

## NEWS

### 10 business lessons from the 10 years of Support to Win

Looking back on a decade of Support to Win, it could easily be described as determined, delightful, dogged or decisive. There's certainly never been a dull moment!

As we look back on 10 years of success, here are 10 lessons we've learned about ourselves, our people and the industry we serve...

**1. Never stand still**

Everything is always changing in this industry and fortune favours those who constantly innovate. We were among the first to crack MS Teams Direct Routing and remote enduser plug-and-play, and today lead the way in subscriber migration services for UCaaS and CCaaS.

**2. Play to your strengths**

We've learnt to have faith in our USPs and the hard-won expertise our customers value. It's why we're regularly recognized in industry awards and, going into our 10th year, are the reigning holders of the Comms National Award for Best Channel Business Service.

**3. Business values really do matter**

Company values aren't just fluffy phrases to stick on the wall. We came late to this, committing our values to paper in 2019. It's been crucial for bringing our team together and choosing who we want to work with.

**4. Create the right environment and your people will amaze you**

Our people are everything and we ask a lot. But creating the right environment means opening our minds to employees who truly think differently by harnessing their neurodiversity. We're proud to be a beacon for neurodiverse people in the tech industry and we're reaping the benefits!

**5. When you're at your busiest, prepare for the next wave**

Starting and running a business is tough, but we've had great success being ready to absorb change quickly, even when the tank feels empty. Our busiest periods always seem to coincide with periods of innovation – a fact that never fails to surprise!

**6. Kindness goes a long way**

Some people (you know who you are) have been heartbreakingly kind on this journey. Others – not so much! Always pay kindness forward. What goes around, comes around.

**7. Say what you think**

Have self-belief in your expertise and have integrity by expressing yourself honestly and transparently. People shouldn't pay for you to sit on the fence. We've found this makes us distinctive and valuable to our customers and partners.

**8. Don't make a drama out of a crisis**

Like many in our industry, during very challenging 'Covid times' we evolved a lot and came out the other side. We're proud of how we remained calm and weathered the storm; it wasn't perfect but we emerged stronger and now feel energised and ready for anything.

**9. Embrace new experiences**

Speaking at conferences, appearing on expert video panels, judging awards – not exactly my idea of fun but I took the opportunities, learnt new skills and am so grateful that I did.

**10. Fail fast and forgive fast**

Getting it wrong is a fact of life, whoever you are. It's what you do next that counts. It's liberating to own your failures and get over them quickly, drawing strength from them and going again having learned a lot.