Zia Bia

[00:00:00] **Joe Quintana:** Hello, I'm Joe Quintana. And here with me today is Vicky Gardner director of events, consultancy, Zia, DIA. Hi Vicky. How are you today?

[00:00:10] **Vicky Gardner:** Hi, Joe, how are you doing?

[00:00:11] **Joe Quintana:** Not too bad. Thank you. So first things first, do you remember how you felt when you won the One Good Turn competition in January, 2021?

[00:00:21] **Vicky Gardner:** Oh, oh gosh.

Yeah. I have to begin with, really shocked, quite emotional, to be honest because, I think after the 12 months we'd had previously, we were just really excited to feel like we had a bit of a lifeline. To be honest, I had some coaching and some support. We had lots of ideas, but wasn't quite sure where to go with it.

So yeah, I'm really pleased. Um, couldn't speak to begin with, but we were really excited to get going.

[00:00:42] **Joe Quintana:** So could you tell me the impact the prize had on your business during the last year.

[00:00:48] **Vicky Gardner:** To be honest, it really. Um, focus us. So Debbie and I had sat down, um, Debbie is my fellow director. Co-founder at ZiaBia.

We'd sat down in January, 2020 anyway, to kind of work out where our plans were going to go. We had had five-year goals beforehand then because we're an events industry with COVID, it kind of changed everything. So we had a bit of an outline, I guess, around where we wanted to go. But what the impact has really done was we started off doing the outcomes map with Peter and Kim. And that really, I think they made us just think about all the different areas as well, or help to think about all the areas that we could work on. See that. So that was really beneficial to see it in a visual form and then create like a quarterly goal sheet from it. So I think it's just, it's really helped us know where we're going.

Know. Well, we want to go and we seem to be doing okay with it, which is good.

[00:01:35] **Joe Quintana:** Yeah. So it's always positive when it seems to be going according to the plan.

Um, so how did you find working with if hgkc, and DISCsimple.

[00:01:46] **Vicky Gardner:** Yeah, really easy with both teams, to be honest. Um, we built a good working relationship with HD Casey really quickly with Kim and Peter. And I think probably because the way they do things with the outcomes map, you have to be quite honest and open straight away.

And it was really encouraging. I think that we felt there was a safe space to do that. And that we felt that, some of the things we were saying, we were probably worried that we were behind, but actually it was just encouraging the whole time and empowering thoughts back and saying that we're on the right tracks and things like that.

So, um, regular calls and catch-ups, we meet monthly with Kim now and we had a really good session this morning, actually. The last one of the year that we're on target and we set some new targets for the first quarter of next year. So I feel like we've come so far since February when we won the prize.

And then with DISCsimple as well, we'd done discs with other teams before, but we haven't used the catalyst platform that they do. And it took it to another level, the way it kind of integrates into all of your different colleagues and you can see how they might react to you and you react to them. Um, it was something really special.

We've just had a new person join the team. So I know we're going be in contact with them again to get them just profiles and then include us on the road.

[00:02:57] **Joe Quintana:** That sounds great. Yeah. So it looks like it's all going quite well and on the, up for you. So my last question from me really is what piece of advice would you give to this year's winner of One Good Turn. If you could say anything, what would you tell them?

[00:03:14] **Vicky Gardner:** Just going with that, going with an open mind. Um, it's a really good price and a good opportunity. So. Listen and take notes, do the homework, do the actions Do your SOAP, and it will make a whole difference to your business.

[00:03:28] **Joe Quintana:** Thank you. That's all the questions from me.

Thank you for giving your time to talk to me today and tell us what it's like to be a longer-term winner.

[00:03:37] **Vicky Gardner:** Lovely. Thank you, Joe. Good to see you.