




Becoming a heroic professional

21 September

A portrait of John Maffei, an EY alumnus, smiling. He is wearing a dark suit, a light blue shirt, and a patterned tie. The background is dark. A yellow frame highlights the text on the left side of the image.

Can bold ambition revolutionise a market?

Meet EY alumnus John Maffei. A passion for winning clients led him to launch Masop, a professional services agency. Just four years on, he now works with some of the biggest names in business.

Our alumni are building on the legacy they created at EY to build a better working world. Find out how the EY Alumni Network could help you unlock your next opportunity.

Alumni SharePoint site: Find us in the A-Z directory
Website: ey.com/UK/Alumni
Twitter: @EY_AlumniUK #EYAlumni



The better the question. The better the answer.
The better the world works.

The EY logo, consisting of the letters 'EY' in a bold, white, sans-serif font. The 'Y' has a yellow diagonal line through it. Below the logo is the tagline 'Building a better working world' in a smaller, white, sans-serif font.

EY
Building a better
working world

FE/BE
GROWTH
100[®]

FOR/ENTREPRENEURS/
BY/ENTREPRENEURS/



FOUNDER STORIES



**EIGHT REASONS WHY HUEL HIT
£100M IN SIX YEARS**

[VIEW](#)



**“HOW TO HANDLE FAST GROWTH?
ASK FOR HELP”**

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**HOW I BUILT A BUSINESS WITH
BABY SPICE**

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**CELEBRATING BRITAIN'S
GREATEST ENTREPRENEURS**



CELEBRATE • LEAD • INSPIRE • CHANGE



WE CELEBRATE INCREDIBLE LEADERS TO
INSPIRE OUR READERS TO DRIVE
CHANGE AND ACHIEVE SUCCESS



DELOITTE'S GLOBAL CHAIR ON
BREAKING THE GLASS CEILING AND
THE IMPACT OF IMPOSTER SYNDROME

SHARON THORNE - GLOBAL CHAIR,
DELOITTE



MERGING TWO FIRMS ISN'T EASY.
HERE'S HOW WE DO IT...

DAVID BEECH, CEO, KNIGHTS PLC



'THE UK LAW INDUSTRY SHOULD
STOP COVERING IT'S A**E. IT'S TIME
TO BE BOLD'

ALICE STEPHENSON, FOUNDER & CEO,
STEPHENSON LAW

A silhouette of a person standing on a rock, holding a flag on a pole. The scene is set against a bright sunset or sunrise sky, with the sun low on the horizon behind the rock. The overall image is framed by dark grey bands at the top and bottom.

WE HELP GREAT PEOPLE ACHIEVE GREAT THINGS

TAKE A LOOK AT OUR SERVICES PAGE TO SEE HOW WE CAN HELP YOU

Training



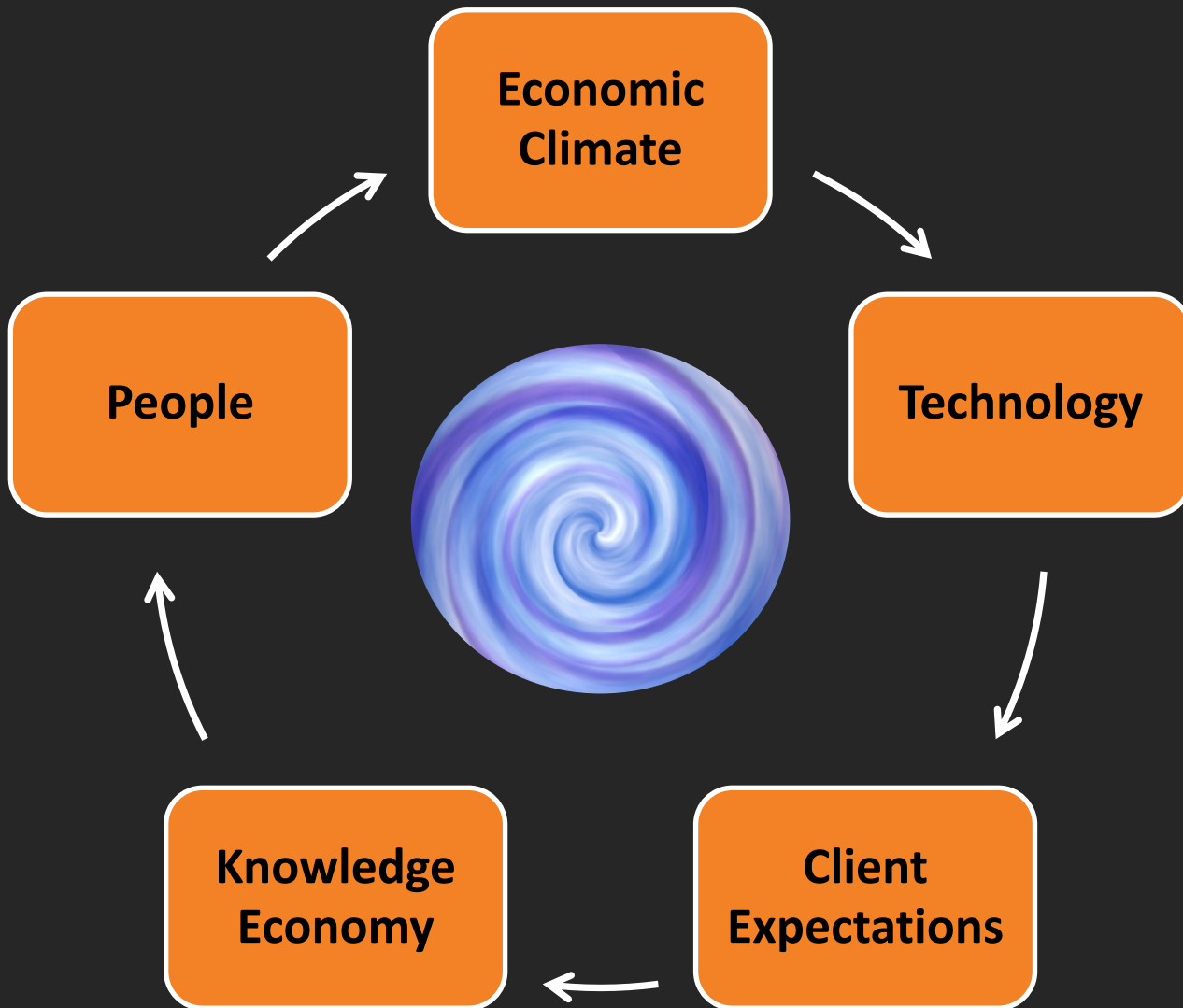
Partner Academy has truly been a gamechanger for me.

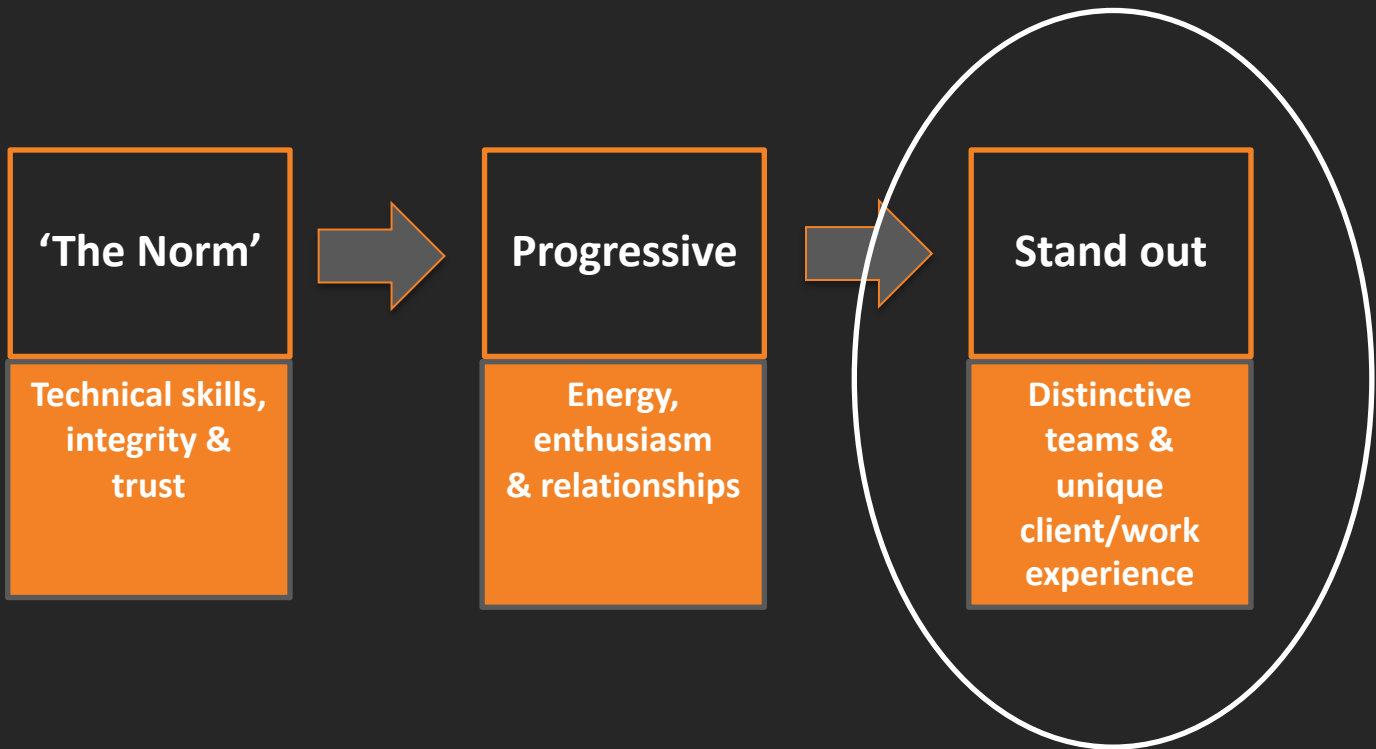
Emma Queen – Director, Fortus

www.partneracademy.co.uk

100 reasons not to

1 reason to...





How do you create a killer first impression?

Five successful entrepreneurs give their insight into the top 6 things they look for when meeting advisers for the first time...

1. Hone the clarity of your **message**
2. Cultivate your **digital profile**
3. Avoid the **hard sell**
4. Show you **care**
5. Be **memorable**
6. Be **genuine** and dress accordingly



What do you want to be **famous for**?
What is your **one word** encounter?

Blue blooded

Red Blooded

One Word Encounter



Blue Blooded **One Word Encounter** **Red Blooded**

REASSURED

OPTIMISTIC

SATISFIED

CONFIDENT

HOPEFUL

STIMULATED

IMPRESSED

THRILLED

EAGER

ENGAGED

ENTHUSED

EXCITED

CONVINCED

INSPIRED



Jo Fairley
Founder, Green & Black's

Have you got **soul**?

Today's customers are drawn to businesses with **stories**, which set out to **change the world** in some way; no matter how big or small.

Substance Values Story

Crowd of **similar-looking outfits** with **no clear differentiator**

Why do you do what you do?

How do you achieve it?

What do you do?



cliché



Proactive



Responsive



Pragmatic, solutions focussed



Integrity



Partner-led service



Trusted adviser



Our people = the difference



Big enough to cope...



Entrepreneurial



Forward thinking

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Broadcasting your brand



Who is **proud** of their LinkedIn profile as a first impression?

What makes a **great** LinkedIn profile?

LinkedIn top tips

- Pick a **picture** that you're proud of
- Remember what you want to be **famous for**
- Be mindful of the **one-word encounter** and make sure your language reflects that word
- Make use of the **personal focus** of LinkedIn to get across what is important to you
- **Publish** articles and link to commercial insight
- Write posts, write comments, like updates – **just start interacting** and see what works for you
- Follow and join groups to **emphasise your interests**
- Ask for recommendations and recommend others
- Link with **new contacts**
- Always write a **personalised invitation** to connect



60% of consumers feel positive after reading content on a website

By 2023, customers will manage 85% of their relationships without talking to a single human

B2B professionals who use blogs receive 67% more leads than those who don't

Articles with images get 94% more views

Professionals who have prioritised blogging are 13 times more likely to enjoy positive return on investment

Sources: Hubspot, Yahoo & Content Plus

You're targeting a business to deliver services to...

How do you think the target company would prioritise the following 6 items in order of importance (1: Most, 6: Least)?

Trust

Partner Led Service

Price

Personal Relationship

Commercial Insight

Sector Expertise



***RANKING BY
PROFESSIONALS***

- 1.Trust
- 2.Personal Relationship
- 3.Commercial Insight
- 4.Sector Expertise
- 5.Price
- 6.Partner Led Service

***RANKING BY
ENTREPRENEURS***

- 1.Commercial Insight
- 2.Sector Expertise
- 3.Personal Relationship
- 4.Trust
- 5.Price
- 6.Partner Led Service



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