

Knowledge is Power. Talent is Strength. Learning is Life.



From the desk of Dave Kwan
Principal Consultant, OneHub Business Consulting

Awards and Honours accepted with humility

In June 2023, Eddie Lee was awarded two prestigious awards, the 2023 Honour Award and the Best Entrepreneur Leadership Award from Fairchild TV (The largest Chinese TV channel in Canada). Both awards are outstanding achievements for Eddie Lee and OneHub. Eddie is both honoured and humbled by this experience. These two awards not only recognize Eddie's accomplishments but also represented the hard work, dedication, commitment and leadership for many new immigrants start their own businesses in Canada.

Congratulations to Eddie Lee and the staff at OneHub!!





OneHub welcomes Yagub Shukurov as Principal Consultant



Yagub Shukurov is born in Azerbaijan, a Caucasus country at the coast of the Caspian Sea. He lived and studied in Istanbul, Turkey, and had his Bachelor's and Master's degrees from Bogazici University and Sabanci University respectively. He later started his PhD on Strategic Management and Leadership, and now becomes a practitioner.

Yagub started his Marketing career at Procter & Gamble and then continued at PepsiCo in various managerial roles leading marketing and innovation projects across 11 countries. During and after corporate career he took executive roles in several start-ups in Azerbaijan and built national brands in e-commerce, FinTech and education industries which are currently leaders in their categories in the country.

In 2021, Yagub moved to Canada while continuing supporting businesses overseas. Before joining OneHub Business Consulting as a Principal Consultant, he was Head of Growth in a Singapore-based global startup digitizing maritime industry.

At OneHub Business Consulting, Yagub leads Business Strategy, Strategic Marketing, Branding and Communication and Business Turnaround projects for clients across various industries like healthcare, e-commerce, finance, IT, etc. His expertise in cross-functional business management, strategic branding and marketing helps SMEs revitalize their image, turnaround and grow their businesses with a focus on increased revenue and profit.

Please see Yagub's LinkedIn profile in the following link:

<https://www.linkedin.com/in/yagubshukurov/>

OneHub has been adding strategic human resources to our team. We are ready to undertake bigger consulting projects with our clients. We are confident these

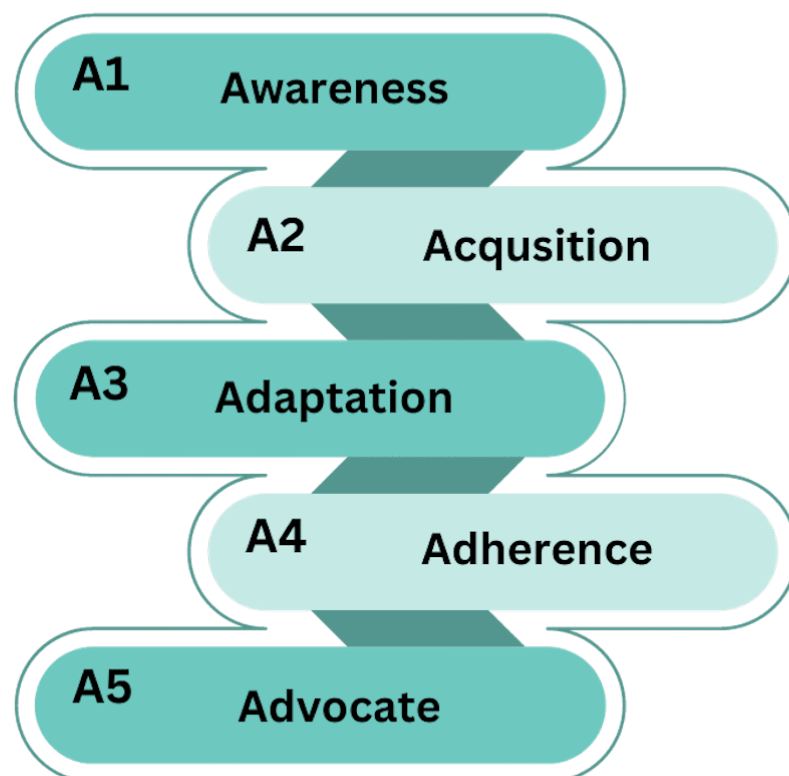
resources will escalate our clients financial results by offering strategic solutions to address their core business needs.

Human Interaction Science – Hiring the best Salesforce for your organization

When it comes to hiring a sales team for your organization, what are your organization's criteria? There are so many parameters to consider – experiences, professionalism, team dynamics, selling style, salary and incentives – just to name a few.

Have you ever thought about turning your customers into your advocates for your organization? This strategy could save you many troubles of building a sales team. When a customer advocates for a certain organization, it is much more powerful than having a salesforce to sell for the same organization. In fact, studies have shown that more than 75% of B2B buyers consult three or more sources of advocacy before they make a purchase decision. Have you ever read reviews on Google before visiting a restaurant or buying a certain item on Amazon? This proves that your customers can be your best advocates.

There are at least 5 stages of turning B2B or B2C customers into your advocates. The stages are represented as 5As.



In the Awareness (A1) phase, new customers can find out the products and services of your organization from sources such as social media, online marketing, word of mouth etc. They do research online and check out the reviews, product specification and service areas of your organization. Awareness is an early engagement with your organization. In this phase, first impressions are very important. In other words, how others talk about the products and services you offer will determine if a new customer will move to the next phase and acquire to try your products or services.

In the Acquisition (A2) phase, customers could acquire or try to buy your products or services. “Trying out” is often the psychology behind this purchase. This could give the customers first-hand experience as compared to the reviews the customers have read. Millions of dollars have been spent by many corporations to ensure a certain level of customer experience is sustained in this phase. In other words, the magic and chemistry of a positive customer experience in this phase will determine if the customer will progress to the next phase.

With such positive experience, customers move along and the Adaptation (A3) phase commences. Customers could ‘adapt’ to what your organization offers. Customers adjust their habits in using the products or services from your organization. With more positive experiences and a predictable delivery of your ‘brand’, trust is built and relationships start to solidify. In this phase, customers may invest a lot of emotions into your organization. Sometimes organizations may undermine such investment. In fact, the more emotions customers invest in an organization with a proportional return will determine if they will move into the next phase.

The Adherence (A4) phase is where customers would consider your organization as their first choice in using a certain product or service. Customers will default to your organization and their orders will be automatically repeated without a second consideration. Their emotional fulfillment is higher than ever and they are ‘happy’ with what they get from your organization. Customers often post 4 or 5 stars reviews on Google or other social media and echo or identify with others that their choice is right.

In the Advocate (A5) phase, the customers will start actively referring others to your organization. The customers would ‘sell’ the products and services of your organization and their experiences to others. This will bring other customers to the A1 phase and the cycle will start again for the next wave of customers. Can you imagine if each customer in this phase could refer 5 customers to your organization? The result could be exponential in growing your business.

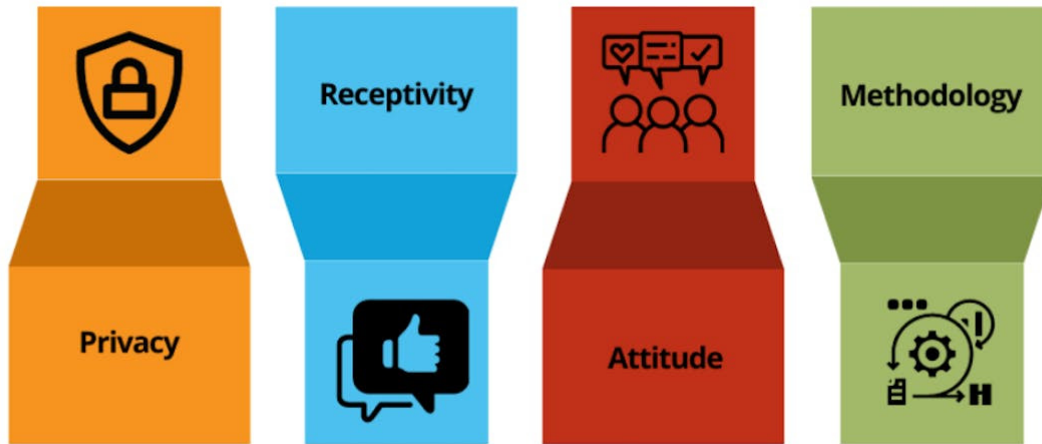
If you have a choice of hiring an entire salesforce to sell the products and services of your organization or turning customers from A1 to A5, which one would you rather choose?

How WELL do you receive or give feedback.....?

Feedback is a gift. Do you agree with it? Many people think that “feedback” is a negative word. It means that someone has done something wrong in a business environment and their boss or superior is giving them a “lecture” or “corrective session”. Years ago, I thought the same way. In fact, feedback is more than that....

Considering feedback is an exchange of facts and ideas to move forward or improve a certain business situation or process. It is a tool to solve problems and strengthen communication. Often two parties are involved in such a process. Those who are giving the feedback and those are receiving it. The recipient party may have a negative attitude and becomes defensive toward such communication. However, the party who is giving the feedback could have set the stage to ensure sensitive issues can be addressed effectively. Let’s examine how delivering feedback could be more effective if the stage is set right from the get go.

There are 4 aspects to consider when setting the stage for a feedback session.



When dealing with a sensitive issue during feedback, privacy is respecting the party who is receiving feedback. Often performance issues are common in giving feedback to employees or colleagues. Sometimes the party who is giving feedback overlooked this sensitivity and could make the situation worse when giving feedback to others in an open office environment. Privacy such as meeting in a closed office or meeting room could help both parties to focus on the issue at hand.

With privacy established, receptivity can be half overcome. The core issue about receptivity is that the receiving party could be defensive and build walls to block the feedback. If feedback falls on deaf ears, there is no use in giving feedback at all. One key element to increase receptivity is to invite other parties to exchange feedback. The party giving feedback could set the stage by saying – “I would like your opinion on” or “Can I have your point of view on.....”. Such an opening could be very powerful to invite the other party to engage in exchanging opinion, facts and ideas.

The attitude of giving feedback is to build and add value to others rather than to put someone down and demotivate them. Giving feedback is a practice of leadership and motivation of others to improve performance and processes. Setting the stage of building others could mean that less effort in convincing others that the feedback has value to them.

One key methodology of giving feedback is to sandwich it. Sandwiching feedback is to ensure the developmental (key delivery points) feedback is wrapped between positive ones. In fact, sequencing the feedback could increase receptivity and the receiving party could be more open and listen to the key delivery points.

Another key methodology is using strategic questions to give the feedback rather than “tell” others what the feedback back is. Strategic questions are those who help both parties to understand the situation of “why” certain things happen. Using questions beginning with “why” can be destructive in the feedback session. No one wants to be interrogated with the “why” questions especially when it comes to sensitive issues. In other words, asking a well structured question with the right attitude in a privacy environment that increases receptivity would make the feedback session a powerful tool to move the business forward.

Next time when you have to give feedback to others, consider how you set the stage. The effectiveness of delivering feedback depends on how the stage is set.

OneHub achieves 100%.....

Since we announced OneHub served as a certified advisor in the Canadian Digital Adoption Program (CDAP) in Q3 2022, OneHub had consulted over 35 projects for SME's. We are very proud to announce that all reports developed by OneHub and submitted to CDAP by these clients are 100% approved by CDAP. These SME's moved on to acquire loans up to \$100,000 from BDC to fulfill their needs of digitalization of their business.

OneHub has established itself as a trusted advisor for SME's in their digitization journey. We have engaged SME's from the following industries and sectors in our CDAP consultations.

- ☐ Retail
- ☐ Food services
- ☐ Construction and Building Development
- ☐ Landscaping
- ☐ Manufacturing
- ☐ Supplement and Wellness
- ☐ Digital and Marketing
- ☐ Financial services
- ☐ Alarm and security
- ☐ Sports and Fitness

To learn more about CDAP, please go to the following link. <https://onehub.ca/cdap/>



Stay Connected



OneHub Business Consulting
Unit 1 & 4, [205 Torbay Rd, Markham, L3R 3W4](#)
[Canada](#)
[+1 \(905\) 946-8898](#)
info@onehub.ca

[Unsubscribe here](#)