



# Disruption Through Relationships

James Rutter  
Director of brand and strategy

# The Gift Game

- Player 1: Imagine an object.
- Hold it in your hands.
- Without saying what it is, make a gift of it to Player 2.
- Player 2, receive the gift with gratitude.
- Unwrap / open / reveal the gift.
- Announce exactly what it is and why you've always wanted it.
- Swap roles.
- Repeat.

# — COOK —

Remarkable Food For Your Freezer



[www.cookfood.net](http://www.cookfood.net)

Steak, Mushroom & Merlot Pie

— COOK —

# — COOK —

Remarkable Food For Your Freezer



[www.cookfood.net](http://www.cookfood.net)

Steak, Mushroom & Merlot Pie

— COOK —

Remarkable Food For Your Freezer

THE SUNDAY TIMES

100

BEST COMPANIES  
TO WORK FOR

2016



[www.cookfood.net](http://www.cookfood.net)

Steak, Mushroom & Merlot Pie

— COOK —

— COOK —

Remarkable Food For Your Freezer

THE SUNDAY TIMES

100

BEST COMPANIES TO WORK FOR

2016



PEOPLE USING BUSINESS AS A FORCE FOR GOOD

— COOK —

**COMPANY**

**COM**

**PANIS**

**WITH**

**BREAD**

—COOK—

**In the beginning...**

... there was cake.



—COOK—



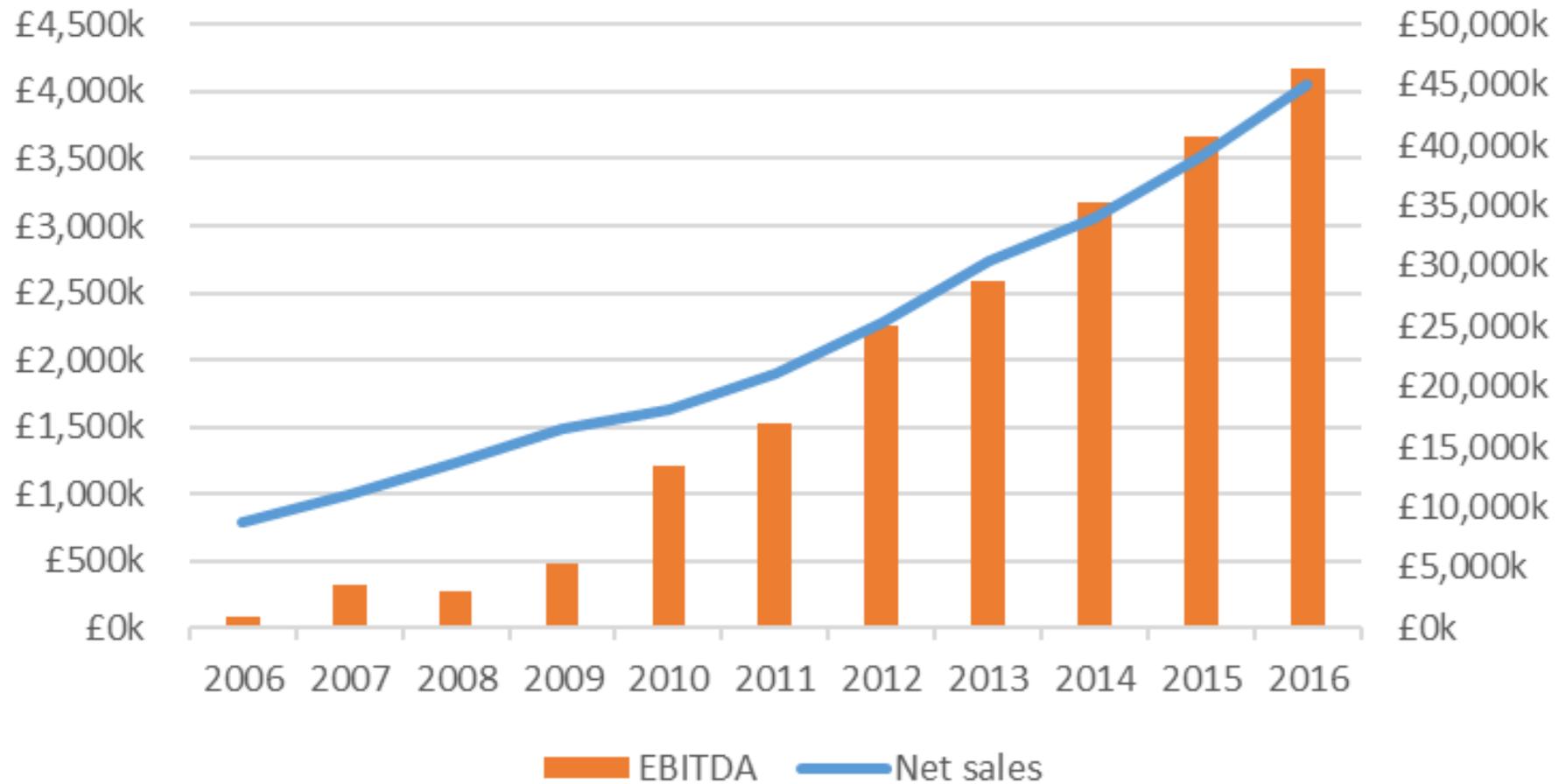
— COOK —

## Our founding statement:

“To cook using the same ingredients and techniques you would at home so everything looks and tastes homemade.

Today, nothing’s changed.”

## 10 year performance history





Everybody has a plan  
until they get punched  
in the mouth

Mike Tyson



Just when you think  
you've got the rat race licked,  
BOOM, faster rats...

David Lee Roth

—COOK—

# Relationships as competitive advantage

Great business = big ambition + great results

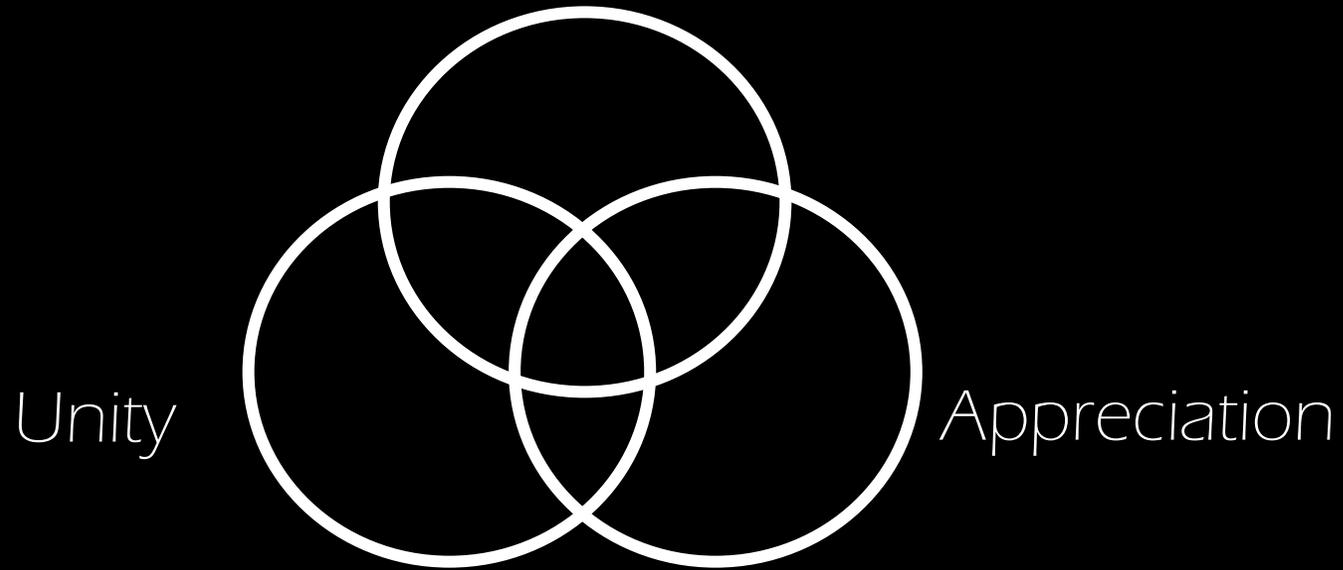
Great results = quality of actions

Great actions = great thinking and decisions

Great thinking = great (big) relationships

# Big Relationships model

Clarity & Accountability



# Big Supplier Relationships



—COOK—

# Big Supplier Relationships



# Big Supplier Relationships



# Some evidence: Southwest Airlines



Using the power of relationships  
to build high performance

# Some evidence: Harvard Grant Study



The clearest message we get from this 75-year study is this:  
good relationships make us  
happier and healthier

The way we are living,  
timorous or bold,  
will have been our life.

Seamus Heaney