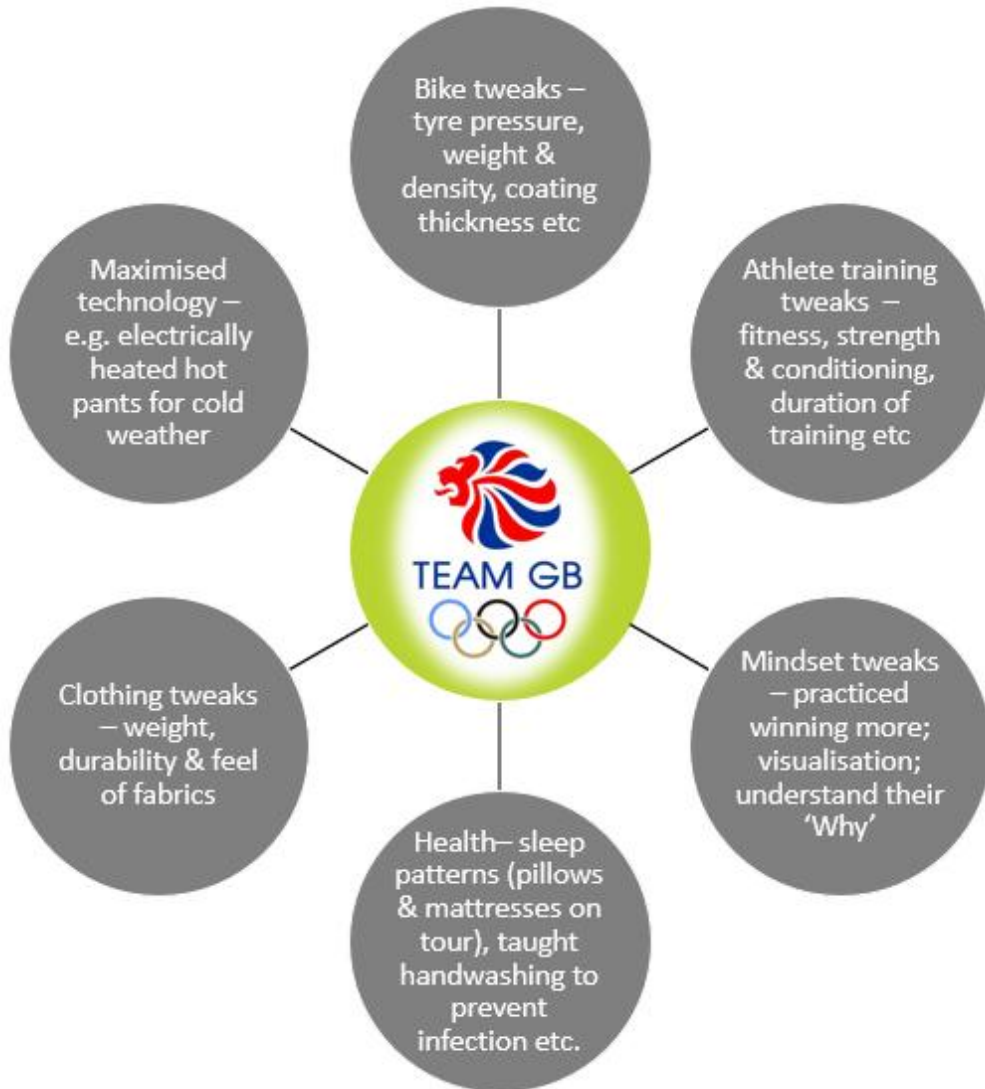


Marginal Gains in practice...



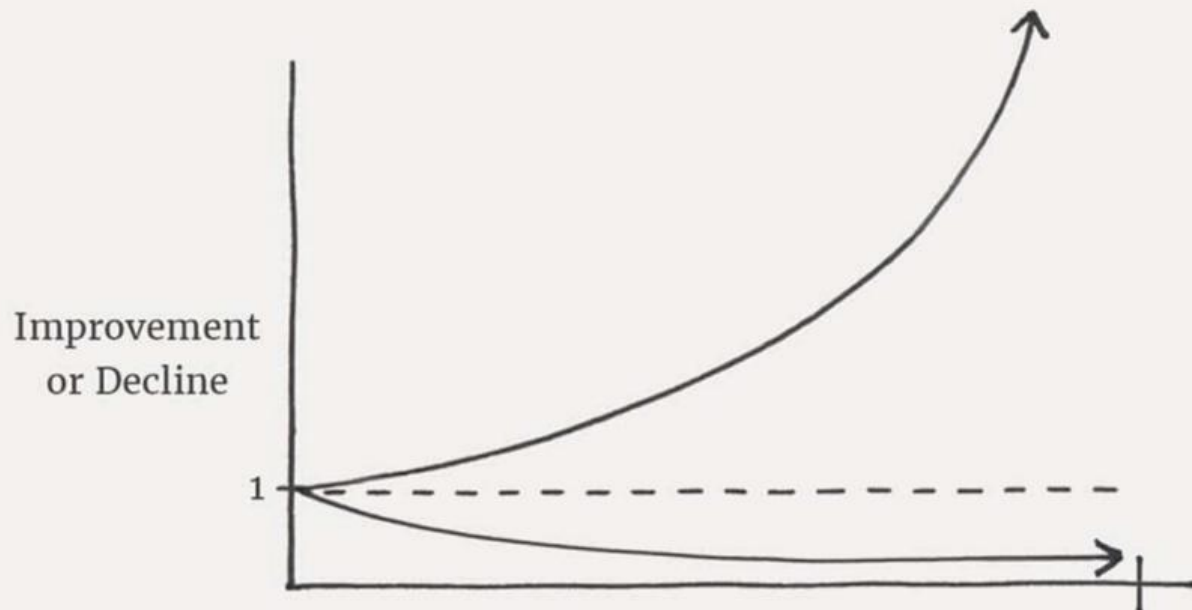
“They're tiny things but if you clump them together it all makes a big difference.”

By 2012, Britain was ranked number one in the world & won 60% of the available gold medals!



Marginal Gains in practice - In Business...

1% better every day $1.01^{365} = 37.78$
1% worse every day $0.99^{365} = 0.03$



Examples include:

- **American Airlines** famously removed an olive from every salad it served in the air and saved £30,000.
- **Thomas Cook** airlines introduced lighter weight food trolleys and saw an immediate 1% fuel saving.
- **Google** found that by tweaking the colour of the Google toolbar, they were able to improve click-through rates, which ultimately helped them to generate higher revenues.

Marginal Gains: Questions to consider...

Reflection and Awareness

- What's one small thing we did better this week than last week?
- Where did we lose time or momentum recently?
- Are there any daily habits or routines we could improve by 1%?

Process and Efficiency

- What's one task we do regularly that could be streamlined or automated?
- Is there a part of our workflow that feels clunky or redundant?
- Where do we often lose time during the week?
- Are there recurring bottlenecks we could eliminate with a small tweak?
- What tool or resource could save us 10 minutes a day?

Marginal Gains: Questions to consider...

Process and Systems

- Is there one step in our workflow we could simplify or automate?
- What's one thing we do that could be done faster without compromising quality?
- Are there tools or templates we're underutilising?
- What part of our process is unclear or causes repeated questions?

Learning and Mindset

- What's one thing you learned recently that improved your work even slightly?
- What small habit could we each build that would make us 1% better every day?
- What's one limiting belief or assumption we've accepted without question?
- Is there a small area where we could push ourselves just a bit further?

Marginal Gains: Questions to consider...

Collaboration and Communication

- How could we communicate 1% more clearly or efficiently?
- Is there a recurring meeting that could be shorter, less frequent, or better structured?
- What's a small change we could make to reduce misunderstandings?

Communication and Collaboration

- Is there a quick win to improve how we communicate in meetings?
- What's one way we can give each other faster or clearer feedback?
- Are there meetings we could shorten, merge, or remove entirely?
- What's a small change that would help us collaborate more smoothly across teams?