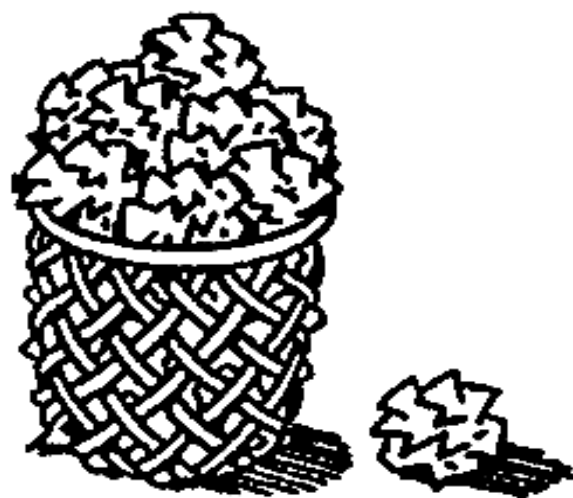




OUTRAGEOUS OPTIMISM

GUY BROWNING




Guy Browning: **writer**

theguardian

The Daily Telegraph

MT Management
Today

Double your Salary

A red snake with yellow spots is coiled around the word 'Salary'. A yellow ladder is leaning against the word 'Double'.

**Bonk Your
Boss
Go Home
Early**

*from the author of
the Weekend Guardian's
'Office Politics'*

GUY BROWNING

get
4

我的薪水 三級跳

辦公室的生存法則

Jump!

Guy Browning 一著

您知道辦公室的禁忌是什麼？

辦公室裡的肢體語言又代表什麼意思？

談一場辦公室戀愛會帶來什麼後果？

成為辦公室討厭鬼的必備條件又是哪些？

最重要的是，做一個平凡的上班族，您要如何才能行情看俏，節節高昇？

面對千變萬化的職場問題，本書將讓您見招拆招、通行無阻。

小知堂文化

Field of Dreams

Imaginary Dead Baseball Players Live in Cornfield

George of the Jungle

Big Dumb Monkey Man Keeps Whacking Tree with Genitals

Barb Wire

Delicate Orbs of Womanhood Bigger Than Your Head Can Hurt You

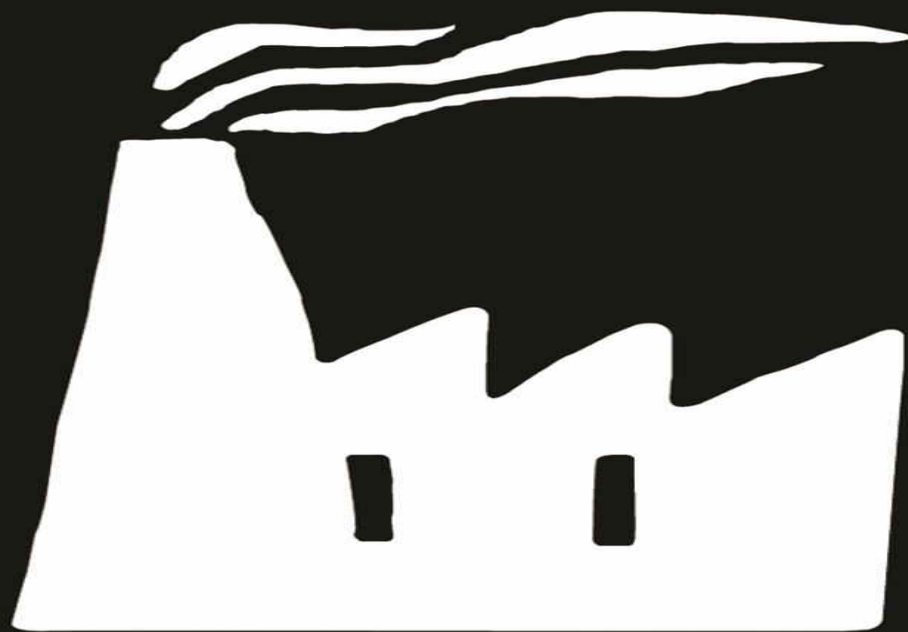
Batman and Robin

Come to my Cave and Wear This Rubber Codpiece, Cute Boy

Never hit a Jellyfish with a Spade
by Guy Browning



How to Survive Life's Smaller Challenges



SMOKEHOUSE

Smokehouse – A Full Service Agency

- Big Danish pastries
- Speculative Invoicing
- Timesheet Fabrication
- Fridge decontamination
- Surgical iPad Removal
- HR Suppositories
- Karaoke Coaching
- Coffee Fetching
- Report Fattening
- Ego Stroking
- Customer Sliming
- Bikini Area Waxing
- Tricky Staple Removal
- Management Exorcisms

Organisations we have worked with



- Siemens
- Coca Cola
- Mars
- Unilever
- Sky
- Airbus
- Vodafone
- KPMG
- British Airways
- Johnson & Johnson
- IBM
- Shell
- Proctor & Gamble
- Owen James

Organisations we've worked with more than once

- Owen James



We Work With You As One Team

Account Team



Creative Team



Smokehouse recruitment policy

- **Ethics of Mother Theresa**
- **IT skills of Bill Gates**
- **Business brain of Donald Trump**
- **Charisma of Kim Kardashian**

Smokehouse recruitment reality

- **Ethics of Donald Trump**
- **IT skills of Kim Kardashian**
- **Charisma of Bill Gates**
- **Business brain of Mother Theresa**

Smokehouse Vision Statement

“We will all skip joyously into endless sun-kissed wonderlands of profitable and pleasurable opportunity picking low-hanging fruit until the sun sets.

We will return richer, wiser and happier, singing wild songs of celebration and make diverse and sustainable love on a bed of crimson rose petals.”

Smokehouse Values



- A customer driven organisation
- People are our greatest asset
- Except for customers who are more important
- But not as important as people
- Customers are people surely
- Show me the money
- Hit Me With Your Rhythm Stick

Employee of the Month

January 2015 – Guy Browning

February 2015 – Guy Browning

March 2015 – Guy Browning

April 2015 – Guy Browning

May 2015 – Guy Browning

June 2015 – Guy Browning

July 2015 – Guy Browning

August 2015 – Not Awarded

September 2015 – Guy Browning

October 2015 – Guy Browning

November 2015 – Guy Browning

December 2015 – Guy Browning

January 2016 – Guy Browning

February 2016 – Guy Browning

March 2016 – Guy Browning

April 2016 – Guy Browning

May 2016 – Guy Browning

June 2016 – Guy Browning

July 2016 – Guy Browning

August 2016 – Not Awarded

September 2016 – Guy Browning

October 2016 – Guy Browning

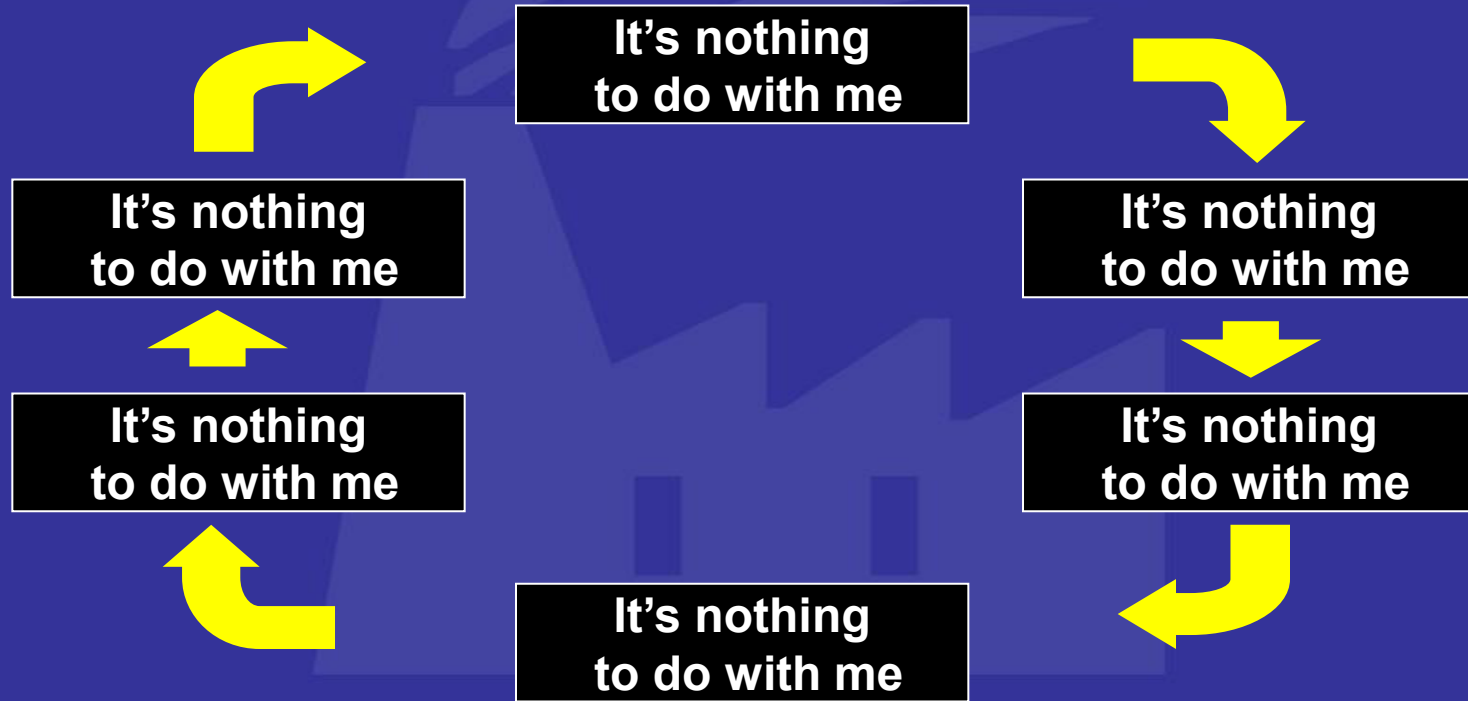
November 2016 – Guy Browning

December 2016 – Guy Browning

January 2017 – Guy Browning

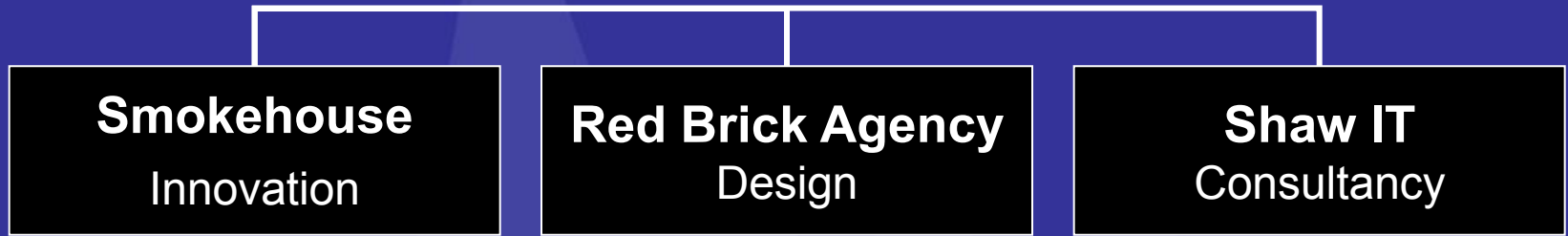
February 2017 – Guy Browning

Absolute Commitment to Quality



ISO 991

Smokehouse Mergers & Acquisitions



BRICK SHITHOUSE

Flat Management Structure

DIRECTORS

other insignificant people

Our First Office - 1997





Smokehouse Group - World Ranking

Rank

Marketing Services Group

1

WPP



2

Omnicom



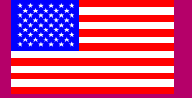
3

Publicis



4

Interpublic



5

Dentsu



893,671

Smokehouse



Places I've been to recently



Places my luggage has been to recently





Let's do this meeting at midnight and then go for dinner



We will run the meeting and we already have a detailed agenda



Forget the agenda, look at my new shoes



This idea works in practice but does it work in theory?



We had this meeting last month and we don't like your shoes



Let's do this meeting naked



Let's do this meeting naked in the bar



What meeting?

Top 10 Conference Themes

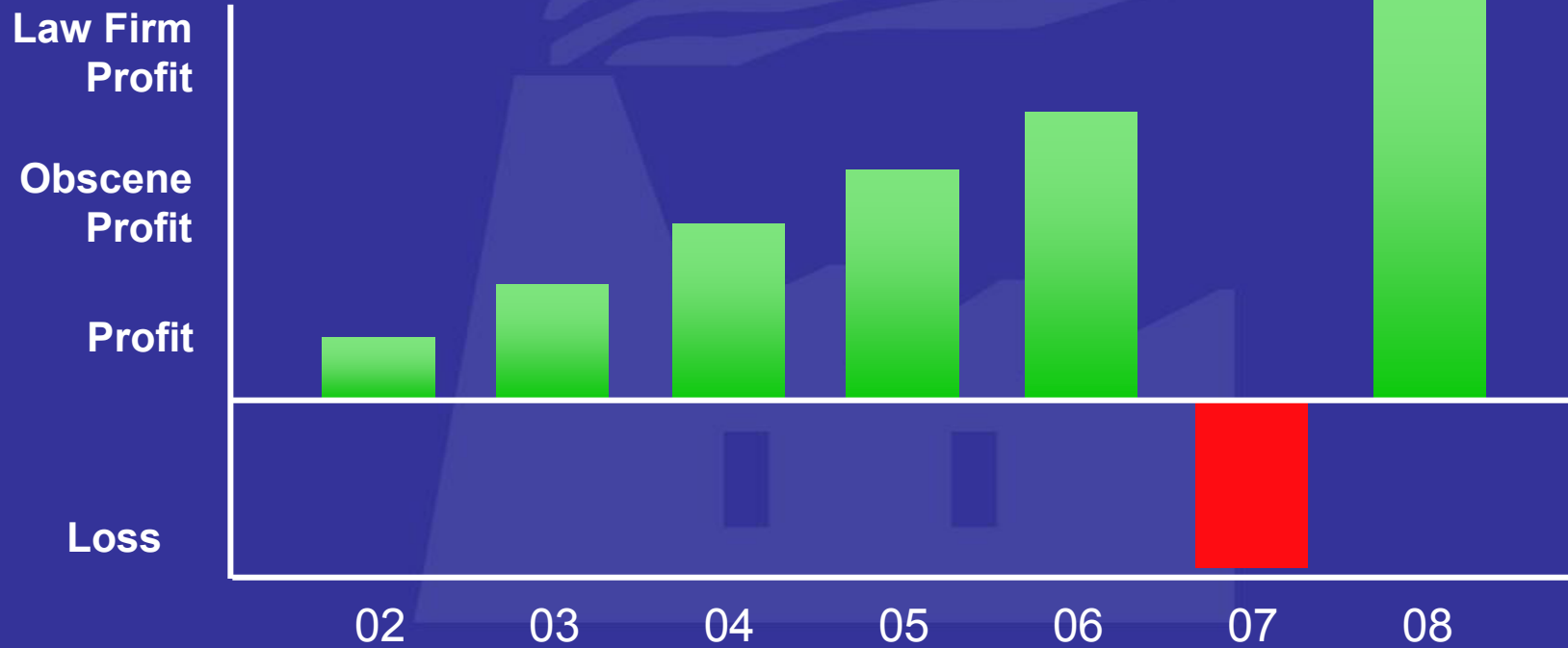
A stylized graphic in the background of the slide. It features a dark blue silhouette of a stadium with two vertical rectangular shapes representing pillars or support structures. Above the stadium, a light blue, wavy shape represents a flag or a banner waving in the wind. The entire graphic is rendered in a lighter shade of blue against the dark blue background.

1. The Challenge of Change
2. 2020 Vision
3. New Horizons
4. Simply the Best
5. Moving Forward Together
6. We are the Champions
7. Playing to Win
8. One Team One Vision
9. New Connections
10. Inventing the Future

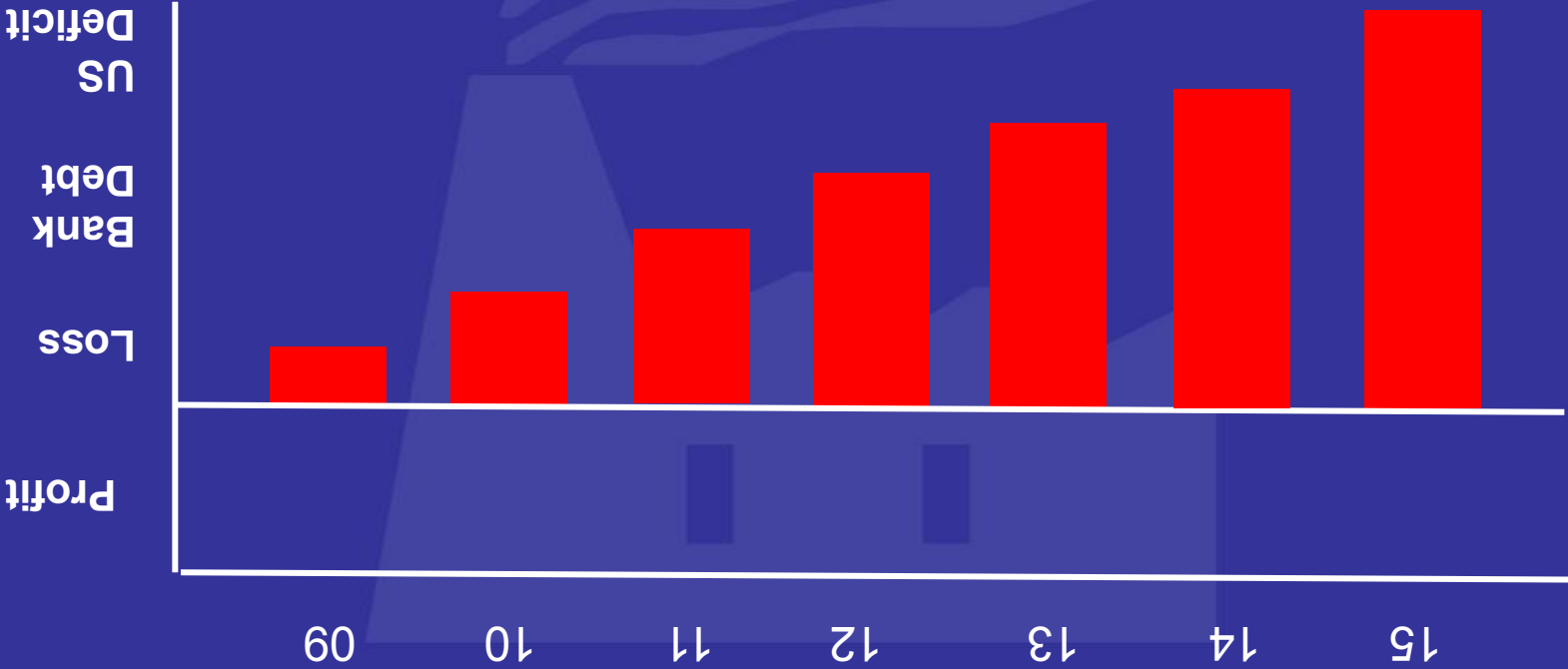
Some of the Others

- 21. Just Do What We Said Last Year!
- 38. We're Getting Nowhere Fast!
- 39. Bankruptcy – It's not so bad!
- 51. We Are Utterly Sorry!
- 258. Raising our Trousers
- 318. We're Neck Deep in Bullshit
- 412. We've Tried Everything – It's Time to Panic
- 976. Get Undressed and Bend Over 2016

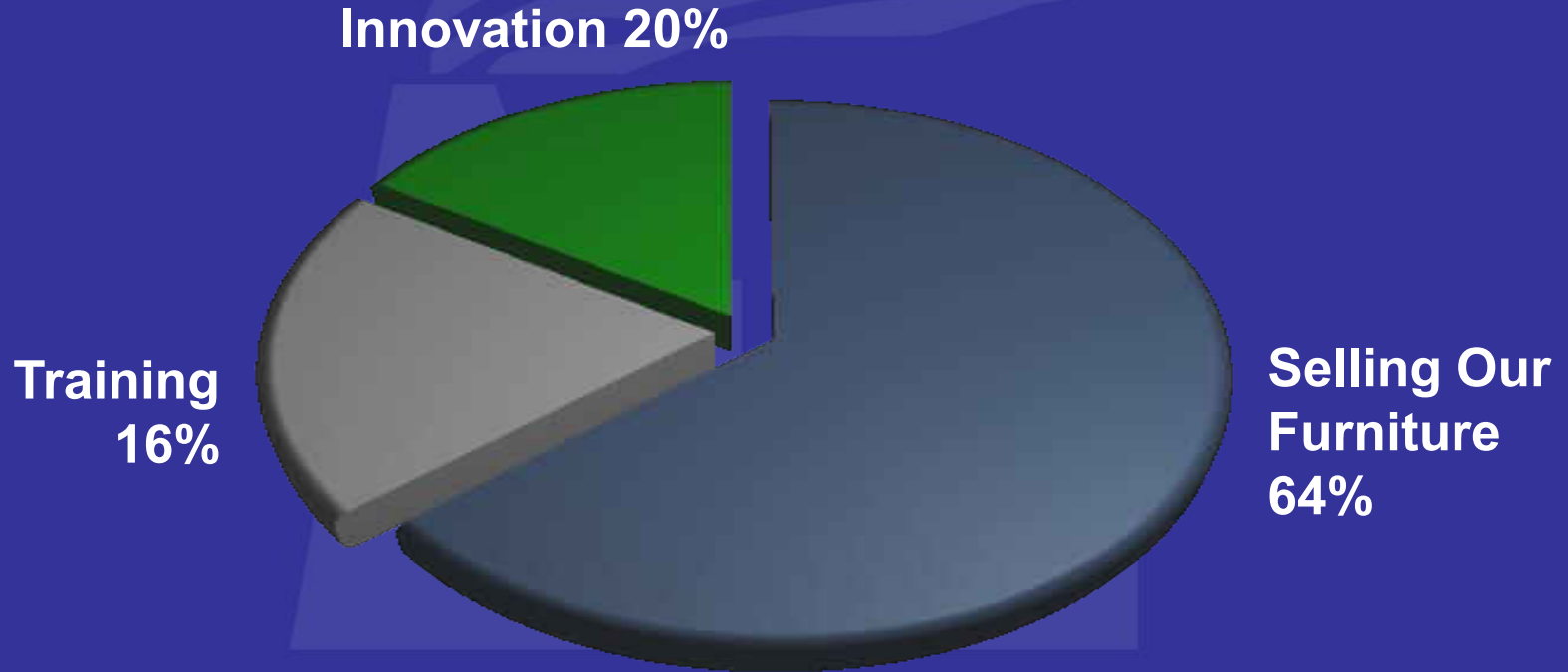
Smokehouse Results 2002-2008



Smokehouse Turnover 2009 - 2015



Revenue Streams



Average margins at Smokehouse

High
↑
↓
Low



Close up look at margins



Really, really close up look

Income

My Salary

Costs

Why people don't try new things

Try something different



Massive disaster



Immediate sacking



Marriage breakdown



Alcoholism



Prostitution



Drug Addiction



Death

Question the Question

“How do I play more golf?”

“How do I spend less time with my wife?”

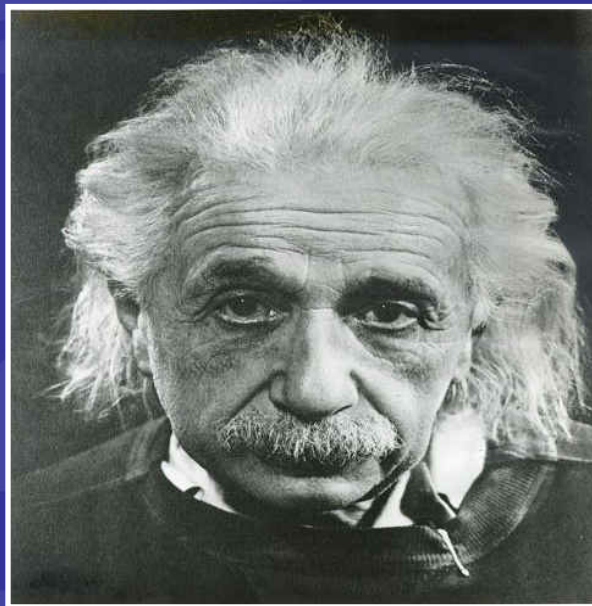
“How do I run off with Dermot in accounts and make a new life for ourselves in Brighton?”

TEAMS

How many years in prison?

1. Bank robber with gun – no-one hurt
2. Rogue banker – thousands lose money
3. Failed assassination attempt on Prince Edward
4. Dead cattle
5. Suicide attempt / manslaughter

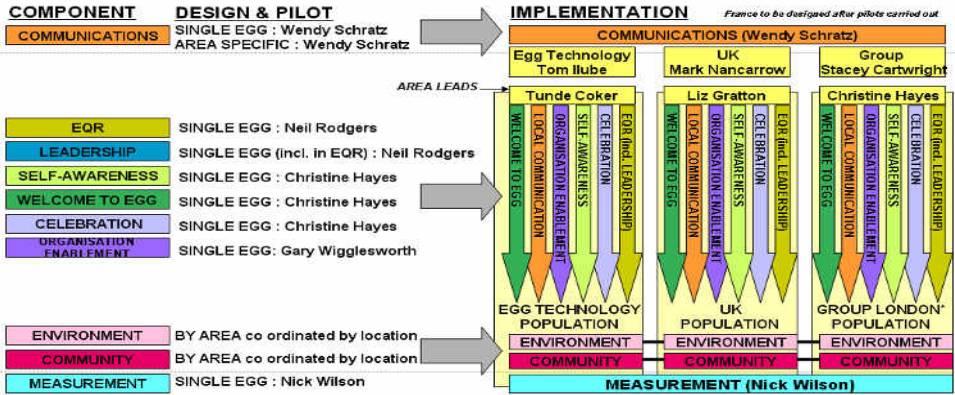
*“You can’t solve a
problem with the
same thinking that
created it.”*



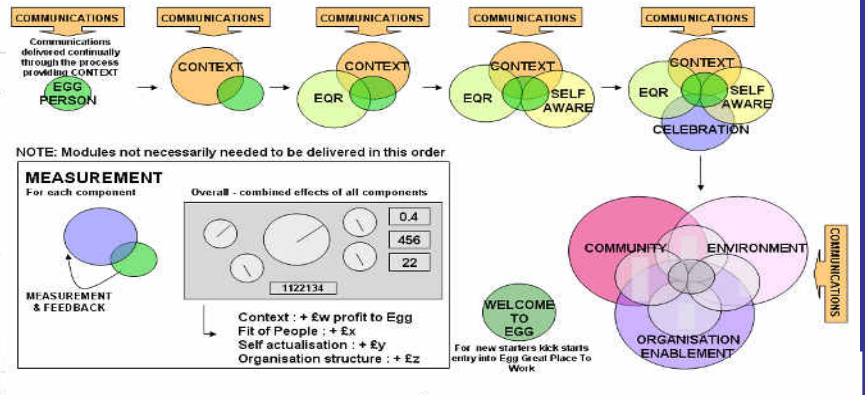
Albert Einstein
(after heavy night)



**keep it
simple.**



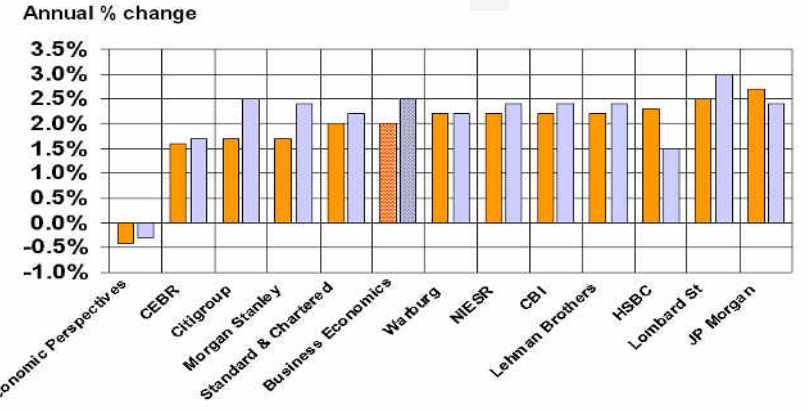
2



1



0



Process Cheese

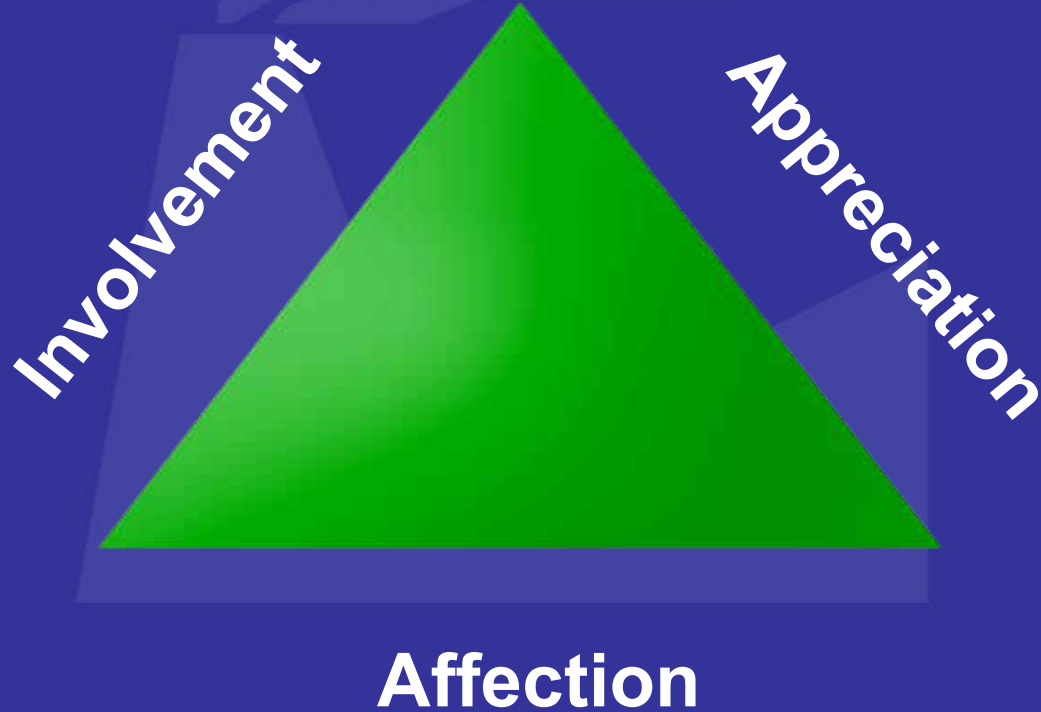
- Poor Communication
- Office Politics
- Incompetence
- Laziness
- Fear
- Technology
- General Muppetry
- Board Level Muppetry



RIVER CROSSING



What everyone wants in life



Things People are Sensitive About

Looks

Education

Accent

Presentations

Humour

Politics

Numbers

Bosses

Car

Clothing

Children

Height

Ethnicity

Creativity

Background

Family

Sexuality

Clothing

Feet

Handwriting

Religion

Taste

Hair

Intelligence

Teeth

Large groups

Efficiency

Detail

Other people

Sales

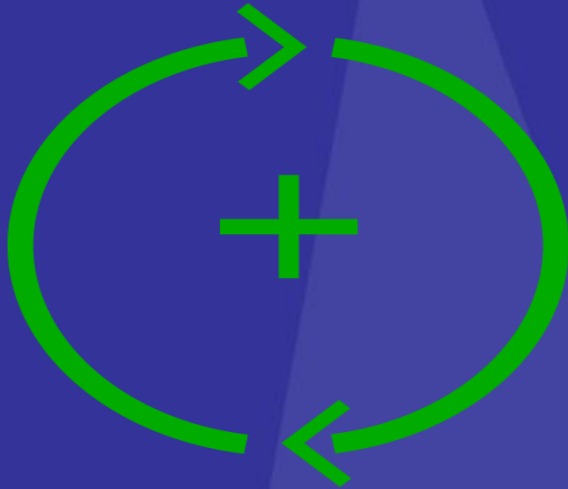
Nose

Meetings

Bottom size

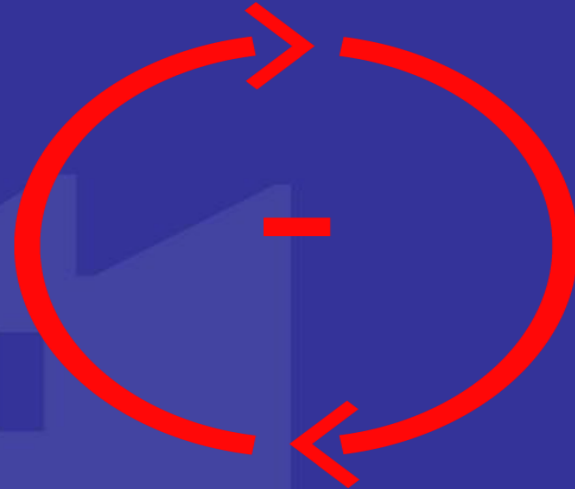
How to keep people onside

You said thank you last time



I'll work late next time

You were rude about my hair



I will sabotage your entire career

TORTOISE IN LOVE

He likes you. He's just a slow mover.



WRITTEN AND DIRECTED BY GUY BROWNING PRODUCER STEFFAN AQUARONE EXECUTIVE PRODUCER SIMON DANDO STARRING TOM MITCHELSON ALICE ZAWADZKI
TOM YATES STEVEN ELDER ANNA SCOTT KATE TERRENCE MIKE KEMP IVAN KAYE SHARON GAVIN DES BRITTEN LESLEY STAPLES DUNCAN ARMITAGE
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Contains a moderate sex reference









Thank You!

www.guybrowning.co.uk
[@mrguybrowning](https://twitter.com/mrguybrowning)