

[00:00:02.180] - 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.

[00:00:31.130] - Aileen Day

G'day, everybody and welcome back to another episode of The Value Driven Brand podcast, I am your host Aileen Day. Thank you so much for joining us again, and today we have a wonderful special guest, Nicole Lamond from Eloments Tea, thank you so much for joining us.

[00:00:51.370] - Nicole Lamond

Hi, Aileen, it's great to be here, thanks for inviting us on.

[00:00:55.180] - Aileen Day

Now I said this before, but if you are listening to this podcast, you need to go and check out the YouTube video because Nicole's earrings are smashing. I'm loving them, I'm a big fan I need to improve my earring collection I'm pretty sure that's something I should do, they're probably cheaper than shoes.

[00:01:15.430] - Nicole Lamond

Yes, definitely.

[00:01:17.170] - Aileen Day

Easier to store, at least.

[00:01:19.540] - Nicole Lamond

Yes, absolutely.

[00:01:21.400] - Aileen Day

Now, if you don't know who Nicole is, Nicole is the founder of Eloments Tea and Qi Tea and to give you, now this is such an impressive bio, it's so impressive, I'm going to read it because it would do no justice to make a mistake. Get this, Nicole is the founder of Universal Village, it's a fair trade tea company that develops fair trade tea products where she gets to combine her passion and entrepreneurship and ethics now we're going to talk about this. But ethics and delicious tea, and can I just say, I know they're delicious, I got some samples and they are so, so delicious. Now, Nicole, along with being the founder of Eloments Tea, is also the founder of Qi Tea, and they are the first world's, world's first certified organic, vitamin tea brand, I know that's a mouth full, but that is impressive. The world's first.

[00:02:32.210] - Nicole Lamond

Yes, it did take about two years of research and development to develop the product, yeah.

[00:02:38.490] - Aileen Day

I, I would love to know I mean, we're going to throw this to you shortly, but I would love to know how you got to that point of knowing that that was a gap in the market. But because of all that research and development and all of those amazing efforts, they now are branded, they're now being sold in Woolworths supermarkets and all over the country as well as internationally as well. And it is such an amazing achievement because it's such a, it's quite a young brand, isn't it, Nicole?

[00:03:12.860] - Nicole Lamond

Yeah, Eloments has only been in the market for two years. So very new, yes.

[00:03:18.740] - Aileen Day

Yeah, that is amazing. Now, I also have to add to this, Nicole, as well as just being a world dominant in, in fair trade tea, also as a single mother of three children, now, I just said to her, I'm a single mother of one, I don't know how you do three, which is phenomenal. And in 2019 was voted the Dynamic

Business Top 10 Entrepreneur of the Year and a finalist for the Women's Agenda Emerging Business Leader of The Year. That is madness, I don't know, did you sleep, 2019, yes or no?

[00:04:02.760] - Nicole Lamond

Yes. Yeah, I'd be lying if I said it was easy, but it just really focussed on, focussed on the business and focussed on our goals is kind of what, what helps push me along.

[00:04:15.180] - Aileen Day

Absolutely.

[00:04:15.920] - Nicole Lamond

Definitely.

[00:04:16.580] - Aileen Day

That's a wheelbarrow if I've ever seen one, so...

[00:04:20.330] - Nicole Lamond

Yeah.

[00:04:20.840] - Aileen Day

Talk to me about, you know, they are some amazing achievements and lofty achievements, what got you to that point? How did you wake up one day and go; actually this is going to be my new goal.

[00:04:36.260] - Nicole Lamond

Yeah, well, it's a quite a long story, but I'll shorten it, so I'm an intrepid traveller and passionate traveller, and in my late 20s, I was travelling throughout India and East Africa and got to visit some development projects because I'd been doing some volunteer work for World Vision. And I visited one of the yeah, yeah, it was really great. And I visited one of the projects in Kenya and it was a tea plantation and I was visiting a family and the mother and father both worked full time on the tea plantation. And yet they were part of this, this aid and development project that helped them afford the necessities in life.

[00:05:19.460] - Nicole Lamond

And I just came away from that thinking, wow, you know, these people are working full time, it's not that they can work more and I thought, well, this system is really broken there's something really wrong with this and, and the way this is all playing out. So I got back to Australia and I read about Trade Justice and I read about fair trade, and I just remember thinking straight away, I thought that's what I'm going to do because I liked I sold things before and, and I knew I could sort of I knew I could sell things.

[00:05:51.020] - Nicole Lamond

So I thought, well, I'm going to give that a go and it started from there and what started as a hobby because I didn't quit my full-time job for another year or two. What started as a hobby sort of became a real passion, and I was stuck with fair trade and became involved in the formation of the Fair Trade Association in Australia and New Zealand, which brought the fair trade label to Australia.

[00:06:16.790] - Aileen Day

And am I correct in saying you became part of their board of directors?

[00:06:23.480] - Nicole Lamond

Yeah, as a founding board member, and then as I kind of had three kids, you know, I dropped out of, out of that for a little while. But yeah, it started from there. And then I as the kids get older and I had a bit more time, I decided in about 2007 that I had to get serious about making a living. So that's when I pitched the Qi Tea product to Woolworths and got it in and the business took off from there.

[00:06:57.380] - Nicole Lamond

And I ran that, I ran that business for about 6, 7 years, very much as a lifestyle business because I had

three kids, I wanted to, you know, work from home and have all those conveniences that you like to have. So I did that and that was really successful, and then I got a bit bored and I was doing often doing ongoing market research and I discovered a real gap in the market, being really into health products myself and organic. I discovered that tea drinkers also buy a lot of supplements, and but there was a couple of problems in the sense that people buy supplements, stick them in the pantry and then forget to take them.

[00:07:44.160] - Aileen Day
Yeah.

[00:07:45.230] - Nicole Lamond
Yeah. It's amazing, everyone just goes, yeah, yeah, that's me. And the other thing is people just hate taking tablets. So I thought, well, wouldn't it be a great idea if you could put B **group** vitamins and different nutrients in tea because also tea is essentially healthy I mean, it's really healthy, you're hydrating green teas got great antioxidants. So I set about developing what became Eloments with my now business partner, Julie Hirsche and yeah, that's how it all started. And it took two years of R&D.

[00:08:26.120] - Aileen Day
Yeah.

[00:08:27.470] - Nicole Lamond
Because we wanted to keep it natural, we didn't want to add the sort of binder's or fillers that you might find in a lot of food products.

[00:08:34.370] - Aileen Day
Yes.

[00:08:35.000] - Nicole Lamond
And because of that, we were really limited in what, what we could use as far as manufacturing aids. So it was really tricky it took a while, but we got there in the end and we launched, and we launched in Woolworths in June 2019.

[00:08:51.710] - Aileen Day
That is so amazing. What, and how close before Covid did you launch into Woolworths?

[00:09:00.310] - Nicole Lamond
Well, Covid was, what, 2020? So, yeah, so six months before that.

[00:09:07.090] - Aileen Day
What a nice little pre-Covid present.

[00:09:10.720] - Nicole Lamond
Yes, yeah, yeah.

[00:09:12.550] - Aileen Day
And was the, was the whole of 2020, how did that go for you guys in business? I'm always fascinated to understand how it impacted, you know, different parts of different industries.

[00:09:28.120] - Nicole Lamond
You know, it's interesting for us, being a young business to the new business, we were still refining a lot of our processes, particularly around supply chain. So we were really buffeted by Covid, everything became harder and more expensive, like shipping, shipping is still, you know, quadruple the price of what it would usually be, factories, offer and operating on half staff because of social distancing, everything was delayed.

[00:09:59.100] - Nicole Lamond

You know, ships were stuck off ports because, you know, everything was just banked up. Yeah, it really, it really did wreak havoc with our business so we're just coming out of that and trying to, to get re... re-orientated it, and it's changed the way that we do purchasing and it's changed the way that we manage our whole supply chain really.

[00:10:19.720] - Aileen Day
Yeah.

[00:10:20.430] - Nicole Lamond
And we keep those changes moving forward.

[00:10:23.490] - Aileen Day
Yeah. So what would you say was probably one of the benefits of, of going through all that as an experience.

[00:10:33.780] - Nicole Lamond
Well, it's really coming out of it, it's really made our supply chain very robust because we've made some changes to our purchasing, so we'll be able to kind of withstand any more shocks.

[00:10:47.700] - Aileen Day
I love that.

[00:10:50.040] - Nicole Lamond
Yeah, it's made a lot more robust. We've tried to simplify as much as possible and we'll keep doing that, actually simplifying.

[00:10:58.290] - Aileen Day
Yeah,

[00:10:58.590] - Nicole Lamond
I'm a big believer in that, and when I was managing Qi Tea, I used to run that business on my own, really. And I just really simplified all my processes as much as I could and really got to the heart of what, what are the critical success factors to this business and that's really all I focussed on and I didn't say yes to other kind of distractions, I guess.

[00:11:22.050] - Aileen Day
Yeah.

[00:11:22.380] - Nicole Lamond
So we'll bring this business back a bit and focus on, on the core, core critical success factors and every business has about three of those, so that's really important to know I reckon.

[00:11:35.700] - Aileen Day
That is so fantastic that although a lot of turmoil and ideally you'd rather not have to go through the headaches, that at least at the end of the day, you've learnt some amazing business lessons that have ultimately strengthened the way that you operate and hold you in a more steadfast position should something else kind of come at you next year or any time in the future. So I always from that fantastic, brilliant resilience as well, considering such a young company, amazing.

[00:12:06.640] - Nicole Lamond
Yeah, yeah.

[00:12:07.910] - Aileen Day
So...

[00:12:08.340] - Nicole Lamond
You've just going to hang in there.

[00:12:09.810] - Aileen Day

Yeah, exactly, really tight really bloody tight. So this is The Value Driven Brand podcast and you've kind of just started to touch on it before but I know that you have some insights into what you believe creates a value-driven brand. And, you know, I love the fact that you are one of the world's first certified organic tea brands and nutrition tea brands, but what are those points that you believe create a value-driven brand in your experience?

[00:12:47.360] - Nicole Lamond

Right, and particularly I'm speaking from a small company perspective, so I think and a lot of us small brands, small companies are competing in a niche space well we have to really, so for competing in a niche space, it's really particularly important to know your brand and product proposition. So know exactly who you're selling to, why are they buying it and what are they buying and being really clear about that. Because we don't we don't have the mass marketing budgets that Twinings or Tetley or whatever would have.

[00:13:28.820] - Aileen Day

Exactly.

[00:13:28.880] - Nicole Lamond

So we need to yeah, we need to find our customer and we need to find them in a cost-effective way.

[00:13:35.840] - Aileen Day

Yeah.

[00:13:36.290] - Nicole Lamond

So being really clear about who we are and, and what we're selling and what we're offering and finding, finding those people who, who want our product. So by having a really defined and clear proposition that really helps us do that.

[00:13:52.910]

Yeah, and when you were creating Eloments and you've obviously got to the point where you have this, all this data, this insight that's kind of explained to you, oh hang on, there's a gap in the market around, you know the, the nutritional tea, but there's also these lifestyle problems where people buy, you know, nutrients and whatnot, but then don't consume them. It's a little bit like me and chocolate, if I have a chocolate craving, I just feel good buying chocolate, I don't need to eat it and I think.

[00:14:27.290] - Nicole Lamond

Oh really.

[00:14:27.980] - Aileen Day

Yeah. If it was cheese though ruined, it's all mine, don't come at me. But if it's a chocolate, I feel like, you know, I'll buy it and I can sit in the cupboard for months and I feel like I'm a little bit the same and I'm sure there's many of us out there who are who say, oh, I should probably get more Vitamin B and I'll go and buy some Vitamin B, and it goes and sits at the top of the fridge after I've taken it three times, realised it's a horse tablet and I've lost interest in that long term health benefit now, I'm like, oh, I bought it, I feel better about myself.

[00:15:06.560] - Nicole Lamond

Yeah, yeah.

[00:15:08.090] - Aileen Day

How, from a small and because it's such a perfect point that you make, you are so successful but yet it's not a Twinings or Lipton situation. So what is the, what is the tactical piece around? How do I find out who I'm going to serve? Like do you sit on Google? Do you go and ask every Tom, Dick and Harry what they think about vitamins in their tea? How did you and Julie go around achieving that insight?

[00:15:46.210] - Nicole Lamond

Yeah, so talking to your customers is just absolutely, vitally important. And I remember when my business partner, Julie, joined the business and I used to have the, well, we have the 1300 number coming in. And I would answer it and, and I remember her saying, oh, is that the best use of your time? And I thought and I said to her, yet, you know, it's the best way that I can spend my time, because when you need to talk to the customers directly or the person creating the products does and you need to know what are their pain points, what do they love about your product? What's annoying about your product?

[00:16:25.090] - Nicole Lamond

What are they looking for? Yeah, you need to know all that quite intimately and, and speaking to your customer so Julie and I actually emailing customers, we're messaging them, we're speaking to them. And that's really it's so important for a company like ours that's, that's also values-driven in the sense of being fair trade and wanting to make the world a better place and people, even though they won't buy our product because of that, because it's they want to buy a tea and they want to buy a tea that they like, but they do love it that there's that extra bonus of, oh, I like this tea and hey, they're a great company as well.

[00:17:10.120] - Aileen Day

Yeah.

[00:17:10.630] - Nicole Lamond

So yeah, just talking to your customers and knowing what they want is absolutely essential, like I just could not stress that enough.

[00:17:20.440] - Aileen Day

And I, you know, I said it in the beginning that you got to couple your passion with ethics, but that ethics in the, in the fair trade area absolutely serves as an additional value add to your brand, because where others might be, you know, I hope they don't but I'm sure one day they'll be somebody who goes, oh these ladies were on to something and they go and try to copy or mimic your product. You know, the fact that there is an additional piece to your the value that you deliver, it's not that easy to copy. You know, if there was a choice, I'd be going, I will I know the effort and work that goes into creating a fair trade product and I want to support them in their vision, can you just as a segway, please tell us your brand vision I love it.

[00:18:21.580] - Nicole Lamond

For, for Eloments. Well, the company mission is to help accelerate the world's transition to a living wage for all people, which is we do that through fair trade and through being certified fair trade. So, you know, it's not just hot air it's actually, you know, we deliver a better price per kilo to the farmers for their crops and labour. And, yeah, vision for Eloments is that we just love it to be the world's most popular vitamin tea.

[00:18:53.540] - Aileen Day

I think that is so fantastic because there's this double-edged win, really. I mean, you get to have a product that is out there that people love, but also a product that is out there serving a purpose and delivering what I call a value-driven life, right. So we talk about a value-driven brand, but the ultimate aim in my, in my, my mission, and my vision is to help business owners create a value-driven life. And to do that, they need a value-driven brand because you're not sitting on your laurels, just being a ho-hum business, are you?

[00:19:36.940] - Aileen Day

So I love that you have coupled, you know, that the passion and the ethics to not just help build something that you love, but to help build something that will ultimately help people all over the world. And I'm not sure if you remember, but here in, lets say, Melbourne, maybe Australia, some time ago, there was a whole hoo-ha about the milk industry and how much the price paid for their milk. And I did a little bit of a public nada about the, the, you know, the PR stunts that were going on around that.

[00:20:20.890] - Aileen Day

And this is the perfect opposite to that, there's no PR stunt, there is just passion and ethics and an absolute will to make sure that people walk out with a liveable wage for the work that they do. And even just doing that, yesterday, I was having this conversation with my 10-year-old son because we were watching, well slightly different, but we were watching a television show based in America where they were picketing for a liveable wage and then there were picketing for an equal wage and I was like oh God.

[00:21:01.900] - Aileen Day

And he didn't understand what was going on, and so having those conversations and watching even a 10-year-old realised that that's wrong, that why, why do they do this work and they can't afford to live, you know, to have brains like yours working to, to mitigate that and minimise it around the world is just such an absolute pleasure to, to bear witness to, so...

[00:21:29.680] - Nicole Lamond

Thank you.

[00:21:30.460] - Aileen Day

Absolutely, product making sure that you understand who you're serving, how you serving is so important. What's your other insight around delivering and value-driven brand?

[00:21:42.960] - Nicole Lamond

Well, it's really important to be able to deliver the product or service that you're offering consistently, and costs are really important in, in just the nitty-gritty of a business and controlling costs. So having really, really good, robust processes that you use to run all aspects of your business is so vitally important. And that way, when other people come in to your business, other employees, then you have you know, you have a manual or guidelines to train them.

[00:22:16.170] - Nicole Lamond

And also, if you're not really measuring or you don't know what you're doing consistently, then you it's harder to iterate and improve what you're doing. So you need to, so what we tend to do is take bite-sized chunks and then we really document what we're doing. And then we, you know, anything that can be quantified, we do that, and then you try and iterate and improve it and then you go to the bite of another chunk, and then you do the same thing.

[00:22:43.710] - Nicole Lamond

So, I mean, it's a never ending process, but and you can't do it all at once but it's really, really important to know how you're delivering, what you're delivering and then to keep improving because it's you know, it's very competitive, as everyone knows. So, yeah, controlling costs are really important, and keeping the quality in your product or service is really important.

[00:23:07.630] - Aileen Day

Yeah, I couldn't agree more. It actually breaks my heart a little bit as, as a consultant in customer experience, how hard it is to convince business owners and leaders to document their processes and, and, and refer back to them for consistency sake because they spend so much time putting out fires and I say to them, OK, so have you got a policy document around that? Have you got a process document? No, no. Why not? It's a process, no, no.

[00:23:44.680] - Aileen Day

I literally have this conversation with one of my clients the other day and bless her, she said, oh, no, they should just, they should just have initiative, I said, so what they've done is they've created an initiative, but now it's a consistent occurrence. What you've done is you've gone started with an initiative, but now you've created a process. So where's the documentation to support that so that they can execute it consistently and then, as you said, create that level of quality that their customers have now come to expect. And so, and do you find I know it's not a sexy thing to do in business, I know...

[00:24:27.130] - Nicole Lamond
It's not sexy no.

[00:24:30.120] - Aileen Day
It's draining, I do them for my own business as well, but...

[00:24:34.740] - Nicole Lamond
Yeah.

[00:24:36.060] - Aileen Day
Would you, would you say that that has probably been a game-changer?

[00:24:41.290] - Nicole Lamond
Oh, absolutely, yeah, absolutely, and it was it, **Drucker**, who said, if you can't measure it, you can't manage it.

[00:24:49.660] - Aileen Day
Yes.

[00:24:50.250] - Nicole Lamond
So...

[00:24:50.690] - Aileen Day
Yeah, it gets measured, gets managed.

[00:24:53.080] - Nicole Lamond
Gets managed, yeah, yeah a huge believer in that. And also we have the Tram test, so...

[00:24:59.210] - Aileen Day
What's the Tram test?

[00:25:00.460] - Nicole Lamond
The Tram test is one of our sort of policies, so if one of us should get hit by a tram, I'm in Melbourne.

[00:25:07.300] - Nicole Lamond
Would most likely be a tram.

[00:25:13.060] - Nicole Lamond
Obviously, it would be the train test in Sydney, but yeah. So it's one of us gets hit by a tram, the other one can step in and work out what's going on and you know, where we're up to in a certain process, whether it's manufacturing or marketing, and sort of carry on, I guess.

[00:25:29.920] - Aileen Day
Yeah, absolutely. And we touched on this before, you know, talking about scaling and, and transitioning into that next level of doing business and becoming that trusted value-driven brand. It doesn't happen, like, I will categorically tell you, and I'm sure Nicole will absolutely agree with me, it doesn't happen without rigorous policies and procedures in place. Would you agree?

[00:26:02.380] - Nicole Lamond
Yes, absolutely, and one of the important things to really understand about scaling is that scaling is not increasing revenue, scaling is increasing revenue without doing more work. So and if you can't, if you can't achieve that, then you're really, really going to struggle to scale your business because you just, you can't keep up.

[00:26:24.790] - Nicole Lamond
And if you need to employ more people before the business is ready and they can't take the costs, then, you know, you just you're going to struggle to, to grow a viable business or a sustainable

business. So it's all about the model, the business model, and how, how cash comes into the company, and what has to happen to turn that cash into value for the customer and then delivering that value. And, yeah, if you don't have policies and procedures, it's just going to be a big mess.

[00:26:56.350] - Aileen Day

Yeah absolutely, [crosstalk 00:26:58] you will definitely just be spending your days and nights, sleepless nights, putting out fires. Yeah, I think that is I look, I, I will hand on heart say it took me a while to take my own advice, but it's probably more to do with the fact that I work alone, but on the flip side of that I also have this disdain for myself when I tell other people to do things that I haven't done it for myself. And I know, but, you know, I used to write policies and procedures for Bunnings for the whole country.

[00:27:34.480] - Nicole Lamond
OK.

[00:27:34.900] - Aileen Day
So I get, I get it right.

[00:27:37.130] - Nicole Lamond
Yeah, yeah.

[00:27:38.140] - Aileen Day
Not exciting, but I also, what's your perception around businesses when they do create all their resistance to creating policy and procedures? Do you think it's because I think once it's written, we can't you know, we can't vary away from that. Or what do you think that resistance is? Or is it just because it's such a boring bloody job, nobody wants to do it.

[00:28:04.290] - Nicole Lamond
Yeah, look, I think there's always a trade-off, so I'm, I'm kind of the policy, the procedure person in our partnership and I think there's always a trade-off. Like I'm not good at holding a lot of information in my head because I'm always off thinking of something else, so I'm very happy to follow a procedure for a repetitive task because otherwise, I'll forget important steps.

[00:28:28.180] - Aileen Day
Yeah.

[00:28:28.500] - Nicole Lamond
So I was never really resistant to it but, you know, my business partner Julie is great at holding a lot of different information in her head so she can learn something and remember it and then do it the next time and remember how it's supposed to be. So she probably doesn't see that need to document stuff as much as me, but the problem is when you have a staff member coming in, then you need, you need the procedure.

[00:28:53.940] - Nicole Lamond
So we're, we're kind of really, we're really into documenting stuff and having a procedure because our business is also very complex, because we're ordering raw materials from around the world and we're sending them to a manufacturer and we have manufacturing processes. So we, we have to have a lot of kind of procedures around that.

[00:29:16.630] - Aileen Day
Yeah.

[00:29:18.000] - Nicole Lamond
But this, it's got to be the trade-off, though. There's no point spending hours on a procedure that's not going to return the value, so it's about having that discernment about, okay, well, what procedures are really going to add value to my business and making those decisions? That's sort of the important part, really, because otherwise you just end up wasting a lot of time.

[00:29:37.140] - Aileen Day

I sat down the other week and recorded the documented, the process for producing one of these podcasts the other week.

[00:29:51.150] - Nicole Lamond

OK, yeah.

[00:29:52.290] - Aileen Day

And I was complaining to one of my clients that it was taking a long time and it was a very draining process to document. And she said, oh well, you know, like you tell us we've got to do it, so enjoy. And I had to go and eat my words because as I was on the phone to her, I was like, I already know how to do it and nobody else does it. It's just me. And then lo and behold, I actually do have I have a gentleman who I send my transcripts to, and he, he does the transcript part. But everything else I do myself and, and I sent him a transcript and I realised that when I sent him the transcript with the video that I had made a mistake on video and I had to start again from scratch. And I sat there and I thought to myself, that is karma for complaining about documenting your process that I claimed to know with my eyes closed and then mucked it up. So I literally sat there and thought, wow, OK, even, even when you think, you know, you can still make a mistake, and that is why we need those procedures to be in place, because who's got time.

[00:31:22.680] - Nicole Lamond

Yep.

[00:31:22.920] - Aileen Day

I literally wasted six hours and had to do it again.

[00:31:28.650] - Nicole Lamond

Oh, no. I think part of the art really is to documenting it in the right format, and so it's a living, breathing document, document, not a static, some static thing that's kind of going to be forgotten about a document that you actually use. So making it even slightly interactive can be good.

[00:31:50.730] - Aileen Day

Yeah, I love that.

[00:31:53.280] - Nicole Lamond

Yeah, yeah. If it's, if it's well laid out and is kind of fit for purpose, then it can be a real, you know, it can be really great in the actual implementation as well.

[00:32:05.490] - Aileen Day

Yeah, and I think also if you take into consideration how people might take information in as well like I've, I've encouraged some of my clients to use video and screen capture software as well to, to explain some of their processes, which I think has helped them get past that barrier of documenting the way they do business because they might have this block in their mind where they're like, oh, I don't want to write out step one, step two.

[00:32:37.920] - Aileen Day

But then if they find a different way to perform it, it's still the same out, like it's still the same outcome, you've documented the way you do business and that's, that's the main thing at the end of the day. So I think that is a fantastic, fantastic way to create a value-driven brand and if you are watching or listening, take Nicole's advice. Set time aside, hold yourself accountable and put those procedures down on paper, make them a liveable, breathable document.

[00:33:12.850] - Aileen Day

Actually, it's interesting you say that my podcasting document has got a whole bunch of links in it to make it easy for me to, to access different programmes and whatnot. So in that sense, it's a, it's a breathable living, breathable document I have to literally use it every time I produce a podcast now.

So, yeah, there's none of that was set and forget.

[00:33:36.900] - Nicole Lamond
No, no, that's no good.

[00:33:38.940] - Aileen Day
Yeah, that ain't helping anybody.

[00:33:41.710] - Nicole Lamond
No.

[00:33:42.840] - Aileen Day
So, they are some amazing insights into how you have gone about creating value-driven brand now, before I let go, you might not be aware, and if this is your first time listening or watching, you are going to find out that every guest that comes on to The Value Driven Brand podcast, I ask them for the one song that gets them pumped up for anything.

[00:34:09.390] - Aileen Day
Now, I had to have a laugh because we have come through to the point where we've definitely hit the classics, we've definitely got a couple of The Eye of the Tiger, we've definitely come up with a few We Are The Champions, so if you all those bands and you have writing credits to those, enjoy the royalties. But Nicole, after all that, what was the song that you decided got you pumped up for anything?

[00:34:46.890] - Nicole Lamond
I would have to say, then I'd revert to a Cold Chisel song, I do love The Star Hotel.

[00:34:56.030] - Aileen Day
The Star Hotel.

[00:34:57.770] - Nicole Lamond
It's raw and rough and ready, and it's, it's energetic.

[00:35:02.600] - Aileen Day
That is an understatement, understatement but I love it. That's exactly, so the point to asking you that question is because we have here The Value Driven Brand podcast, Spotify playlist, and every guest that comes on, tells me the song that gets them pumped up for anything and I add it to the playlist, and then when your podcast goes live, you can download the Spotify playlist and find your song along with many, many others and I mentioned earlier, it's becoming quite the eclectic mix. We have gone from Cold Chisel now cultures I feel like we don't have a Cold Chisel, so this is going to be a very good addition to as I said before Queen, we have classical music, we have punk-rock.

[00:35:53.120] - Nicole Lamond
Yeah, yeah.

[00:35:53.840] - Aileen Day
We have some dance and trance.

[00:35:56.850] - Nicole Lamond
Yeah, I could easily go Clash.

[00:35:58.850] - Aileen Day
Yeah, well, it certainly is an absolute insight into each of our guests and what absolutely gets them pumped up for anything so thank you for your contribution to the playlist.

[00:36:12.270] - Nicole Lamond
Thank you, it's a pleasure. Yeah, well, I'll download it kindly, actually, and, and look out for, yeah, I'll be

curious to listen.

[00:36:18.930] - Aileen Day

It's, it's definitely if you can't get pumped up for anything after listening to that soundtrack, go get help. But that's not professional.

[00:36:28.670] - Nicole Lamond

Going to get resuscitated.

[00:36:31.740] - Aileen Day

Go back to bed and start again. Now, Nicole, thank you so much for joining us. You will be able to go to valudrivenbrand.com/podcast-series to be able to watch the wonderful Nicole and I have this conversation. If you are listening in-transit, you can hear us on Apple podcast, Spotify, Google, wherever all good podcasts are heard. But you will also find all the links to be able to get in touch with Nicole and find out more about the Qi and Elements tea brands as well. Nicole Lamond, thank you so much for joining me today. It has been such a pleasure to learn about how you have created a value driven brand.

[00:37:22.350] - Nicole Lamond

No worries, thank you yeah, it's been fun.

[00:37:24.800] - Aileen Day

And for everybody else, we are going to be back next time, but until then, get out there, go and create value for somebody else in your life because what goes around comes around, I'm Aileen Day until next time.

[00:37:42.970] - Aileen Day

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