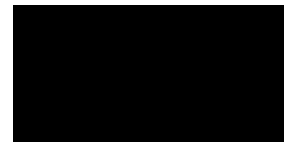




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TAKE 5

The FSB is a sizeable and influential constituency of entrepreneurs, with a healthy intake of newcomers. Each issue, *First Voice* invites a couple of recent recruits to Take 5 Minutes to tell us why they joined, what drives them and what they hope to gain from being part of a vibrant and diverse business network.



Tom Metcalf
LITTLE TOUCHES

Give us your 'elevator pitch'...

We improve accommodation providers by making the most of their existing assets, and guiding them to introduce low- or no-cost ideas to form memorable points of difference. We fuse creative advice with no-nonsense hospitality insight to get clients increased occupancy and first-rate, first-hand rave reviews.

What made you decide to take the plunge?

I got turned down for two jobs in February 2014, so it was more necessity to start up in March of that year, although the idea had been brewing for years. One

company made it clear that they were after a yes-man. I was unwilling to conform.

What do you get out of being an FSB member?

The events the FSB puts on are top-notch. Whether it be general networking or the recent election hustings, you always come away with a boost for your business. Beyond that, the support services ensure every aspect is covered for peace of mind.

What do you wish you'd known at 18?

Just how big Apple would get, so that I could have bought a couple of shares.

What's the most important personal quality you need to succeed in business?

An unwavering belief that you are doing something that makes lives easier and contributes to a better society. Coca-Cola sold only 25 bottles in its first year, JK Rowling got turned down by 12 publishers, and Starbucks' Howard Schultz was told 'no' by more than 200 banks. But they all carried on regardless.

What's been your best moment?

Attending the UK Blog Awards at The Montcalm in London. Even though I didn't win, to be a finalist in two categories – food and drink and travel – made me

feel like a winner. The icing on the cake was being up against three household-name brands in the travel category: Thomson, Teletext Holidays and WWF.

Where will your business be in five years' time?

Hopefully so big that I will be on the cover of *Forbes* magazine.

If not this, what would your dream job be?

I was lucky to start my career off at Walt Disney World in Florida; a place that many view as the best of the best for service. I would go back and work for Disney at the drop of a hat.

