", has a wide range of experience in Projects, Sales and Marketing, and Customer Care; in a range of industries from banking through to construction. In addition to being a busy mum, Katie enjoys keeping fit, socialising, and getting stuck in to a good Netflix drama.



Andrew Awadzi
Project Delivery Partner

Resourcing expert Andrew is passionate about people, with an ability to turn a client requirement into talent by understanding complex requirements. "The Agent", as he is known at smart/tasking, is a real family man - so it's no surprise that one of his most valuable skills is the ability to empathise, enabling him to build great relationships!



Charlie Dickinson
Project Delivery Lead

Passionate, results-focussed and with a keen eye on building trusted relationships, Charlie is another great addition to our growing team. Known as "The Emissary", Charlie bridges the gap between talented individuals and ambitious organisations who need new levels of expertise. Outside work, she channels her energy into sports & fitness, interior design and community volunteering.



Paul Dunlop
Optimiser

Paul "The Magician" Dunlop is a serious business excellence champion! He is passionate about minimising waste and maximising efficiency, which makes him highly in-demand with clients. When not conjuring up the next round of business efficiencies, Paul loves relaxing with family, playing guitar, and watching football.

CONTACT

We're always keen to hear comments, observations and questions - so if you have any, please get in touch!

ENGAGEMENT & DIRECTORSHIP

Gary Gamp

garygamp@smarttasking.com
+44 (0)7866 315210

Niall Anderson

niallanderson@smarttasking.com
+44 (0)7920 276046

Paul Bibby

paulbibby@smarttasking.com
+44 (0)7977 038858

PROJECT RESOURCING

Andrew Awadzi

andrewawadzi@smarttasking.com
+44 (0)7990 441862

Charlie Dickinson

charlottedickinson@smarttasking.com
+44 (0)7775625602

MARKETING & COMMUNICATIONS

Helen Greenwood

helengreenwood@smarttasking.com
+44 (0)7780 998068

Katie Rolf

katierolf@smarttasking.com
+44 (0)7718 075254



smart/tasking

