

17 January 2022

RE: Letter of thanks for Anthony at My Business My Family

Dearest Anthony,

Where do Adrian and I even begin? What a journey we've had. There is no book, video or even business course to have prepared us for what was to come when we took over the business on that shiny Monday on 29/12/2019. Little did we know what we were getting ourselves into with running a business. We both knew hospitality very well after managing other people's businesses for so long, it only made sense Adrian and I did something together. We quickly learned that managing and owning were two completely different playing fields. To add some more suspense to the equation, the beginning of COVID-19 just a few weeks after opening day.

I'm a firm believer in the universe and just some things happen for a reason. The planets, the fates and all the stars aligned and it was accidental that we all ended up in the same room, at the same time. From a look and a smile whilst I took your coffee order, lit the fuse of a chain reaction of countermoves. Looking back at it now, I know you would have been assessing the equation of us.

Your desire to get to know us, our business, our core values, our vision and our mission on a much deeper scale is something we'll never experience again with any professional. You really took the time to understand us and curate a program specifically for Appetite. For us, it was magic.

Whilst the entire world was learning about COVID and other businesses admitting defeat before lockdowns even really began, you managed to help us take control of the situation and triumph. Our competitors that had been around for decades were nowhere to be seen whilst we just kept climbing.

At times, especially after a 16-hour day, there was no way we could sit through and pay attention without either zoning out or yawning. Your coaching and mindset allowed us to differentiate a personal emotional connection to professional success and to ensure that we are always on the right path.

Admittedly, whilst it took some time and a repeat of the same conversation over and over, we were able to identify these emotions and channel them into business growth and success. You laid the groundwork and then just like clockwork, the dominoes cascaded in a line.

Learning about your history and story was inspiring too. All your success came from mistakes you made and figuring it out yourself and now here you were handing it to us on a silver platter? Even when we didn't, you saw the silver lining. You gave us such specific tools that you developed from scratch (which we still find so memorising) and not only did you give us the tools, you then were there with sleeves rolled up (literally) to make sure everything was moving like a well-oiled machine.

Side note: Every time we grow the team in the kitchen, I always make a point of talking about the shelving that you helped install. It's a daily reminder for me at least to always go above and beyond what's asked of you.

Fast forward to today, and it's mind-blowing how we created this honest and integral business for the community which relies on us so heavily. That's crazy!? So often, I speak to other business owners who say that they need the community to back them. I reflect and think to myself that we're so lucky to have followed the program to be able to say that the community needs us.

Of course, there is always room to grow and improve but Adrian and I felt that we just wanted to share a little update especially as we see each other less often now. You're like the modern-day Mary Poppins but for small business!

We didn't know we needed you until we met. You taught us unity and a focus on helping not only the community and business but also us as individuals to learn and grow. When we got cocky and thought we could do it alone, you kept us in check as there was so much more to learn. *"When you need me but do not want me, then I must stay. When you want me but no longer need me, then I have to go."*

But you are never really gone. Your website is full of tools and resources. You're just a text away when the weirdest question pops into our mind and on speed dial when we face a drama that we think you didn't cover in our many sessions... even though you did. You've shared with us a lifetime of knowledge, understanding and skills to continue our journey by ourselves.

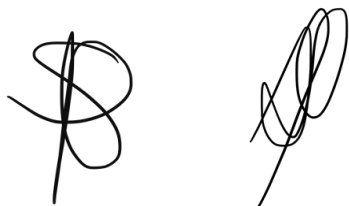
Our business model, apart from Trust = authenticity + ability + action x alignment, is "if you fail to plan, you plan to fail." Strategies set the scene for our story and experience.

At the beginning of this letter, I told you it was accidental that we all ended up in the same room, at the same time. On the day you told us you were moving to Canberra, it was a very sad day indeed. Even though you had already laid the groundwork, we saw a wide smirk on your face. We thought it may have been that you were just so happy to be starting a new chapter.

But no, it's because you knew the entire time what you were doing. You knew it wasn't magic. You believed in your own program and all you had to do was smile and order a coffee. You're a mastermind.

Checkmate.

Yours sincerely,

Two handwritten signatures in black ink, one on the left and one on the right, both appearing to be stylized initials or names.

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