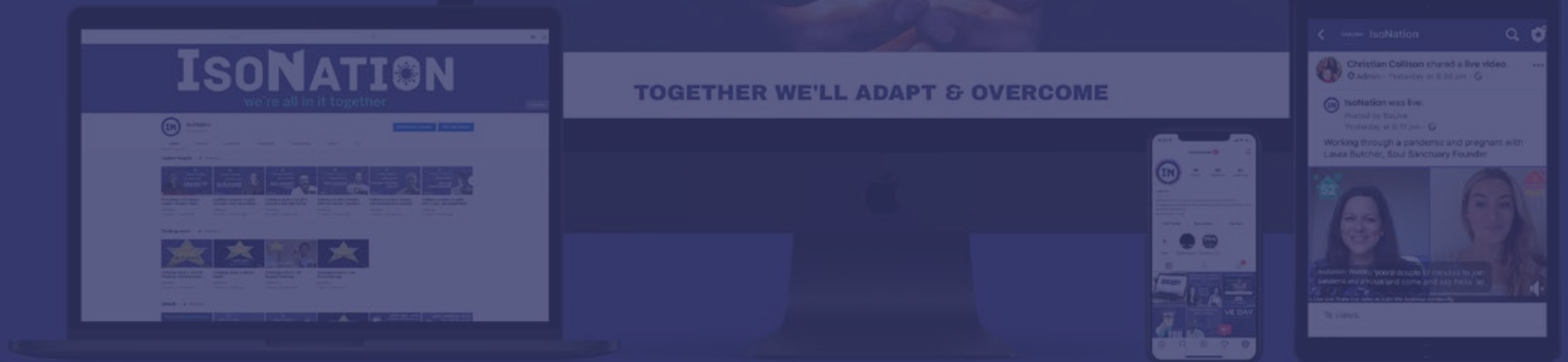


# ISONATION

## SURVIVE TO THRIVE



[www.isonation.co.uk](http://www.isonation.co.uk)



# WHAT'S IT ALL ABOUT?

## WHAT'S IN HERE THEN?

- What's it all about?
- The growth of IsoNation
- Business insight:
  - Recruiting and retaining talent
  - Finance
  - Moving forward
- Founding partners
- CTA & Outro



## HELPING UK BUSINESSES SURVIVE AND THRIVE



When the UK's lockdown was first announced, a band of business leaders saw the immediate impacts it would cause.

It was agreed that by sharing our knowledge, expertise, insight and opinion, we may help other businesses not only survive the lockdown period, but thrive during it.

On Monday 23 March, IsoNation was launched.

This is our third eBook, sharing the insight from our panels of business leaders and experts as we find ourselves on the road to recovery from the Covid-19 pandemic.





# THE GROWTH OF ISONATION

## ISONATION IS HELPING BUSINESSES ACROSS THE UK

Since the beginning of the pandemic, IsoNation has provided live QnA across Facebook Live, YouTube and LinkedIn, as well as a series of webinars hearing from business leaders across a range of industries and scales of business.

  
**230,000+**  
business professionals  
reached

  
**50,000+**  
Total video

  
**800+**  
social followers



“ It was fantastic to launch the IsoNation initiative to help like-minded business people navigate the challenges of Covid-19 restrictions. Now that we find ourselves in a third lockdown, it's a pertinent time to bring IsoNation back and find out what businesses are doing to thrive during these uncertain times.

- Christian Collison  
Founder and CEO  
Nifty Comunnications

## TOP SURVEY FINDINGS

**90%** of businesses have experienced a **drop in income...**

... including **23%** who have **stopped trading...**

**74%** of business leaders are inclined to allow **working from home** in future...

**3/5** business leaders think it will take them **2-3 years to recover...**

In some areas, the business survey confirmed what we were already expecting while in others the trends were not as predicted, such as the estimated time to recovery.

It's not the only trend we've learned of since lockdown, our Survive to Thrive interviews have revealed many more.



# RECRUITING & RETAINING TALENT

“

There's been numerous stories of businesses trying to offer candidates less money due to there being more people on the hunt for jobs.

This simply isn't going to work. Candidates need to have their head turned – make sure you're properly engaging with them, showcase all the benefits of working for you and pay them what they're worth.

- Nick Baxter, founding partner  
Baxter Williams, MD



The pandemic has presented a challenging year for workers across all industries and job roles. Thousands have been forced into redundancy with businesses succumbing to the financial strain of the pandemic.

With the vaccine rollout leading to the gradual easing of restrictions in the UK, many businesses are now looking to bounce back, which is likely to involve a recruitment drive. The employment landscape has shifted significantly since the beginning of 2020, meaning that employers need to be increasingly conscious of candidates' needs and desires.

IsoNation's Survive to Thrive series began with recruitment and employee engagement expert Nick Baxter as well as Nicola Roke, MD of Danton HR, who each gave their insight into how to attract and retain the best talent.

“

Whether you like it or not, your business has an employer brand. You can either choose to build this in a positive way, or passively allow it to define you.

Having a strong employer brand will allow businesses to better attract, retain and engage the best talent available. It's critical to everything you do.

Nicola Roke  
Danton HR, MD





# FINANCE

With it now more than a year since the beginning of the Covid-19 pandemic, it's also the time where the chancellor sets out the financial roadmap for the year with the 2021 budget. Businesses being forced to close, employees being made redundant and millions having to be furloughed over the past 12 months has all had a significant impact on the UK economy. As such, the 2021 budget announcement was significant for businesses throughout the country as we aim to strike the balance between stimulating growth and recovering from 2020's downturn.



“  
Corporation tax is set to increase from 19% to 25% in April 2023 for businesses with profits of more than £250,000, while those with less than £50,000 will remain at 19%.

If you're the director of a company likely to fall in the bracket between those figures, it's important that you strike the balance between salaries and dividends – an effective remuneration strategy could lead to significant savings.

- Alistair Hayward-Wright  
Director of Hayward Wright  
Accountancy Group

“

The furlough and self-employed income support schemes have been extended until September. Employers need to be aware they're going to be expected to contribute a little towards that 80% of payment to furloughed staff from July onwards.

Self-employed individuals who hadn't put in a tax return this year, but did for 2019-20 tax year, will now be eligible for self-employed income support.

- Josh Mulira  
Principal,  
Josh Mulira Wealth  
Management



Josh Mulira, Principal of Josh Mulira Wealth Management – Partner Practice of St. James' Place; along with Alistair Hayward-Wright, Director of Hayward Wright Accountancy Group, joined Survive to Thrive to dissect the budget announcement and discuss how businesses would be affected.



# MOVING FORWARD



“ Businesses were forced to adapt their technology infrastructure to accommodate remote working at the start of the pandemic, but many have realised that productivity had been unaffected and, in my cases, has actually increased.

There is technology available now meaning that customers can call an office phone and get directed to colleagues working elsewhere. If businesses can adopt it, they'll be better equipped to deal with restrictions being reimposed.

- Paul Valentine,  
Director of Spire Technology Group

Paul Valentine, Director of Spire Technology Group, joined business coach Andrew Lavoipierre to discuss how to move more forward thinking as a business, both from a technology and strategy perspective.

“ More than 90% of businesses don't make it past their 10th year and there's significant evidence out there linking this to lack of robust planning, or lack of planning altogether.

This was the case before the pandemic, which should emphasise the importance of doing it now as we emerge from this crisis.

- Andrew Lavoipierre  
Business coach



While the signs of recovery in the near future are promising, the past year has taught us to be wary that situations can change very quickly. On the back of a year that has challenged organisations on an unprecedented scale, the importance of thoroughly planning ahead cannot be understated, particularly given future lockdowns can't be ruled out.



# FOUNDING PARTNERS

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Nifty Communications is an integrated marketing agency, delivering campaigns which utilise all forms of communication such as PR, social media and digital marketing to deliver tangible results for businesses of all sizes and industries across the UK.



Baxter Williams are a recruitment consultancy with the credibility and capability to support companies of all sizes, from SMEs to PLCs. They have a simple ethos, to connect exceptional people, which they do by building lasting relationships based on results and trust.



Ometis are the UK's leading Qlik consultancy and data specialists, offering services such as Qlik training, Qlik support and Qlik development.



Danton HR is a Worcestershire based hr consultancy providing outsourced hr services. It's expert HR consultants support SMEs on everything.

# JOIN THE ISONATION NETWORK TODAY

By sharing our evolving strategies, we want to keep both ourselves and our companies thriving.

We're all in this together and it's never been easier to share our unique expertise and opinions. If you'd like to support IsoNation, get in touch today.

