

What Makes A Successful Access Rental Company?

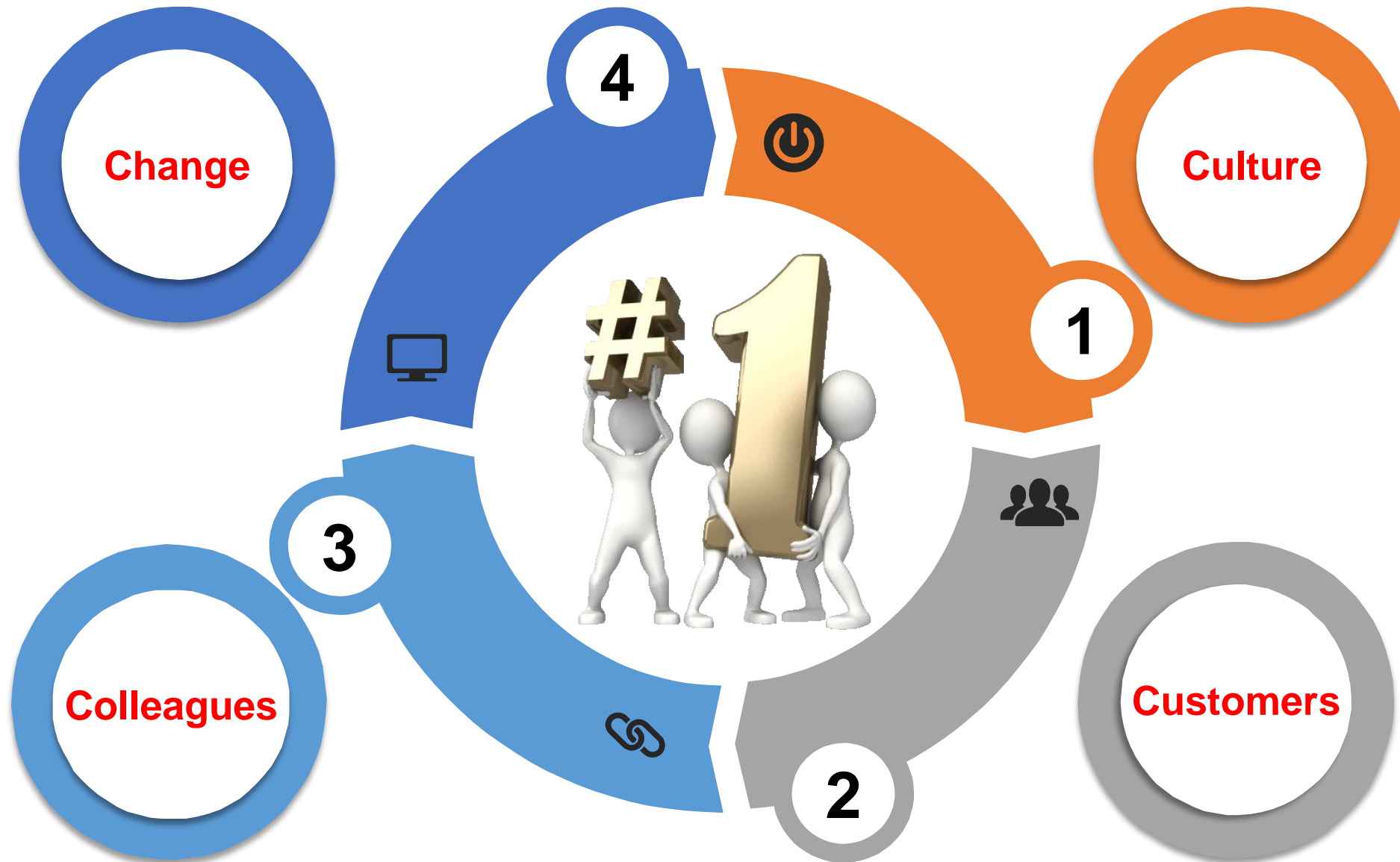
Don Kenny

CEO - Loxam Powered Access Division

11 October 2018



The Four C's for Success





Culture

Culture

The Way We Do Things In This Business



Culture trumps strategy



Difficult to copy culture



Source of differentiation

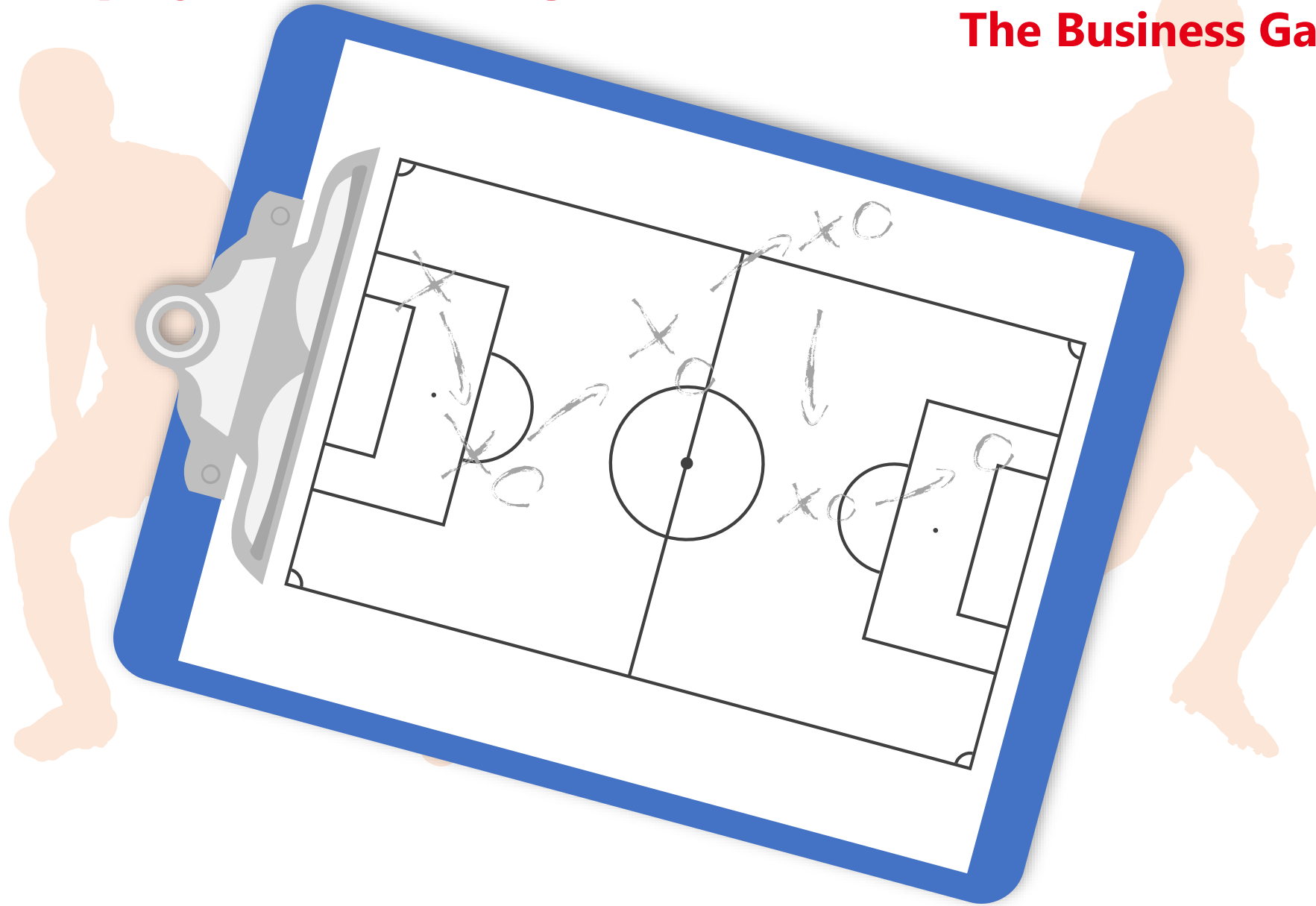


Stems from the top



My Philosophy on Winning in Business

The Business Game



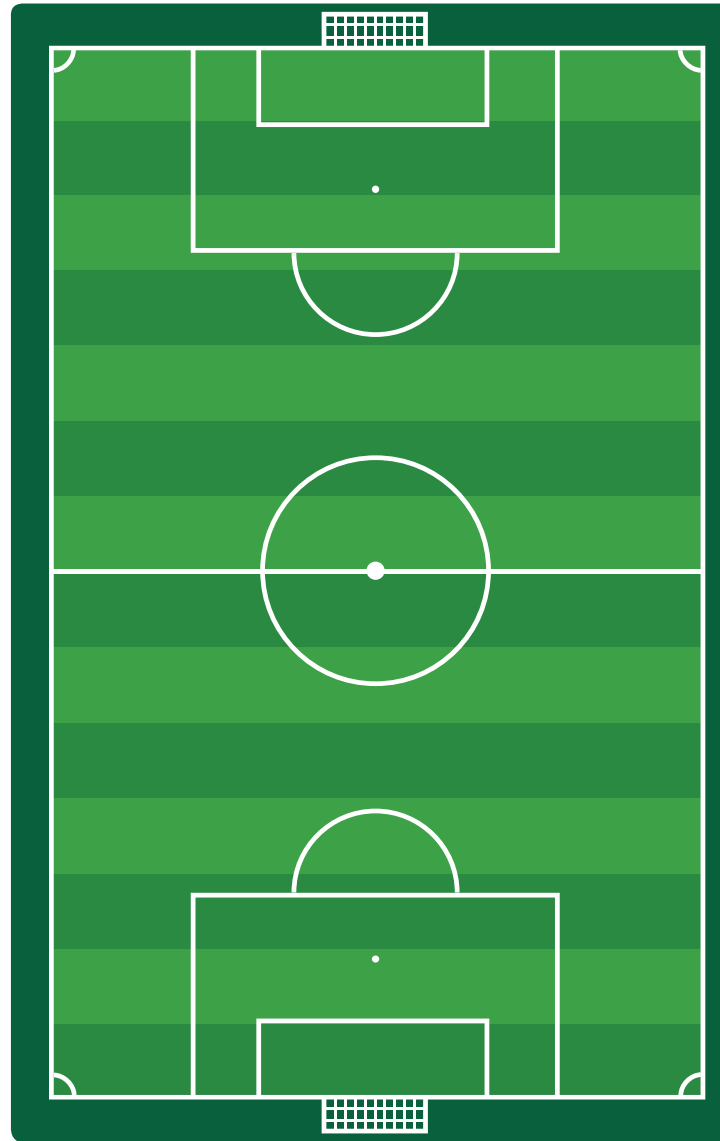
Rules of the Game

Objective of the Game

Deliver Shareholder Value - EBITDA

Benefits of Playing?

**Job Satisfaction, Motivated Team,
Career Growth**



1

**All Decisions in Best
Interest of the Business**

2

A Team Game

3

NO Politics

4

Have FUN = Success

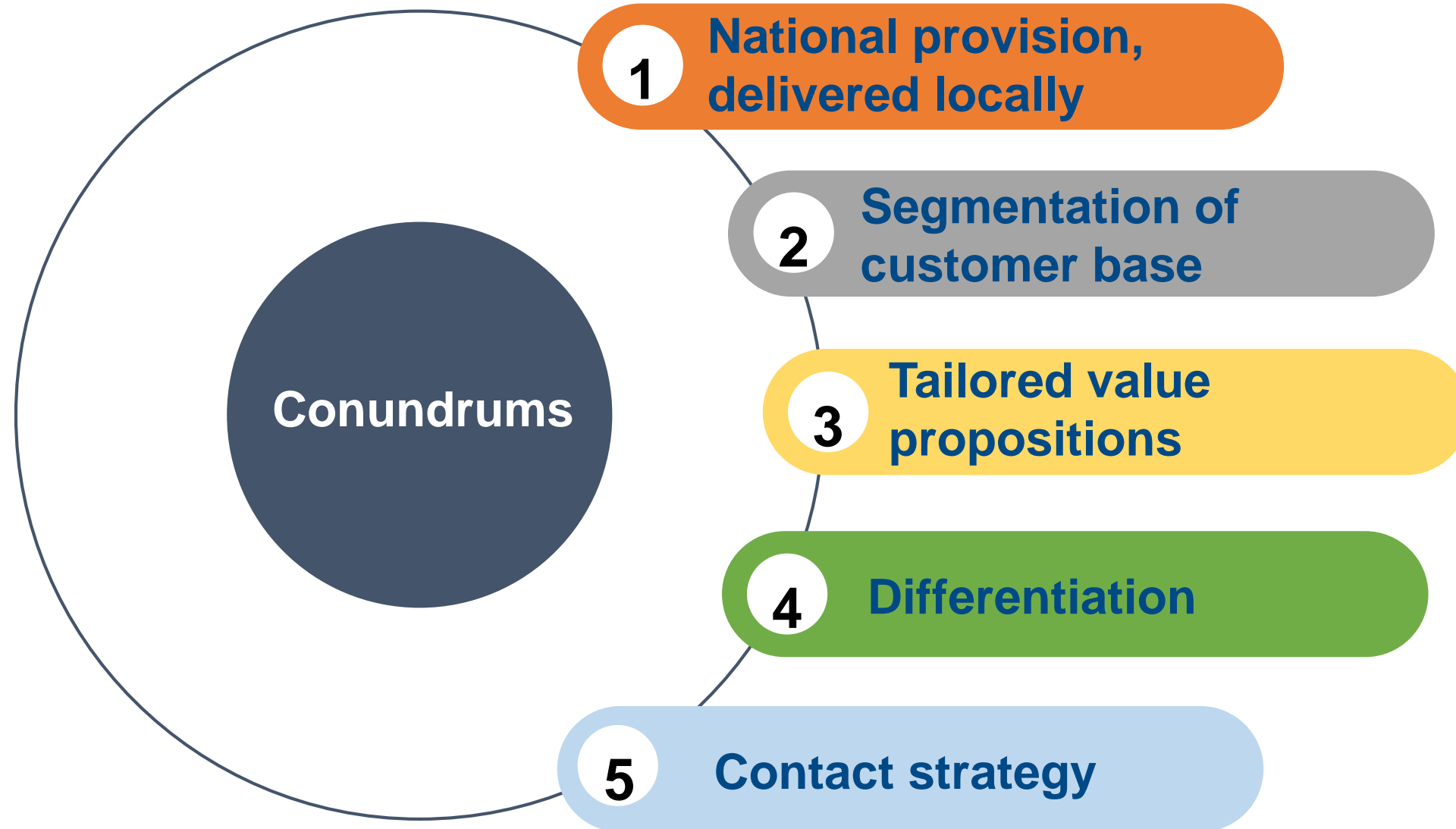


LOXAM
Powered Access



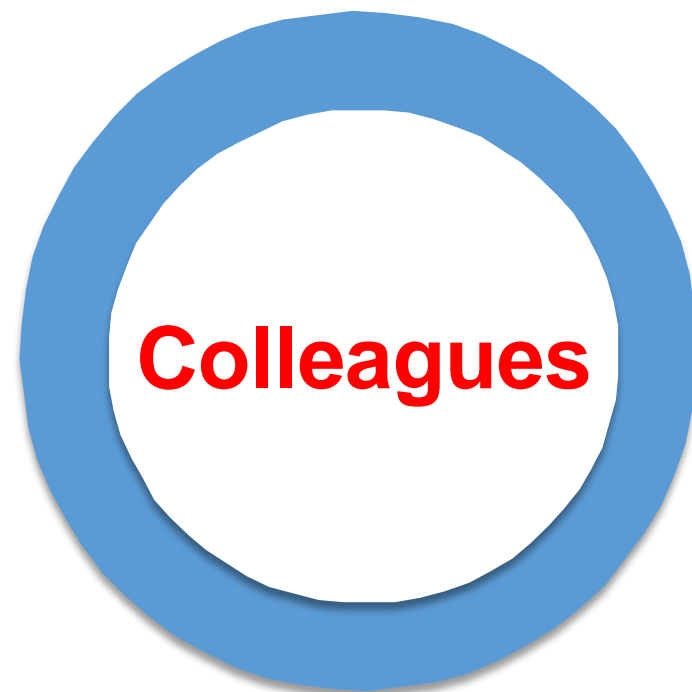
Customers

The Reason We Have a Business



Solving The Customer Conundrums





Colleagues

What Powers Our Business

HUMANWARE



What makes our business function

INNOVATION



Provide the innovation & continuous improvement

DO THE BUSINESS



Customers do business with people they like.

MOST VALUABLE ASSET

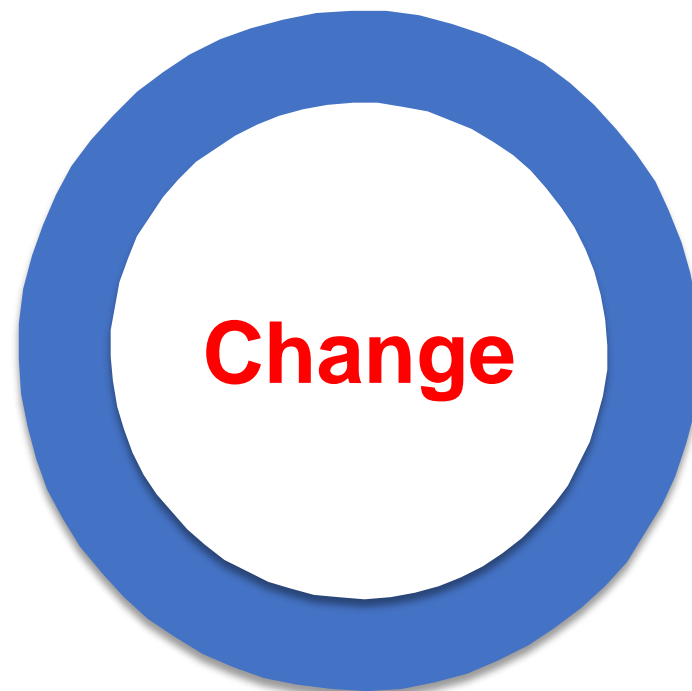


More important than fleet, processes or systems.

Strategic People Plan

Taking Care of Our Most Valuable Asset





Change

The Only Constant in Business

Where?

Prioritise what your customers will appreciate, respect & desire.

When?

Create competitive advantage, differentiation, survival
Steve Jobs & iPhone



Why?

Evolve & survive, or stagnate & die

Why?

Who?

Businesses, workforce.

What?

Machines, customers expectations, competition, technology, suppliers, processes, skill sets, society, law.

Which?

Which?

Leading, trailing, following?



Change



An Evolutionary Journey



**The world's most valuable resource is
no longer oil, but data**

**The
Economist**

Where Does Data Come From?

External Sources



Internal Sources

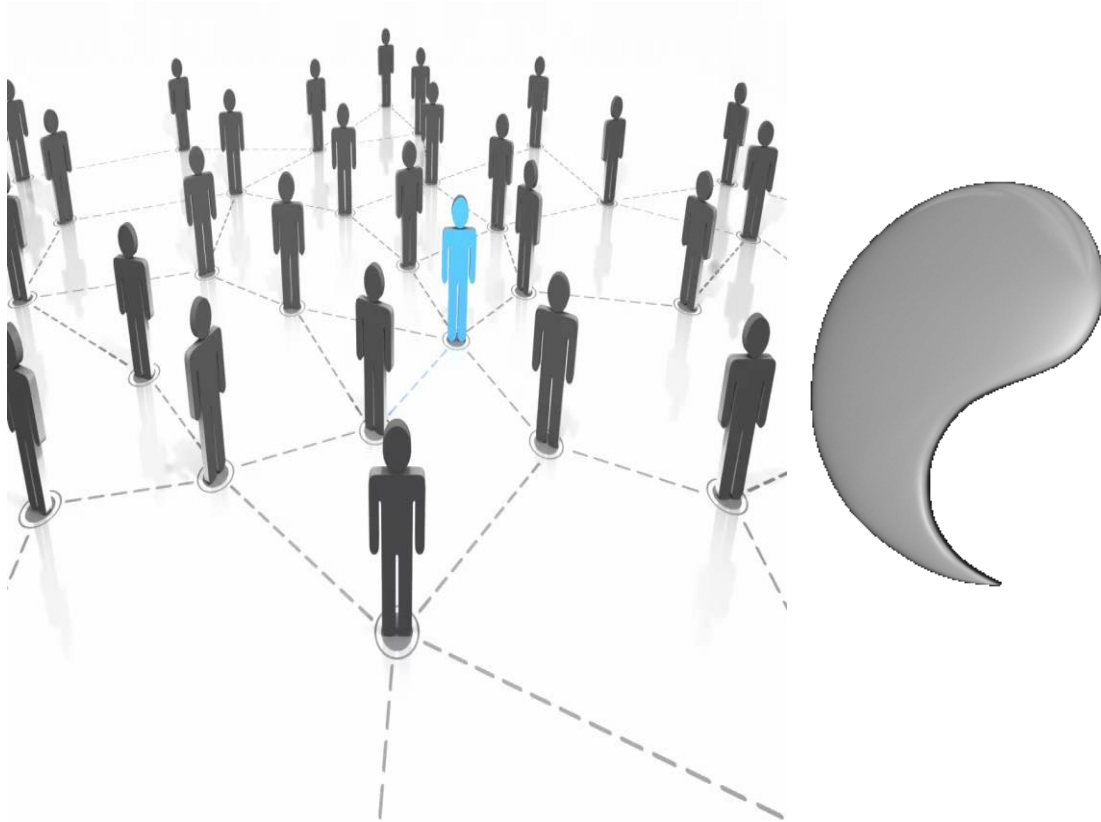
☒ **People**

☒ **Process**

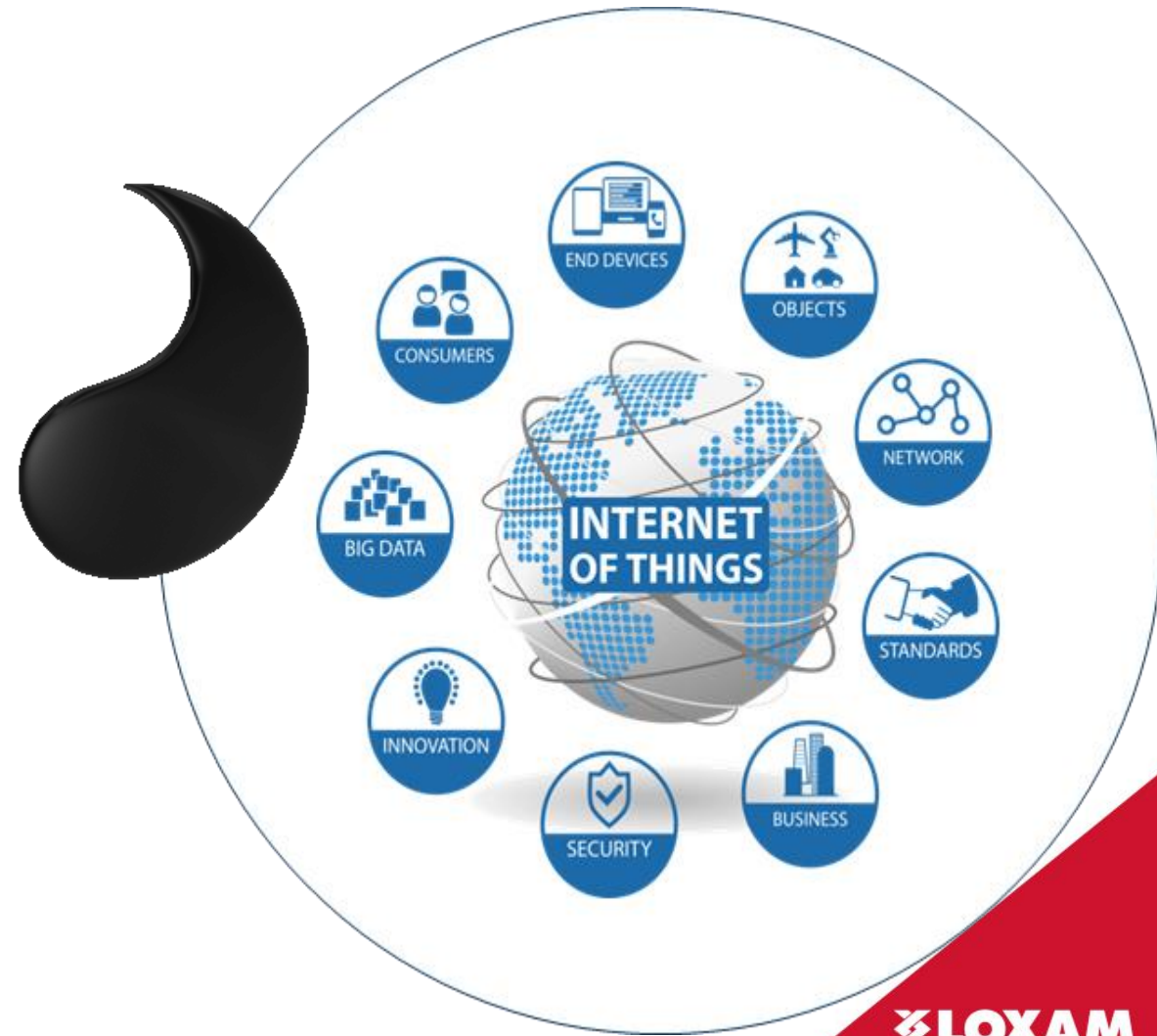
☒ **Platforms**

Aligning IoP & IoT

Internet of People (IoP)

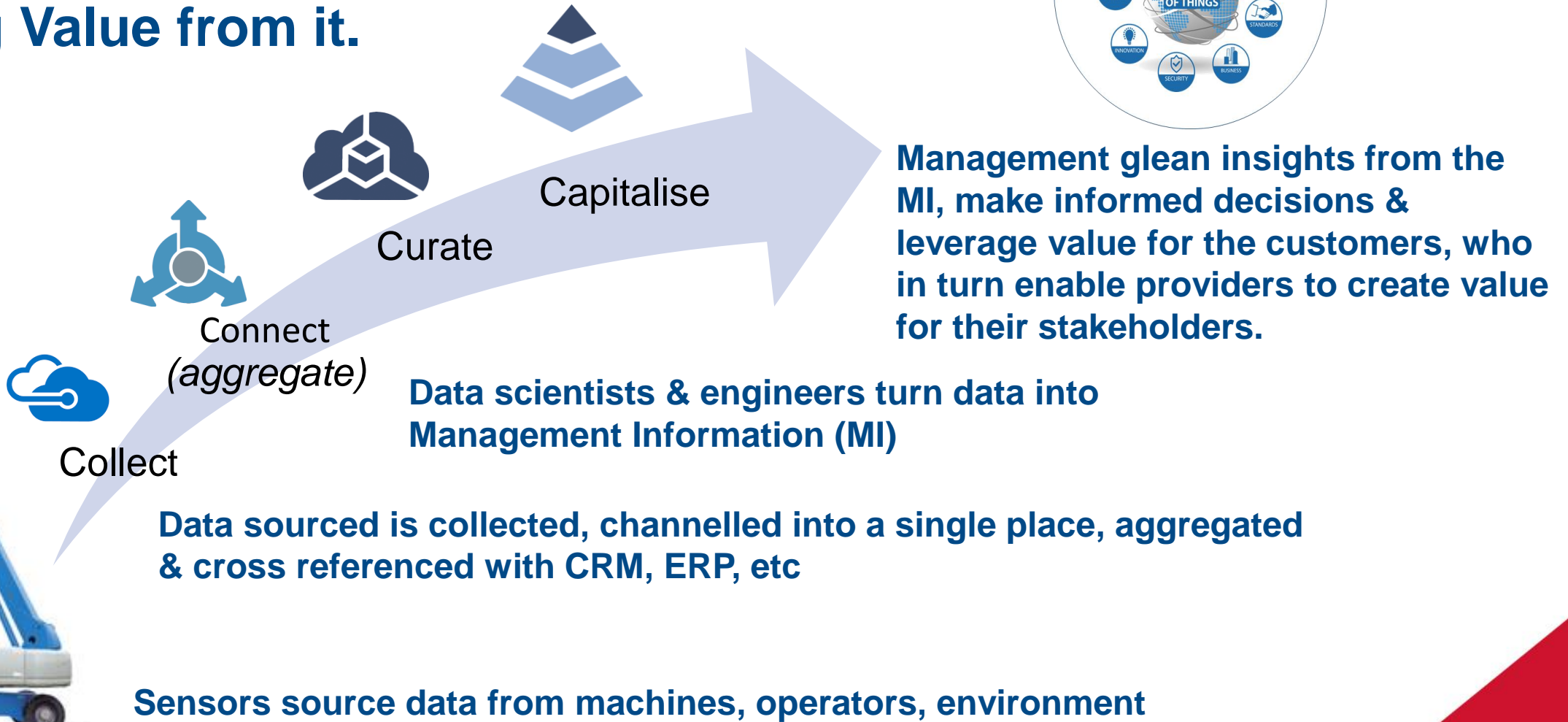


Internet of Things (IoT)



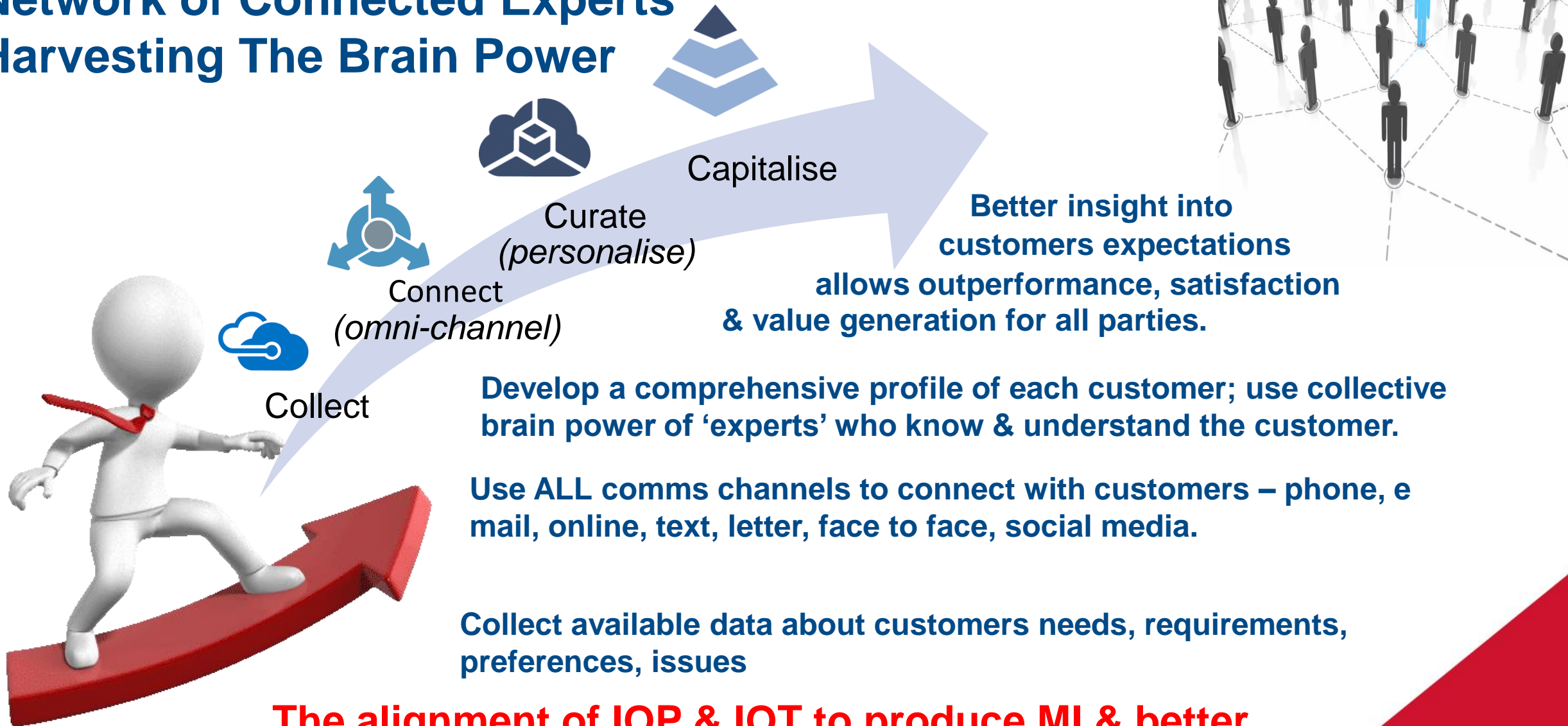
Internet of Things (IoT)

Network of Machines Deriving Value from it.



Internet of People (IoP)

Network of Connected Experts Harvesting The Brain Power



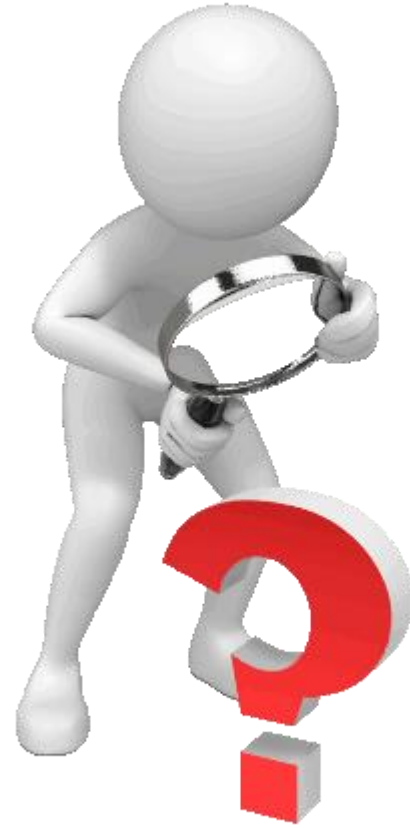
Develop a comprehensive profile of each customer; use collective brain power of 'experts' who know & understand the customer.

Use ALL comms channels to connect with customers – phone, e mail, online, text, letter, face to face, social media.

Collect available data about customers needs, requirements, preferences, issues

The alignment of IOP & IOT to produce MI & better serve customers is the next BIG change stage.

Questions?





Thank You

