

Town Hall Meeting – Watch the video!

On Friday, 17th September, we held the fortnightly Town Hall. Dennis was accompanying Paul Schrotti, CEO of Lindengruppen and Colart board member, on a site visit to Le Mans. Therefore, the meeting was co-hosted by CPO Jane Beeston and CCO Gail Pasquier.

Jasper Van der Wurff, Business Development Director, was our guest presenting “moments of inspiration” usually presented by Dennis. Jasper’s inspiration came in the form of two books. The first one, ["Mindset- changing the way you think to fulfil your potential"](#) by Carol Dweck, explains why it's not just our abilities and talent that brings us success but whether we approach them with a fixed or growth mindset. The second book, ["The Gift"](#) by Edith Eger, a holocaust survivor of Auschwitz, was written when she was 91. It is a practical guide to help identify our mental “prisons” and develop the tools we need to become “free”.

Building on the format used for the Diversity, Equity and Inclusion THM, Jane and Gail took the opportunity to reflect on managing our brands and their importance to our business.

Leading to a very insightful conversation, Jane asked Gail questions from our people sent in before the meeting plus, additional questions posed through the live Q&A function in Teams.

These included:

- If you go into any retailer or online. What differentiates our brands from other financial graphic brands?
- And do you see that we've broadened or maybe adapted who we believe our consumers to be for each brand?
- What do you think are the biggest challenges that our brands are facing in that arena?
- About sustainability, is there anything that stands out in your mind?
- Do you think it is the alchemy for driving success in our brand teams? What are the characteristics that stand out?
- Are there thoughts/conversations regarding sharing a sustainability journey on social media with some timeline so that even if we aren't there yet, artists can know our priorities and join us on the journey?
- How do we as a brand fight commoditisation of our product as private labels become more common?
- It is no secret that sustainable raw materials are less accessible and performant than their non-sustainable counterpart. Are you willing to sacrifice part of the quality of our products in order to 'send a message that, in a way, the planet is more important than the quality of our paints?

Do you want to know how they responded? Then watch the Town Hall Meeting. There are two ways to watch it again; you can click [here](#) or if you want subtitles (French or Chinese), follow the steps indicated at the end of the announcement.

Special thanks to Jasper for his contribution. We received lots of positive comments. Thank you to everyone for joining!

How to watch the THM again, with subtitles?

1. Go to your Outlook or Teams calendar and look for the latest THM invite.
2. Click on the link on the invite
3. The live stream will open up. On the right-hand side, on the bottom, you will find two different icons.
4. Click first on the CC icon and select "subtitles on"
5. Click on the setting icon, and on Captions/Subtitles, select the language you want (French or Chinese)