

[00:00:02.190] - Aileen Day

Welcome to the Value Driven Brand Podcast, where you'll learn insights on how to communicate with authenticity, deliver genuine value, and create a memorable experience across your entire customer journey, helping your business become the sought after leader in your industry. I'm your host, Aileen Day. Now onto the show.

[00:00:29.640] - Aileen Day

G'day, everyone, and welcome back to another episode of the Value Driven Brand podcast, I am your host Aileen Day I am joined now, it's a little bit different. Normally I record during the day, but tonight it's an evening recording. So I brought wine and some of my great friends. I would love to welcome Martin and Nadine from Mega Thing. Welcome to the Value Driven Brand Podcast. Thank you so much for joining me. I know you guys have had an amazingly huge day and I really appreciate you taking the time out of your calm down, relaxing schedule to join me tonight.

[00:01:17.540] - Nadine

You're most welcome, we're glad that we are able to join you.

[00:01:22.160] - Aileen Day

Oh, I'm sorry I'm so privileged to call these people my friends now, Martin and the Dean work, and I own a business called Mega Thing, and it is an office supplies, e-commerce office supplies business and on top of Mega Thing, they also have the distribution rights here in Australia to two other brands called DymoOnline and for all you label freaks out there. Yeah, yeah, yeah.

[00:01:52.000] - Aileen Day

Here's your peep and for all you creative's out there, PoscART pens and textas and Nadine is fondly known as the POSCA Lady, which she loves!

[00:02:10.270] - Aileen Day

We've upgraded from POSCA Lady to POSCA Queen. Now, just to give you guys a bit of a rundown, I'm going to get the wonderful duo that is Martin and Nadine to talk about their journey so far. But so here's the thing, right? As you all know by now, I get my guests to fill out a guest profile before they come onto the show. Now, those in business would understand that that is to ensure that when they come on the show, we maximise the shit out of our time together and we make this run really smooth.

[00:02:51.050] - Aileen Day

But here's the issue. Nadine did it. Martin didn't, so let me tell you about all the amazing things the Nadine's done, shall we? Martin? We shall? Nadine has led an impressive career growing up in a hotelier's family led by her Mum and Dad in Rostock, Germany. Did I pronounce that right? So with an extensive background in hospitality industries, working in several of the most desired hotel groups leading hotels of the world. That's right. We use the word desired because that's what we're all about.

[00:03:36.100] - Aileen Day

In the Marriott Hotel chains, Nadine has worked in Germany, London, Burn, Sydney and the Gold Coast, good ol' GC, represent not only to learn other languages, but also to gain on how to wow customers. And that's going to be a really important piece that we'll talk about a little bit further on in the show and absolutely learn how to have an appreciation for other cultures. She's won Industry Awards and Employee of the Year Awards featured in several well-known industry publications and

[00:04:10.370] - Aileen Day

you guys get the pleasure of having her now here in Australia, so, and I get the pleasure of working with her regularly and calling her my friend. Nadine migrated to Australia from Germany in 2002. And I am going to leave it there for a second because between Martin and Nadine, I'm going to get them to then tell us the rest of that story. So how did Mega Thing become a thing and how to make a thing?

[00:04:41.600] - Aileen Day

Martin and Nadine become a thing? You two are so cute. If if you are listening to this episode, please go and hit up Aileen Day on YouTube and watch the video. That's so adorable. All right, answer the

question, how did it come about?

[00:05:12.720] - Nadine

So Mega Thing involved, really, it's a rebranding last year as it didn't office supplies in in this industry. It's not really sexy or desired or it doesn't have a attachment for a lot of because it's more consumable items.

[00:05:35.210] - Nadine

But every time we got together in meetings and done our values as a business and trying to streamline our standards and our processes, we found our self, when we're doing things, we would say, well, that's a mega thing the way we do things. This is a mega thing. And we're starting to use this more and more out of jokes or out of conversation. And it's became a rhythm. And we we didn't like the previous name, just office supplies, mega office supplies, and it just didn't have a ring.

[00:06:20.510] - Nadine

So and we found ourselves in a group of friends and we had different we had about six pages full of names of what we'd call ourselves. And then it just came. Why don't you just leave it? It's a mega thing because everything you do, it's a mega thing and we go, yeah it is.

[00:06:44.320] - Nadine

And we really love the idea because it represents of everything the products we sell because we're more of a brand ambassador for products out there and we choose them quite wisely and try to source products that are sourced within Australia or very well known within Australia that our consumers love and enjoy. And we wanted to display that they are a mega thing, if you buy from us it's a mega thing to know that you get good value brands and products. So that's where that kind of evolved.

[00:07:36.400] - Nadine

And we've felt that it's very on to be more you know not your heart magazine or paper form of looking for a catalogue that also would play quite well in the social channels. And we know people post and share now their purchases on different channels and they would now use it as a tag It's a Mega Thing. It's so it's it's plays out really well. And that was the kind of idea behind it that people represent them self with it.

[00:08:23.840] - Aileen Day

Yeah, can I just point something out, though, I'm sure that you have been around the traps to know that a good business name doesn't necessarily mean that customers will advocate for you in the way that your customers do. Give us a little bit of insight into how you just touched on that a little bit, but you just flew over it. Give us some insight into how your customers actually advocate for some of your products and your brands.

[00:08:54.020] - Aileen Day

Like it blows me when I work in customer loyalty and customer experience performance. The way your customers advocate for your brand blows my mind. Talk to me about what that looks like.

[00:09:12.750] - Nadine

Thank you, I actually get chills that I get on pretty much daily, just that interaction, because it is so hot, I find it so hard being an e-commerce business, where is what we stand for being fast and frictionless and, you know, easy transaction to then have the opportunity to connect with our customers and build a long term, not short term Tinder approach, a long term relationship.

[00:09:52.350] - Aileen Day

You've heard about my dating life then?

[00:10:02.320] - Nadine

But that opportunity to connect and it's this place and our parcel.

[00:10:10.320] - Nadine

So when it's just starting to get more and more traction on all on all the three stores, which is amazing that value the businesses and individual customers that purchase from us, but then where they get excited of receiving that parcel and we got now and I'll probably say it wrong, as I usually do, giffees, gifs. Yes. Yeah, give gifs. Where we created them for each store, but that we are prompt you as such, the customers for example for DymoOnline, we ask them, how do you Dymo?

[00:11:00.630] - Nadine

And we put a hash tag and we now receiving and especially in this current period we in Aileen, I think it's so more important that we support the businesses among us that they are not just enjoying the product that is well known of good quality and endurance, that they can share their opening up and then show images on how they use that product and then tag or email us and and we get to share and do a shout out for that business. This is how you can apply that product in your environment.

[00:11:47.610] - Nadine

It's not that perfect advertising image. It's not that, you know, no shadow, no black or whatever image. It's the real life connection. And people just get so excited for me.

[00:12:06.780] - Nadine

Sometimes we get excited to speak to someone famous or, you know, like yourself and then and then you get to, you know, to experience your being part of their journey that customer experience. And that it doesn't just go out, it comes back and that's valuable and I just love seeing that reaction. And the wonderful thing with those from the POSCA store from a young student age where they just get to experience, but they're really good at social and they share and tag and you get to celebrate their growth for art.

[00:13:00.950] - Nadine

And it's just amazing.

[00:13:04.010] - Aileen Day

I remember one of the very first videos that you sent me from one of your customers, and it was for POSCA pens and it was a young boy in London, I think this little English kid.

[00:13:19.790] - Aileen Day

And he was doing an unboxing YouTube video of his PoscART pens. And I was like, what is going on? I've seen kids unbox toys, but never have I seen kids get so excited about their POSCA pens. And it just continued from there. You guys had an experience recently where there was a young girl and it was her birthday. I vaguely remember you saying.

[00:13:54.320] - Nadine

Yeah, that was amazing. Her Mum purchased that and we talked over the phone and about what pens to get her, and we part of that interaction, because it was so important to her, we did like a photo of the parcel being packed for her, which I shared with her before it was sent.

[00:14:25.070]

And she felt comfortable enough then to come back and say the parcel has arrived and she enjoyed it. And it's just to make a difference in someone's life and something that they like I still remember my first ever oil colours receiving as from my parents so I would love for many kids to experience the same. That feeling that takes you back.

[00:14:56.860] - Aileen Day

Yes. Yes. And I just again, from a from a feedback loop, you guys have absolutely nailed that full circle feedback loop and that full circle advocacy.

[00:15:10.820] - Aileen Day

I constantly now use your businesses as case studies for my own clients. And if you aren't on board the innovations and the little ways that Martin and Nadine work with their team, their talent to create a

value driven brand is just some of it is so mind blowingly simple that it hurts my heart that more businesses don't do it. But I mean, personally, I work with these guys, so I'm a little bit biased. I'm really glad that they do.

[00:15:51.860] - Aileen Day

But it is just amazing to see the difference that that makes to the customer experience at the end of the day, that it is unparalleled. Now, obviously, there are differences in the way that you guys do business. And there were as many differences. There are very many similarities in the model of business. But the way you go about creating value for your customers is unparalleled in my experience, which is far and wide. Now, speaking of value, we are the Value Driven Brand Podcast, and what we want to know is from the e-commerce office supply gurus, that you are, the business leaders, the entrepreneurs, the innovators that you are.

[00:16:50.280] - Aileen Day

How can we teach people listening to create their own value driven brand just like you have? What are some of the tactics that you have put in place that have helped you get where you are today? And as you all know, I ask this question long before everyone turns up to the meeting. But some of the things that you've told me and I love to hear more about is things like the first one I want to talk about is you guys said tracking the performance of marketing initiatives against targets and advising on tactical adjustments that may improve performance.

[00:17:32.520] - Aileen Day

What does that mean? What does that look like? If I'm driving in my car and I hear you say that. Layman's that for me. Croc brain me. What does that mean?

[00:17:46.910] - Nadine

I am I for us, I think it's a very strong indicator to, you know, your customer or customer group and serve them or deliver something to them that's meaningful to them at the time, if it's seasonal or if it is a health focus or well-being focus. So there is a lot of products that are trained. But identifying that it if it is a long term trend or just an add on value, there might be just a seasonal product that i.e. sunscreen that we you know, in Winter wouldn't be as applicable.

[00:18:44.330] - Nadine

So there is no point. So choosing product that are of high quality that. Well, now, so it's not that people don't trust that trust in that product given, but also providing as much detail as possible on the product or website itself. And Martin spends hours until late at night in defining and making sure that each product has an at least one image. We like to go three. A minimum of three product also has video and references and background of that company where where the product is made from, what is the company.

[00:19:47.120] - Nadine

So our suppliers, which we really value to have that relationship that we that they represent the same values and quality we provide. If they don't do the same, then it's hard to pass that on so Martin spends and a great amount of time investing in that and providing those details, such as the customer ask and I would love to talk about that in the in the next point a bit more making those social advertising and then make the data to then what's the word I'm looking for?

[00:20:40.970] - Nadine

Drill it down. Yeah. Yet drilling it down and then seeing, you know, what is the area, where are they looking at when they get the video? Where did they stop, where they rewind? So this kind of data analytics help us. They just look at one product and stopped or did they go all the way down? Did they look left or did they look right? What colours are within the eDMs or in the on the website?

[00:21:21.860] - Nadine

On the landing pages. Everyone has a different feel to it myself using that product. So the the imagery itself, it's not just displaying a product. I want to see the surrounding of that product. It's like when you're buying a house, I suppose that you want to see the furniture in it before you move in it.

[00:21:48.380] - Nadine

So very similar to that approach.

[00:21:52.940] - Aileen Day

Curious if we were to strip that back a little bit. Martin, how is it that you got to the point and I know I'm sure practice plays a part in it, but what were some of the precursors that you were looking for when you go searching for the right product, for the right customer, at the right place, right time, all that stuff? What are some of the precursors you're looking for to go 'You know what, that's the right product' what things kind of make you go? Yep, that's ticking boxes for me.

[00:22:28.870] - Martin

Well, historically, being the groups that we're in, we've already built supplier families and the brands that are well known and the relationships have just been built over time, really. So we're pretty OK with what products we want to range. And we're at thirty one thousand now. And there's probably great many vendors.

[00:22:51.970] - Martin

But I mean, one vendor could take a big chunk of that and they do in terms of what Nadine was talking about, the the basic criteria that I was put into when I started this thing was do not give the customer a reason to ask a question.

[00:23:13.960] - Martin

It should be there, though. And that's what we try to roll out with every other. And the other thing I did was create that shopping experience virtually there, though, there's just no requirement for another question. It should be fleshed out to the max. I mean, we don't have any forward facing face to face sales people on the road. So there's that opportunity to exchange that type of relationship. So it is a special one and that's why we're doing it, fleshing out our products with multiple camera photos and a three dimensional that's still getting a bit old now. Product.

[00:23:59.700] - Martin

Depending on the product page, it'll be just talking about products and applications that of the solution is used for and why this is good and like Nadine says, we can analyse that and make decisions based on that information and our interpretation. From there, but it's really it's I'm a keep it seriously simple person, right?

[00:24:29.810] - Aileen Day

Ohhh, keep it simple. I think the sound cut out a little bit, just keep it keep things as simple as possible.

[00:24:39.720] - Martin

And I think this is where you'll see this conversation will be a lot more centric to what Nadine brings to the table and then taking back a step further. I think the reason that we're doing so well is that we stick to our own lanes. So I'm the nuts and bolts and the mechanical drive behind it so I could be the V12 in a car, but the car is a Lamborghini. So and this is what this is what Nadine brings to ohhhh, my heart.

[00:25:10.130] - Martin

And so. She's the reason why there's so much love for the Mega Thing brand. I mean, I don't think customers realize when Nadine rings up at 7:00 p.m on a Friday asking about a POSCA colour that might be out of stock, they're actually speaking to the CEO of the company and this is how much this person cares about their customers and what that brand represents. So, I mean, if you want to talk about e-commerce and how things actually work, this is a totally different show for the driven party.

[00:25:46.400] - Martin

But this is why I'm sort of just sitting in the background, listening.

[00:25:52.180] - Aileen Day

And I think between the two of you, you are a formidable duo, and it most certainly is. It's a lovely combination to see, because you do, incidentally, complement each other so well. And and clearly, if you didn't, you wouldn't be having the massive successes that you are at the moment. And I know Covid you guys would be. And we'll come back to the tactics in a second.

[00:26:23.360] - Aileen Day

But you guys would be one of the very few businesses in Australia or even in the countries around the globe who have come through this whole pandemic situation on top. And and it's no surprise. Clearly, the products that you sell are essential service products. But I love that despite everything, the tenacity that the two of you have shown, you know, Martin was having stand up arguments with suppliers about trying to supply lesser grade quality hand sanitizer. And in light of that, Nadine was out on the front line with customers explaining the importance of supporting our local brands and just the different combinations of one two sucker punches that you guys have had to experience in the last six months.

[00:27:29.390] - Aileen Day

And yet you keep getting back up and fighting hard and still not even just fighting, like just every day, producing that WOW factor. It just blows my mind. Like, seriously, if anyone needs a holiday after this, it's gotta be you guys and your team. It is phenomenal to watch from. Unfortunately, I'm over here in Melbourne. And I wish I could. There's been times where I was about to get on a plane and come and pick and pack for you just to help you get through those orders or answer emails just to help that flow of customer experience.

[00:28:08.520] - Aileen Day

But you guys have managed to and your team and your talent have managed to get through all of it. And it is an absolute hat's off to all of you, but most certainly to the both of you for everything that you've achieved, it is phenomenal.

[00:28:26.010] - Nadine

Thank you. And I say that from my heart of hearts. I don't think we could have done it without your support and your

[00:28:40.910] - Aileen Day

and pay them to say that.

[00:28:44.950] - Nadine

But just being able to share and just to rebalance and regroup ourselves in those challenging and it's a different type of challenge and we're very we are so thankful that we gone through this, but without a really good friendship behind it, like yourself, I don't, and we mean that from our heart that we are so thankful for you. We really are.

[00:29:17.630] - Aileen Day

Know, this is not why we do this podcast. By the way, for everyone listening going goddd, are you done? No we're not, sit back down. Alright. Now, enough of the lovey dove stuff. Let's get back to business. So. The second thing that you talk to me about when it comes to identifying how to deliver, they are in Value Driven Brand was one that is really, really close to my heart as well, is identifying inquiries or issues that have been experienced through social media and CRM platforms and turning them into a better customer experience.

[00:29:59.740] - Aileen Day

So I know how you've done that. Talk to me and talk to the people listening on about how they can tactically do that, how they can low barrier entry, get in and start changing that customer experience based on their feedback and inquiries that come through.

[00:30:22.550] - Nadine

Absolutely, I know a lot of people get quite scared disheartened, and it is very confronting to have to

deal with it, but the main thing is that customer could have decided not to tell you. Yes they're ranting on and some of them behind the keyboard and as we call them sometimes keyboard warriors and shout out loud and it goes, oh, colourful language at times.

[00:30:57.980] - Nadine

But at some point when you take that away and look at what the issue is or what the problem could be, that that. In itself, then provides an opportunity at times. I just wanted to be heard and listen acknowledge and then to be able to go and say, oh, wow, that that hurts. But to then go, he actually told me. So if he experienced that, how many others may feel the same way so to then turn that as an opportunity and then.

[00:31:40.260] - Nadine

I've really thanked them for it and make the phone call most of the time myself and and let them know I have read it. We're really sorry that we have let you down. But and but I really appreciate on how we can do it better. While it may not help you now and you may not want to deal with us in the future, perhaps, but to 90 percent these days, customers are gone. Oh, wow. You actually listened.

[00:32:15.030] - Nadine

You actually identified that this could make the experience better. And there was a customer on our DymoOnline and it was a check out experience and product. And I said, why isn't that done? And it just seems like for me and just what is that customer talking about? And then when you go through sometimes because you update your websites and you update images and sometimes certain links get broken in that process. And when you don't, that's another very tactical quality assurance, CHECK YOUR BACK LINKS and go through everything.

[00:33:05.280] - Nadine

So that's one of our Mega Thing way we do now. Every time we do something or install something new, we make sure how's the customer experience? So we pretend or we invite friends to do certain processes and be like the user tester for us and say, how does it feel? Does it do what it's meant to do? So for this customers, it was such a value added to us because a lot of other customers would have experienced the same way and.

[00:33:44.920] - Nadine

So we were able to turn it around, and I think he appreciated that and I think that.

[00:33:57.720] - Aileen Day

And how amazing that a customer who took the time to tell you what they thought, which they didn't have to do, that could have gone to another supplier, of which there are enough, I wouldn't say plenty, but there are enough. And you would never have known it would have happened to another customer. And then they would have left and then another customer and they would have left. But ultimately this guy went you know what, actually that I'm going to let someone know. And you've got the choice as a business owner and leader in business to decide how you're going to have an attitude towards that.

[00:34:30.850] - Aileen Day

And as far as I'm concerned and thankfully you guys agree, you know, this stuff is a gift. It's a goddamn gift. No matter how raging they are, no matter how pissed off they are, furious or how petty you might think they are, they didn't have to say a word. And as Nadine's just explained it actually, even though it did initially said a little bit petty, when you look into it, you realise, hang on a minute, this is actually a real gap in our experience.

[00:35:06.130] - Aileen Day

And now you have the opportunity to say to your web team, OK, hang on a minute. We're going to add another part to this checklist whenever a change happens. Here's another part of the process that needs to be completed to make sure that customer experience stays WOW and WOW for the right reasons, not mother trucking WOW, what the hell did that just do, like mother trucking WOW, what else can I buy? Right?

[00:35:36.340] - Aileen Day

So I love that. And I think that as a customer, one thing I always say to you guys and any of my other clients is at the end of the day, they are just. Human. They're just human. They have shit days, they have great days. Sometimes they take it out on you.

[00:36:02.010] - Nadine

The great opportunity in that Aileen as well, where, you know, through social, where they are the keyboard warriors, but when you take that time and to call them and and say, hey, we hear you, we're seeing that we are so, so they, they're very taken back because I don't think this is very common.

[00:36:28.800] - Nadine

And I think we feel as business owners, we get beaten and, you know, discouraged. We should say, oh, no, that's needed to the head. Do we have an answer? Do we have a solution of how we're moving forward so that this doesn't happen again? Because in real, we do want that mistakes happen because they provide opportunities for us to make it better and to provide a standard and not leave any loopholes for things to occur in the process.

[00:37:07.740] - Nadine

So and some really clever person once told us we're not just doing it for that one person, we do it for everyone else who may read it so.

[00:37:22.730] - Aileen Day

Who was that? She sounds so wise just saying, if you need help understanding how to manage your customer feedback and how to make sure that they say nice things about you in the future, feel free to hit me up. I've got some experience. I love that and I think you both do such a fantastic job because so much of what you do already comes from your heart.

[00:37:54.230] - Aileen Day

You're already genuine about caring about the outcome and not just the outcome of your business, but the outcome for that customer as well is so important to the both of you that it you know, I love when you guys send me your pre-responses, like, what am I doing with this? You don't need me. You got this! So which just goes to show you're on the same page as far as how to create that value for the customer going forward.

[00:38:23.720] - Aileen Day

And I think that is just an amazing skill that so many businesses can learn with practice and if we are willing to get rid of our ego. Because our ego gets in the way a lot in these situations, we get deflective and we blame other people and we go into, you know fuck you mode, and that is not how any of this is going to help your business create a value driven brand. So, get ready to have some hard conversations, get ready to face up to people who might sound scary, but do it with the heart and the genuineness that these guys do.

[00:39:14.010] - Aileen Day

And it turns around very quickly because people see that and that's what they're looking for. As Nadine said, there are not many businesses doing it. So you're actually about to create your own WOW as well. Fantastic advice. Now the last thing that you've talked to us about is building long term relationships with customers and suppliers and your internal team. What does that look like? We can say I've got a great relationship with my suppliers. But, Martin, you touched on it before.

[00:39:47.070] - Aileen Day

You know, how does that relationship. I understand how relationships generally start in business, but how do you maintain them? How do you build them so that they are continuing to be successful for as long as you've now been in this business?

[00:40:05.460] - Martin

I think it's I mean, I build the rapport with their suppliers through my parents that were in the industry prior to that. They've seen me grow up through the industry. And I mean, that's helped a lot.

[00:40:17.340] - Martin

But in terms of running this show for the entire entirety is 10 years eMega Thing's approached the transition in the last two years. But. what was I going to say? You know I'm not editing this, by the way, that's fine.

[00:40:49.610] - Martin

I think you treat your suppliers like we're building that relationship, and once again, like Nadine said earlier, we're not here for the Tinder approach. We are here to build that long term relationship. I mean, when we we don't really know very well. I would not say that we needy at all on our suppliers. And I suppose we are very self-sufficient. I mean, you trying to ask your supplier family for images of every angle of their product.

[00:41:21.420] - Martin

It's just not it's not there. So this why Mega did their own photography and built own fleshing the products, but enrichment of the product. So you can ask. But all I really ask for that from suppliers, the price list and what we buy it for and then take care of the rest of my team who handles all the. But when we have we don't really have meetings. When we do have meetings, prior to Covid it was more just the figures are great, you're up, how's the kids, how's family life, what's your latest hobby, whatever.

[00:42:03.120] - Martin

And it's it's more of a friendship and the commercial thing exists that does remain professional and business, but it's just the forged relationships. What's going to be interesting is the industry is relatively mature in terms of the owners and external sales within these vendor and the supplier family. So it's kind of with this digitisation of of

[00:42:34.370] - Martin

the way it's going, it's just going to be very, it obviously going to be different moving forward, but we are the I guess I'm probably. Well, I'm younger than you, but it's we're probably the youngest dealers, this is where the wisdom comes in Aileen, but I think we are probably one of the youngest.

[00:42:59.520] - Martin

The operators in this industry, so it's just kind of. But now, in 20 years time, we're going to be the older one's. And I'm saying, just the transition.

[00:43:12.730] - Aileen Day

So how does that. OK, so that's your that's your supplier relationships. How do you guys go about maintaining and fostering relationships with, like your internal customer, being your team, your talent, and and there as well, your external customer? We kind of talked about your external customer a little bit before because, you know, you guys have such an amazing relationship with your external customer that they go out of their way to unbox their products and tag you guys on social media and use your customized gifts on Instagram and TikTok.

[00:43:53.980] - Aileen Day

The Mega Thing team love to TikTok, so make sure you follow them. And so how does that look like? How does fostering relationships look like then from an internal customer point of view?

[00:44:08.010] - Martin

It's probably hard to ascertain what that looks like because we live it day to day. I mean, I think the biggest shit we're doing it right is we've got a review saying

[00:44:17.490] - Martin

I wish I worked there. Now for someone to say that about our business that's just like the Pier Street markets in Seattle.

[00:44:25.920] - Aileen Day

Oh, yeah. This fish is the fish.

[00:44:29.080] - Martin

That's. Said they're in a chapter with people that work for us don't even get paid. They want to be here for the experience, they'll work for nothing or whatever it might be. But that's I mean, that was a bit of are we, we were doing the right thing. And you don't actually look back now. We're doing it because you got nothing to compare it to. But, yeah, I thought that was that's not going to stop us.

[00:44:56.320] - Martin

Oh well we've done it now to move on. But it's it's a good little milestone to say people think that's a desirable place to work. Yeah. Must internally.

[00:45:09.900] - Aileen Day

What is it do you think about that work culture that makes outsiders go, you know what? I want to be a part of that team. What is it that you guys are tactically doing that the team is sticking around to get more of?

[00:45:28.030] - Nadine

I think that it's really value as one of the most vocal. Point to say that the team is part of the process, so everything we do to have the opportunity to be involved in that decision making, so is, you know, we we need to communicate an email and we want to standardise, standardise it.

[00:46:03.950] - Nadine

What what is it? The point is that need to be included. And when we make it, I'll call it a warm and fuzzy so that it is like of a real communication with our people. It sounds like ah, human connection, connection. If it is from the packaging and and I said, you need to look at the order you have in front of you, that is an opportunity for you to connect with that customer. So looking at the location from where they ordered, so a lot of Victorians at the moment orders.

[00:46:48.230] - Nadine

So we know in what situation they are in and being in the lockdown that, you know, this they the team has the opportunity to write on the card 'thinking of you, stay safe', you know, those kind of it might be just something small, but they they see that as a chance for them to be part and to connect with that customer. And it's very clear to us without them, we couldn't do it like we need their help in order to bring our vision alive or our look at it that it becomes alive.

[00:47:28.680] - Nadine

So they're very a crucial part of this daily operation. And we we do, while it is restricted at the moment, do in our huddles daily. We discuss the TrustPilot feedback we receive from each channel and we share them and as well as any negative points, we share them and we say this is where I think we went wrong and this is where I think we can improve to to not let it happen. What our processes is we are currently doing.

[00:48:12.000] - Nadine

And where why did it happen? How, you know, were we rushed or were we whatever it might be that we use this and use them to be part of that innovation, of that problem solving and create that ownership.

[00:48:34.680] - Aileen Day

I am such a fan of that because you know exactly what you just said. If they are a part of that journey, the ownership and the engagement is expected to be so much higher than you know if you're in a situation where you are down the line. This decision came trickling in saying you will do this! Well, I don't want to do that. Explain to me why I should do that, but this team, they're the ones who are like we should do this, which makes so much difference when it comes to leadership and fulfilling that vision and purpose in your business.

[00:49:14.650] - Aileen Day

I promise you so. Get the team on board is basically what Martin and Nadine are saying.

[00:49:22.760] - Nadine

And I think as well we celebrate where mistakes happen and someone else picks it up. So they would go, oh you know, there's only five folders, but there should be five boxes of ten. So we go and we go and we do the shout out 'great pick up from Geordie' and then we all clap.

[00:49:48.200] - Nadine

We will make it a celebration so that no one feels frightened of making a mistake, but more like oh someone there is taking the checks or yeah, it works really well, and I'm so proud of that they're not, they love sharing and they are so supportive of each other and encouraging that positive engagement with making mistakes and picking things up. But it's them. It's it's not us, it's them.

[00:50:32.610] - Aileen Day

And that's such an amazing culture to have as well, where you can have them feel like that autonomy is and Martin and I've talked about autonomy in the team a lot, that autonomy is clearly something that they feel that they don't have to run to the boss all the time, that they've got this and they trust each other to have each other's back as well. And that is definitely if you've got people knocking on the door going, I wish I worked here. That's obviously something that is now being seen outside of that workplace culture as well. Now, Martin and Nadine, before I let you guys go, first I want to say they are some amazing insights to business, to how you guys have scaled, the growth.

[00:51:24.740] - Aileen Day

The WOW, the way that your customers advocate for your brands is just phenomenal. If you are after you've listened to this podcast, I implore you to get on Instagram and Facebook, probably more Instagram at the moment and check out Mega Thing or POSCart or DymoOnline and just look at how the customers blow up when they get products delivered from these businesses. It is the most heart warming thing. I love it so much. But before I let you go now, everyone will know by now that I ask all of my guests to give me one song that gets them pumped up for anything when they need it.

[00:52:12.500] - Nadine

And Nadine gave me a great song. Do you remember what that song was, Nadine? A Pocketful of Sunshine by Natasha Bedingfield, absolutely.

[00:52:26.940] - Aileen Day

Now because Martin didn't do his bio. Martin also didn't give me a song, so before we started this interview, I made Martin give me a song. What was that song Martin. That was Barry White, and I Can't Get Enough of You' Now I think Martin didn't quite understand what I meant when I said get you pumped for anything.

[00:52:52.480] - Aileen Day

I didn't mean that. But nonetheless, that is the song. Those are the songs that are now being officially put onto the Aileen Day official playlist for all of our listeners for the Value driven brand podcast to get their hands on and whenever they need to get pumped up for anything. Thanks, Martin. You now have a eclectic selection to choose from. So with that, I want to thank my amazing guests again, my friends, my colleagues, my clients.

[00:53:33.700] - Aileen Day

You are absolute business heroes to me, and it is my privilege to have the opportunity to talk to you about how you do business and how you deliver a value driven brand. Thank you, Martin. Thank you Nadine for joining me tonight.

[00:53:52.060] - Aileen Day

Thank you. And on behalf of team Mega Thing, by the way, say hi to the team for me. Tell them my hat goes off to them. The work they've done over this Covid period is phenomenal. And they all deserve a pat on the back but for everyone listening on. If you would like to get more information about Martin and Nadine's businesses Mega Thing, POSCart or DymoOnline, you can either follow them on their

socials. Or you can go to valuedrivenbrand.com and they will be there on the page, as well as all of their socials and this recording and the video as well.

[00:54:37.820] - Aileen Day

So from me to you to you to you to you and to all of you out there. So next time, make sure you're going out and creating value for someone and have a great day. Thanks for listening to the Value Driven Brand Podcast with your host Aileen Day. Is your business struggling to become known as the sought after leader in your industry? Access our Value Driven Brand Quiz and Special Three Part Podcast Series to identify the gaps and what you need to focus on first.

[00:55:13.810] - Aileen Day

First, go to www.valuedrivenbrand.com/podcast-series. That's [valuedrivenbrand.com/podcast-series](http://www.valuedrivenbrand.com/podcast-series). Tune in next time where we discuss more ideas on how you can deliver your value driven brand.