

Client: Hamilton Bradshaw
Source: Evening Standard (Main)
Date: 20 May 2013
Page: 44
Reach: 699338
Size: 124cm2
Value: 7773.56



HAMILTON BRADSHAW
Investing in people with passion

Take a leaf out of Sir Alex's book to reach your goal



James Caan

Dear James

How can I be a better and more successful leader in my business?

Kevin

Some leaders provide a great example, and the recently retired Manchester United manager Sir Alex Ferguson was one of them.

I always admired his ability to evolve. His principles and values stayed the same, but he made sure he was not left behind as football changed.

Business managers do not always look at the external environment, and fail to notice the changing landscape. If you are not flexible, you will find it difficult to survive.

It doesn't matter how successful a company is, there will always be new trends emerging that will affect them, so managers should be open to change.

As well as staying up to speed with the market, you should listen to your employees. One of Sir Alex's great strengths was to surround himself with experts, be it coaches, nutritionists or sports scientists. I have always been a firm believer in speaking to the people on the ground who are experts in their field.

Sir Alex had his fair share of losses and setbacks but he took it on the chin and learned from his mistakes.

Much like football, the world of business has seen rapid changes over the years, and this is sure to

continue.

Those who are brave enough to embrace change are far more likely to be successful than those who rest on their laurels.

■ For the full article and news of James Caan's free app, go to www.standard.co.uk/askjames. His book *Start Your Own Business in 7 Days* is out now