



# CO.W TIPS



**ADVICE TO WOMEN NEW TO BUSINESS**

**>** *From Kaz Staples mnzm, founder of Pure Delish*

– meet –

# KAZ STAPLES



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*Karen Staples is another dynamic woman who has had to blaze a few trails in her time. Starting as a one-woman band making Christmas cakes back in 1997, her company Pure Delish now makes incredibly popular and wholesome cereals, snack bars, cookies, and slabs. It's a clear market leader in the category, turning over 1.5 tonnes of cereal a day, with a staff of 34 who all still do everything by hand!*

# ADVICE TO WOMEN NEW TO BUSINESS

*"There was no-one around to help at that time. I had to work almost everything out myself. I learned a lot, sometimes the hard way." – Kaz Staples mnzm*

» *To save others from making mistakes by learning hard lessons, Kaz's advice to women new to business is:*

## **1. BE SURE ON YOUR COMPANY VALUES AND DON'T COMPROMISE THEM, NO MATTER HOW BIG YOU GET**

One of our particular core values is making things by hand and giving human attention and love to our product. Even though we've expanded significantly over the last decade, we've still stayed true to that. Values are different for every company but I think it's important to know and stick to them as you evolve and grow.

## **2. KNOW YOUR NUMBERS AND DON'T SPEND AN ENORMOUS AMOUNT OF MONEY IF YOU DON'T HAVE IT**

Don't keep kidding yourself that it's okay to splash cash because you'll be profitable next year, or the year after. Grow at the pace you can and make sure you're profitable sooner rather than later.

## **3. CREATE AN ENVIRONMENT WHERE YOU CAN TRULY GET TO KNOW YOUR EMPLOYEES AND HELP THEM IMPROVE THEIR LIVES**

We do this because it's important to us, but it also makes good business sense. Staff who are well looked after and appreciated will be loyal and work hard for your company. If they feel listened to, they can come up with amazing ideas that can help grow the business too.

## **4. NEVER STOP EVOLVING AND ALWAYS BEING CREATIVE**

We're always coming up with new ideas and staying as informed as we can about where the market is going. Ten years ago it was all low fat, high sugar. In the last few years it's been paleo. Now vegan is gaining popularity. It's important to know what people are looking for and to keep moving so you don't stagnate and find yourself irrelevant.

## 5. BE READY TO PUT YOUR BIG-GIRL PANTS ON AND BE STROPPY IF YOU NEED TO, BUT DON'T LET IT HARDEN YOU

I lost my mother recently and she reminded me to keep those soft edges even though in business you often have to be strong-handed and stroppy to make things work.

## 6. UNDERSTAND THE IMPORTANCE OF BRAND

Brand is key, so put time into building it around your key values. A good brand can make you; a bad one can break you.

## 7. DON'T GO INTO BUSINESS LOOKING FOR WORK LIFE BALANCE

For a business to work, you need to put in crazy hours, certainly at the beginning. If you want to strive for work-life balance, being employed (by someone else) may be easier.

## 8. CHOOSE YOUR STAFF CAREFULLY

The most important thing to look for is that your staff's core values are naturally aligned with yours. You can teach technical skills, but you can't teach people to value and believe the same things as you.

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*cheat sheet*

# ADVICE FOR WOMEN NEW TO BUSINESS

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- **TIP 1** Be sure on your company values and don't compromise them, no matter how big you get.
- **TIP 2** Know your numbers and don't spend an enormous amount of money if you don't have it.
- **TIP 3** Create an environment where you can truly get to know your employees and help them improve their lives.
- **TIP 4** Never stop evolving and always being creative.
- **TIP 5** Be ready to put your big-girl pants on and be stroppy if you need to, but don't let it harden you.
- **TIP 6** Understand the importance of brand.
- **TIP 7** Don't go into business looking for work life balance.
- **TIP 8** Choose your staff carefully.