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AUGUST 2005

AUSTRALIA'S LEADING MAGAZINE FOR MANAGERS

\$5.95 (INCL GST)

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ISSN 1440-5636



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“If you make a mistake – and you are going to – then let’s fix it, admit to it, own it, and then move on.”  
– Keran Wicks

**KERAN WICKS**

Founder and Managing Director, Network Video

Keran Wicks has watched many managers in action over the years and has learned a crucial lesson: “Don’t be like them.”

A self-made straight-talker, Wicks admits she does not fit the mould of the modern-day business leader. Her issue

with most MBA-trained executives is simple: “You just can’t get stuff done”.

“You can make a choice in business,” she says. “You can do it the easy way or the hard way and a lot of people overcomplicate the business of getting business done.”

The 400-store Network Video group is one of the leading players in Australia’s \$1 billion video and DVD rental and retail industry.

Wicks attributes her success to a can-do management style. Errors are preferable to inaction.

“If you make a mistake — and you are going to — then let’s fix it, admit to it, own it, and then move on,” she says.

Wicks left school at 13 and dabbled in modelling, DJ-ing and clothing retail before finding her business passion in video wholesaling. She believes inspiring staff requires two-way trust. Most members of her management team are promoted from within the organisation and, in return, she expects a great attitude and loyalty.

“I will forego a few skills, I suppose, for those qualities and then work with my guys to give them skill sets they need once they have displayed the loyalty and the interest in the growth of the business.”

Wicks has an open-door policy, but expects staff to come to her with solutions, not problems.

“I ask them to make decisions and take responsibility,” she says.

Famous in the video industry for her business slogan “Let’s just unf.k it”, Wicks re-evaluates her business strategy daily and focuses on what it takes to get the job done.

She describes herself as an industry “dinosaur” but figures on being around for a while yet.

“I get a new business idea every day, but I don’t act on any of them because I’m so dedicated to the one that I’m in. I love this industry. I love what I do.”

Pressed to name a leader she admires, Wicks nominates former Victorian Premier Jeff Kennett. “He just said this is what we need and we’re going to do it and I’ll put up with the flak.”

Motivational quotes and mentoring are not part of the Wicks formula.

“I don’t do anything like that,” she says. “My management style is very much ‘let’s just get on and do it.’”

She concludes: “I go to great lengths to avoid the syndrome of lots of action and no results.”



KERAN WICKS, Founder and Managing Director, Network Video