

Meet the entrepreneur

Mark Law, WilsonCooke Group (WCG)

Welcome to our series, 'Meet the entrepreneur', where we sit down with founders, CEOs and the like and get to know the person behind the business.

Meet Mark Law, the CEO of WilsonCooke Group (WCG), as we shine the spotlight on this week's featured business owner.

Q: Can you tell us a bit about the business?

Mark: WilsonCooke Group (WCG) is a consulting and business development firm specialising in strategic growth, marketing, and sales training to help businesses achieve their expansion goals.

Q: What is your Monday morning routine to get you in the mood for a successful week?

Mark: I tend to start most of my days with the same routine for consistency, this includes the weekend, so I have a consistent body clock with when I wake up. Exercise first, so I usually jump on my turbo trainer and do 45 minutes to an hour on Zwift, then an ice bath, a shower and then I take my 2 dogs for a walk. This helps clear my head, feel energised, and then get a nice coffee. I'm then ready to get stuck into my day/week.

Q: What is your favourite podcast to listen to/book to read for business advice?

Mark: I love podcasts, but I don't listen to many business ones. However, I'll give a shoutout to our accountants, MAP – I'm a regular listener of their MAP Room podcast. It's specific to our sector and offers practical advice that's relevant to smaller businesses. Beyond that, my favourite podcasts are about cycling, football, entertainment, and politics.

Q: What is your best IT infrastructure advice to other entrepreneurs when getting their business started?

Mark: My main advice is to ensure your IT setup is fully flexible so your business can stay agile and operate seamlessly, whether in an office, remotely, or in a hybrid model. And keep it simple! When we moved our offices from Bury to Manchester in 2018, I wanted to avoid being tied to a physical office space, so we switched to a fully cloud-based system.

When the first lockdown hit, our team was able to transition to working from home instantly, without any disruptions. Since then, we've operated entirely remotely and haven't returned to an office. While I believe there's still value in having a physical office, we've found remote work to be highly effective for us.