Flying Solo
What matters most
<table>
<thead>
<tr>
<th>Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flying Solo</td>
<td>4</td>
</tr>
<tr>
<td>What matters most?</td>
<td>5</td>
</tr>
<tr>
<td>Top five</td>
<td></td>
</tr>
<tr>
<td>What matters most?</td>
<td>6</td>
</tr>
<tr>
<td>Community</td>
<td></td>
</tr>
<tr>
<td>What matters most?</td>
<td>8</td>
</tr>
<tr>
<td>A new model for business</td>
<td></td>
</tr>
<tr>
<td>What matters most?</td>
<td>10</td>
</tr>
<tr>
<td>Harmony between life and work</td>
<td></td>
</tr>
<tr>
<td>What matters most?</td>
<td>12</td>
</tr>
<tr>
<td>Respect and appreciation</td>
<td></td>
</tr>
<tr>
<td>What matters most?</td>
<td>14</td>
</tr>
<tr>
<td>An authoritative voice</td>
<td></td>
</tr>
<tr>
<td>Meet Flying Solo</td>
<td>16</td>
</tr>
<tr>
<td>Where to next?</td>
<td>18</td>
</tr>
</tbody>
</table>
Enduring brands that inspire loyalty and love are created through a combination of head, heart and hands - smart strategy, loving what you do and showing who you are through your actions.

In March 2007 Robert Gerrish, Sam Leader and Peter Crocker worked together to articulate what is important to Flying Solo as it evolves.

With assistance from Active Voice, we had a series of conversations about what Flying Solo is and could be.

Inside you will find five values that surfaced as most important to Flying Solo.
What matters most: Top 5

Community
Flying Solo is a source of inspiration for our community... and for us.

A new model for business
The way we work is the way of the future.

Harmony between life and work
Flying Solo is a lifestyle choice.

Respect and appreciation
We interact with openness, integrity and honesty.

An authoritative voice
What we say matters.
Flying Solo’s energy and positive spirit draws participants to us and knits our community together.

Community members are connected by their passion and engaged by information that supports and inspires.

Flying Solo elicits a passionate response - people love being involved in the community, they love what we provide for them and they love both the idea and reality of soloism.

Flying Solo makes a real difference to its community and that’s what builds our credibility.

Flying Solo exists as a virtual business which is supported by intelligent use of technology.

What matters most?
You said:

We have a genuine connection with our audience and their positive energy is tangible. The word ‘love’ is used a lot when people talk about Flying Solo.

Evidence

To know the value of community is alive we need to see more:
- Positive feedback from visitors to the website
- Comments on newsletters and articles
- Website traffic and newsletter subscribers
- Referrals
- Press about Flying Solo
- Proof that contributors benefit from their involvement
- Opportunities and approaches from advertisers
- Activity and a continuing sense of momentum
- Acceptance and support from Government organisations and professional bodies
- Motivation within the Flying Solo team to do more and be more

Flying Solo is a source of inspiration for our community... and for us.
A new model for business

Flying Solo challenges traditional business models with a new way of working that is professional and authentic.

Flying Solo is an acknowledged thought leader.

It’s a place where friendship is highly valued.

We have clear boundaries and systems in place that enable each of us to be our best.

We recognise that we have a responsibility to our society and environment.

Our roles within the business are interchangeable and we value flexibility.

We are transparent, which is a service to our community, and a good example to the broader business world.

We are responsive to each other and to our community. We value and appreciate each other, our contributors, our suppliers, our partners and our community.

Income derived from the business sustains us and allows us to give back to our community and our society.

What matters most?
You said:

I feel the presence of the others, even when we’re not physically together - we know and trust one another absolutely. Our business reflects the personalities of the individuals behind it.

And:

I am proud of the way Flying Solo works with its suppliers. We treat them as partners and as an important part of our business.

Evidence

To know Flying Solo is a model business we need to see:

- Stories in the media profiling Flying Solo and the way we do business
- The business sustaining its directors with a healthy and regular income
- The business accommodating our individual work styles and goals
- A sense of order with procedures implemented and documented
- An environmental policy in place
- Effortless scalability
- Brilliant people attracted to work with us as contributors, partners and suppliers
- Regular approaches from potential collaborators, affiliates and investors

The way we work is the way of the future.
Harmony between life and work

Flying Solo allows us to make conscious decisions in our lives.
Flying Solo allows us to give priority to what’s important.
It provides an abundance that allows us each to be more and give more.
We are supported by systems and procedures which provide order and consistency.
Our passionate belief in what we are doing validates our actions.

What matters most?
You said:

This is not about work life balance, it’s about work life blending.
The ability to generate profit validates the business. It not only enables directors to enjoy harmonious lives, but also presents opportunities for the business.

Evidence

To know Flying Solo supports a harmonious and integrated life we need to have:

- Healthy relationships within the Flying Solo team
- Healthy relationships with contributors and suppliers
- An ongoing sense that ‘this doesn’t feel like work’
- Continued open and honest communication, internally and externally
- A business that can accommodate the absence of a team member
- Systems that can be enhanced and refined as needed
- A business where no one feels burdened
- A business where it’s OK to speak up
- Recognition that Flying Solo is part of a wider cultural movement

Flying Solo is a lifestyle choice.
Respect and appreciation

As a team, we respect and appreciate each other’s abilities and strengths. We are open to each other’s ideas. We also know and respect ourselves.

Our communication with all members of the Flying Solo community is open, honest, respectful and supportive.

The Flying Solo community is egalitarian and diverse.

We extend the spirit of friendship that exists within the business to our community at large.

What matters most?
You said:

We are a professional business with systems and procedures as the backbone to the outfit. These provide consistency and give us the ability to say no; we are not obliged to take up every request.

We make sure contributors follow our guidelines, for example. We set the bar high and when we reject articles we provide a personal response explaining why.

Everyone that writes to Flying Solo gets a quick response. People know that there are humans behind the website.

Evidence

To know the value of respect and appreciation is alive we need to continue see:

- An ongoing sense of momentum
- Compliments and passionately positive feedback from newcomers
- Happy suppliers and contributors
- An increasing number of people who want to work with Flying Solo
- Audience needs being looked after before those of advertisers

We interact with openness, integrity and honesty.
An authoritative voice

We speak for and to the Australian solo business community with authority.

We champion the choices made by soloists - their choices are shaping a new social movement that is challenging old assumptions about work and life.

We are recognised by our community, the media, Government and industry as the voice of the solo community.

Our passion and clarity of vision makes it easy for people to connect with us.

We want soloists to be recognised as legitimate, credible and valued members of the economy.

We provide a service that we know is of value to hundreds of thousands of people.

What matters most?
You said:

We want to continually attract positive feedback and continue to impact on the lives of solo professionals.

We want Flying Solo to be increasingly talked about and be more visible with hundreds of thousands of community members.

Evidence

To know Flying Solo has an authoritative voice we need to:

- Have people from broad walks of life recognise the Flying Solo brand
- Get a sense that people understand us. They like what we are doing and want to get involved
- Win awards
- See Flying Solo mentioned in international, national and business media as well as well respected lifestyle media such as The Australian, the Australian Financial Review, Fast Company... even Oprah!

What we say matters.
Meet Flying Solo

- Radiates health and vitality, with a natural look
- Enjoys spending time near the beach or in a café
- Relaxed
- 35-50 but looks younger than they are
- Moving with purpose
- Clever and bright, well-read, engaged and engaging, switched on
- Is loyal and has many friends
- Has priorities straight, would put down computer at the drop of a hat to help loved ones
- Has enough money for comfort, but is not too driven by it
- Is well thought of and admired
- Has a good moral compass - does right by other people and themselves
- Self-actualised
- An observer would say they are creative
- Self-assured but no sense of arrogance
- Broad understanding of self and position in the world
- Does not apologise for who they are
- Appreciates the power of relationships
- Not trying to be all that - just is
Where to next?

There is strong evidence that Flying Solo’s actions represent its values. But there are always opportunities to do more to move you closer to your vision.

Active Voice suggests using the information in this report in different ways:

1. **As a touchstone**
   Your values can provide a helpful guide as you need to make decisions about the business. Refer back to your values regularly. Keep them in a prominent place for easy reference.

2. **As a measure**
   Use the evidence you have identified to set and review goals. Check through the evidence lists regularly - if there are things you’re not seeing happening in the business you need to prioritise those areas. Consider the messages you send through words and pictures - are they consistent with your values?

3. **As a means of expression**
   Tell your stakeholders about your values. It’s much easier for the market to connect with you if you communicate clearly what’s important to you.

We’d also suggest you take time out at least every 12 months to review your values - making sure they still fit, that the language is still right, and expanding, contracting or merging the lists as you evolve. And don’t forget to celebrate who you are now and your successes as you move forward.