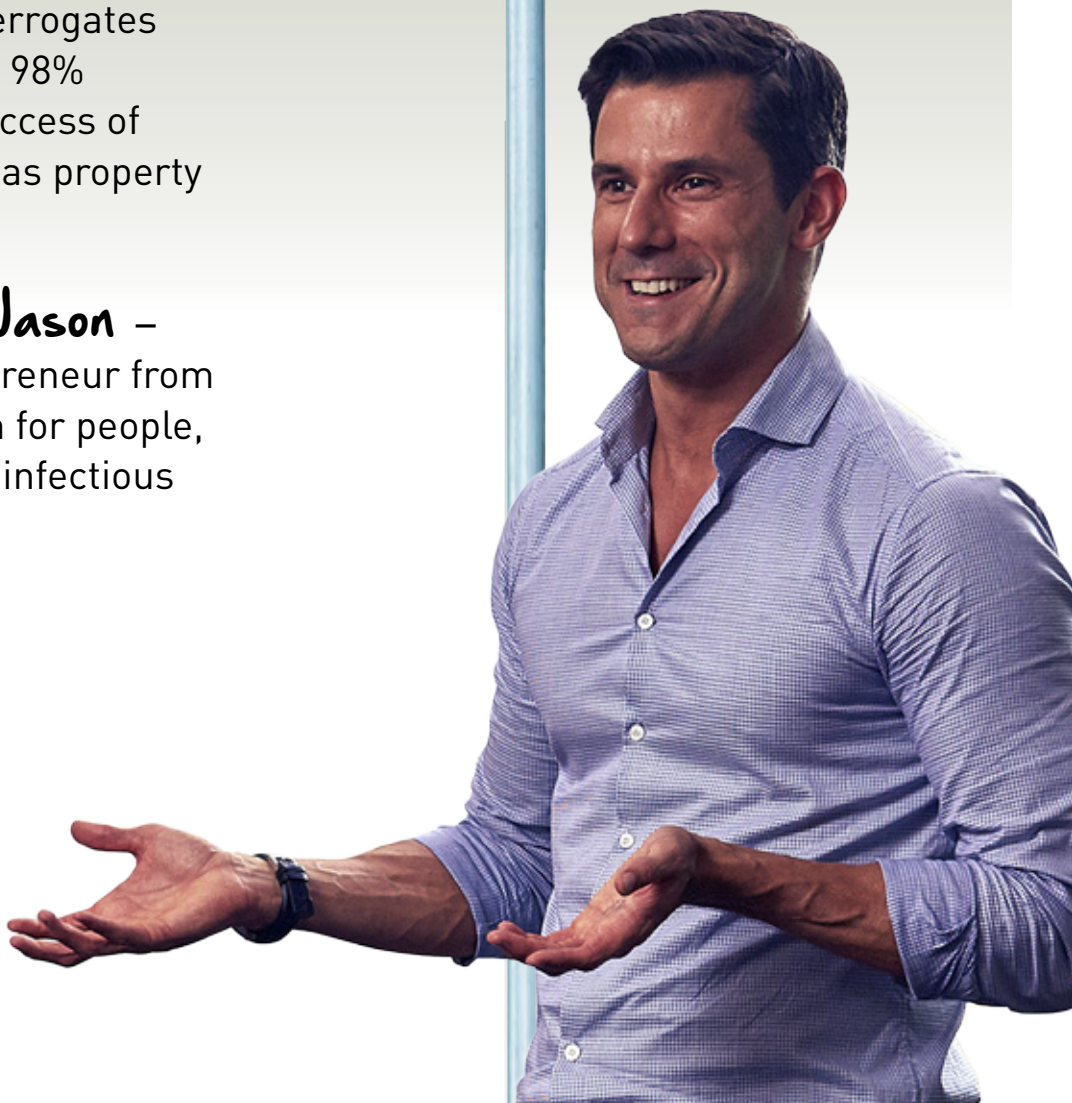
THE CULTURE LAB

WHAT SORT OF A MAN ...



climbs some of the world's highest mountains for fun, interrogates the 2% missing from a 98% score, and makes a success of businesses as diverse as property and retail?

Introducing Paul Jason –
a South African entrepreneur from Durban whose passion for people, business and life is as infectious as flu on a school bus.



THE CULTURE LAB



The Accidental Retailer

Starting his journey in business as a Chartered Accountant, Paul soon escaped the corporate world and founded The Jason Property Group. When the anchor tenant of his first retail centre pulled out, he approached SPAR to step in. They agreed. But some months later, after an intense conversation, the penny dropped that HE would have to be the retailer.

And so began a career in retail. With several other supermarket competitors dominant in the area, Paul soon realised success with his KWIKSPAR and Tops stores would be achieved only through exceptional customer service.

“Never say no to a customer” became the stores’ mantra – even if it meant personally delivering a block of butter 40km up the coast.

A slew of awards for consistently achieving the highest store standards and for customer service excellence followed, as well as the opening of a second KWIKSPAR and Tops store.

Purpose before profit

How does he do it, you’re asking?

Paul attributes his success to the creation of a culture of customer service excellence, with his staff inspired to make extraordinary things happen and surprise and delight their customers every day. He firmly believes when the staff are happy, the customers are even happier. His unique approach to staff training has gained renown and has led to other retailers approaching him for his recipe for success. As a result, Paul has launched his passion project, The Culture Lab.

The inspiring trainer

How can your business become famous for exceptional customer service in your community? How can it set itself apart in highly competitive, over-traded areas?

Paul is sharing answers to these questions and more through The Culture Lab training workshops and presentations. Although the focus areas of Culture, Customer Service, and Leadership are strongly aligned to the retail sector, delegates from other sectors are finding huge value in the content with tangible take home value and lessons to implement in their workplace.

A network of Global Entrepreneurs

Paul is also one of the founding members of the Durban Chapter of the Entrepreneurs’ Organization. He served two terms as President of this Chapter, and currently serves as a global leader in this organization of more than 12 000 passionate entrepreneurs from over 50 countries across the globe.

The Speaker

When you meet Paul the conversation never stops – on his side anyway. He is a born speaker and is a boundless source of enthusiasm and information. This has led to him speaking at the annual conventions of major national retailers, as well as conferences, launches, and award shows. He is due to speak at an International Convention in India in May 2018. Audiences love the way he tells his story with honesty and humour, many asking where they can buy his book.

He hasn’t written a book. Yet.

The adventure sportsman

Everyday sports aren’t challenging enough for Paul. After getting lost in the Himalayas as a 19-year-old, he has taken on some of the highest mountains in the Caucasus in Russia, the Andes in South America and closer to home in Africa.

Paul is also a three-time Comrades runner and an Ironman competitor. His lack of victories in these events serves to remind us that he is in fact human like the rest of us.