Pareto Global Associates Boost Productivity since Attending Leadership Event in London

Monday 17 November, 2014

The Liverpool based firm travelled to London at the weekend to attend one of the most hotly anticipated industry events of the year. Inspired by the Conference, Pareto Global Associates returned to Liverpool with plans to make some integral changes to their existing business practices.

On Saturday 15th November, Managing Director of Pareto Global Associates Cyril Williams travelled to London with his business partners to attend the biggest leadership event of the year. Leadership events and conferences are held regularly within the sales and marketing industry, however due to the impressive results the industry as a whole has seen throughout 2014, last weekend's event was considered to be the best yet. The event invited 4 keynote speaks from across the world to speak at the event, with speakers flying in from Portugal and the USA to attend.

The event was held at London's impressive Mondrian Hotel, located in the Sea Container Building on the Southbank. The Mondrian although only completed this year, is famed for its modern take on 1920's glamour and design and offers professionals 3,300 square foot of adaptable meeting space, making it the ideal location for the weekend's one day event.

Cyril Williams and his business partners were incredibly impressed by the 4 keynote speakers who addressed the guests and offered their advice and experiences on an array of topics including how to manage time efficiently and increase productivity. The talks have since motivated the managing director of Pareto Global Associates to encourage further growth and development at the firm and as a result, have introduced motivational morning meetings into their day to day business practices. Since the first of these meetings three days ago, the firm are thrilled to announce that they have experienced a boost in sales of 3.6% and morale among representatives also seems to have seen a notable boost.

The firm will be introducing further weekly meetings that specifically focus on motivating individuals to not only be more productive themselves, but also encourage leadership from those around them the firm believe it's important to instil the skills and qualities of leadership within their workforce in order to develop a generation of influential self-starters who are not afraid to use their initiative. Pareto Global Associates believe that in the competitive world of business it's important to create strong leaders who are willing to go the extra mile to achieve. However they also believe it to be just as important that leaders are willing to share their knowledge and nurture the skills of others in order to help them to reach their own individual goals and expand their potential. This mentality creates a strong and positive community of support which drives people to want to achieve and constantly do their best, helping to grow businesses and gain impressive results.

Pareto Global Associates is a Liverpool based outsourced sales and marketing firm that specialises in face to face marketing techniques and customer relationships. Through highly personalised direct marketing the firm build better connections with customers, which encourages customer loyalty and creates a greater brand awareness.

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