

GARY NG'S
ROAD TO
HAPPINESS,
SUCCESS
AND
FUN





Awarded as Best Employer, Best Place to Work and Outstanding Service Provider (plus other awards), Gary Ng's online marketing company, [E-Web Marketing](#), must be doing something right. I spoke to Gary about how his company's commitment to 'Happiness, Success and Fun', helps motivate him and his staff on a daily basis.



What is your 'road to happiness, success and fun' and how did you get there?

My road to happiness, success and fun involves working with like-minded people who enjoy what they do and make money at the same time. We committed to implementing happiness, success and fun

into our daily working lives when we found we were losing a bit of interest both internally and externally with clients. Although we'd won some awards and had triple digit growth, I started wondering whether all the hard work from our employees was worth it and questioning some areas. Such as, is it worth spending an extra ten hours a week to try and make an extra \$10k

overall? Do we just keep going and going for more and more, and if so, and when does it end? Although we had KPIs to work towards I decided we should be allowed to have fun. I started asking what was really important to us. This is how we developed the foundations of our company's core vision and values. Happiness, success and fun' is our company's vision. Our company values are;

- 1) act with integrity
- 2) be passionate about learning
- 3) commit to excellence
- 4) create raving fans
- 5) build a positive team

DO YOU THINK YOUR HAPPINESS, SUCCESS AND FUN VISION COMES NATURALLY TO SOME PEOPLE OR DOES IT HAVE TO BE TAUGHT?

I believe it's altruistic. The more people help others, the more they get in return. If companies are putting profits first, chances are their customers won't always be happy. For example, if you had the choice of an airline who puts customers first over profits, verses an airline that puts profits first, which one would you choose? Most people would choose the airline that puts customers first over profits, which will naturally increase profits anyway.

WHO OR WHAT IS YOUR BIGGEST INSPIRATION?

Tony Robbins has been my biggest inspiration. He has taught me how to be a better leader and how to help people contribute to society. I put him on my vision wall about a year ago and was fortunate enough to actually meet him in person. He has helped me add more value and create more workplace opportunities.

E-WEB MARKETING HAS WON QUITE A FEW AWARDS (DELOITTE TECHNOLOGY FAST50, BRW FAST 100, SMARTCOMPANY SMART50, BRW'S BEST PLACE TO WORK, ACTIONCOACH MY BUSINESS AWARDS BEST EMPLOYER AND MORE) WHY IS IT YOU THINK YOUR BUSINESS HAS WON THESE AWARDS? WHAT IS IT THAT YOU'RE DOING WELL?

I think people find what we're doing very refreshing. We have Information Day once a month for a few hours for potential employees to come and learn more about us.

We say to people if you want just a job, we can't offer you that. If you want just a career, we can't offer you that. If you want opportunity to change the world and make it your mission, we can possibly provide that for you. We have a good company culture that appeals to a lot of people.

HOW WOULD YOU DESCRIBE YOUR COMPANY CULTURE?

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f I'm not feeling 100%, I just have to walk into the office and the aura smacks me in the face and lifts my spirits. People within our organisation care, they challenge you to grow and give you honest conversations. It's a very inspirational place to work. If you need to be motivated to work on your body and go to the gym, there will be someone who can help push you. Or if you need help with your relationship, there's someone there to talk to.

Work is like a game for us, we see it as being paid to have fun. We have a game call Gamecore which is internal software we use to track achievements. Our staff are split into 'houses' (like at high school when you had your school sports houses) and compete against each other. This way they spend time with each other they wouldn't normally. There is a points system where you can get points for doing things like reading a book, attending a presentation, conducting a presentation. There are prizes handed out as rewards. Overall, it encourages staff to mingle, push and challenge themselves.

YOU DON'T BELIEVE IN THE TRADITIONAL HIERARCHY SYSTEM WITHIN THE WORKPLACE WITH MANAGERS AND SUBORDINATES, SO HOW DO THINGS OPERATE IN YOUR COMPANY WITHOUT THIS?

In IT it's hard to recruit talented people. Although we tried to create the McDonalds model within our business, of systemising our operations, it didn't work. So we looked at another method.

If you notice in many workplaces where there are managers, if ever there is a problem, people go to the their managers. This means all the responsibility goes to the managers and the individuals are not really held fully accountable. It takes away ownership, people don't step up and manage the problems themselves, they 'pass the buck'. The person conducting the task should try and manage the entire task, problems or not.

Although I'm the CEO, I only lead the company vision. Everyone in the company is a leader in their own right. This makes them more empowered which results in more output.

IF YOU'RE ESSENTIALLY TEACHING ALL STAFF TO BE THEIR OWN LEADERS, ISN'T THERE A RISK OF LOSING THEM TO GO AND START THEIR OWN VENTURES?

Yes, we have quite an entrepreneurial culture at E-Web Marketing.

We encourage leadership and personal development. We have had some staff that thought it would be easy to start a business and left. However, some came back realising it was harder than they thought and that they were in a better position working with us.

We try to fund great ideas. We always promote four ideas to staff, which are that we have access to

- 1) capital
- 2) connections
- 3) mentors
- 4) skills and experience.

Rather than protect the pie, together we can make the pie bigger. We try to help staff to succeed. Having said this, our staff turnover is pretty low as people are happy working for us. We constantly have people approaching us for work.

HAPPINESS

WHAT DO YOU THINK ARE THE MOST IMPORTANT ASSETS FOR A BUSINESS' SUCCESS?

Definitely the people, the staff who make things happen. You can have the greatest software, equipment or systems, but it's the staff running them that matters most.

We value our staff highly. Our monthly Introduction Days are a good way for us to see who might be the right fit for us and vice versa. They consist of a 10-15 minute presentation about the company, a tour and a casual lunch to mingle with existing employees.

WHAT ARE 3 TIPS FOR PEOPLE TO INSTILL HAPPINESS, SUCCESS AND FUN IN THEIR LIVES AND/OR WORKPLACE?

1. Set goals in what you want to achieve in life and get clarity on what you want.. Write them down and have a look at them regularly, for example, on a daily basis. Studies have shown only 5% of people look at their goals and actually achieve them because they are constantly reminded of them.

2. Get yourself involved with a peak group of people to grow. Studies have also shown that the 5 most influential people surrounding you will determine how successful you are and how much income you will earn.

3. Practice gratitude. Studies show happiness derives from it. Visualise when you last felt happy and remind yourself, aim for just 5 minutes a day. Write it down and share it with others. The happier you are, the more successful you will be. Happiness makes you feel empowered that you can conquer anything. I'm grateful I have a voice that I can talk

to you (Elisa) today and be able express my thoughts and opinions.

Check out Gary Ng's website GaryNg.com.au For more information on E-Web Marketing go to EWebMarketing.com.au



Elisa Limburg is Creative & Managing Director of events and marketing agency, [elevents](http://elevents.com). She has worked in marketing communications for over fifteen years in events, marketing, PR, promotions and film/TV production.

