

# The Importance of Balance in Life and Business



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in Life and Business

John Purnell

ANGLEPOISE®

John Purnell  
The Anglepoise Way

ANGLEPOISE®

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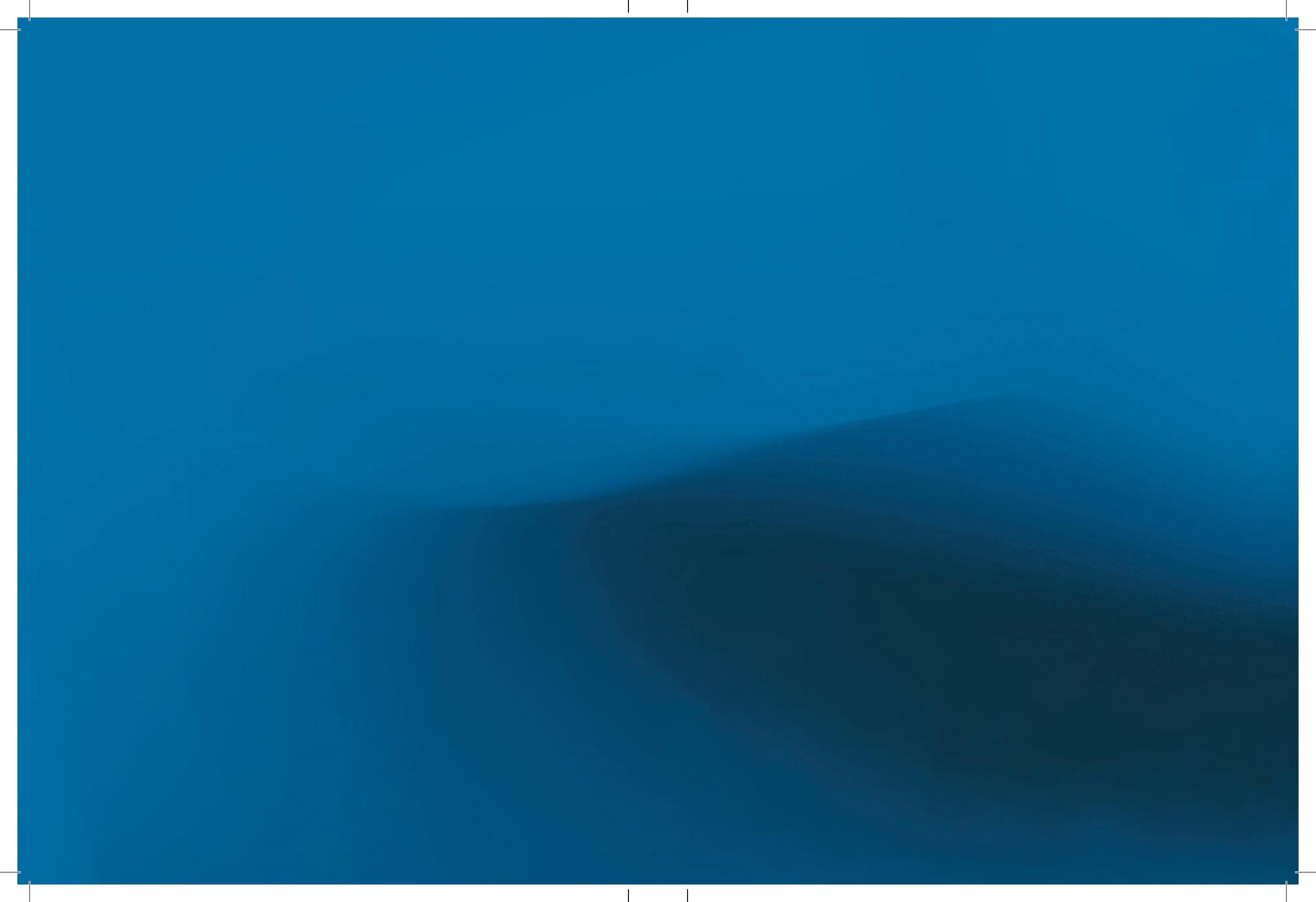
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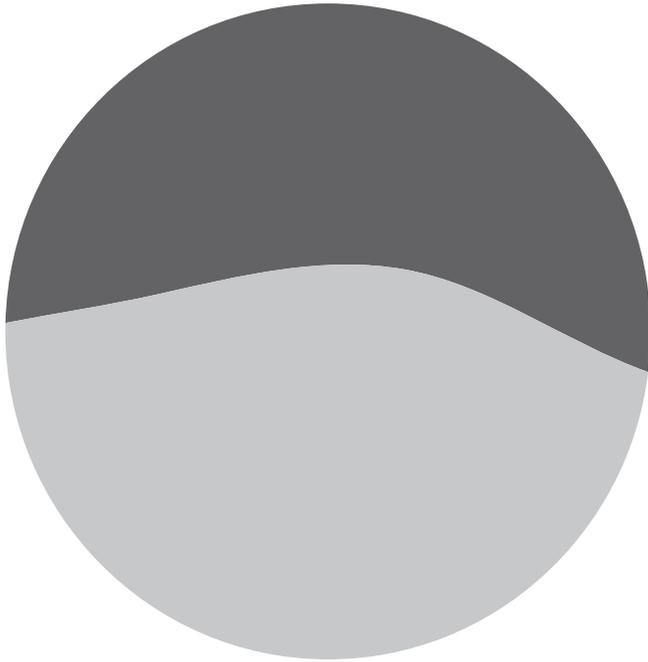


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# **The Importance of Balance** in Life and Business



**John Purnell**  
The Anglepoise Way

Sir Kenneth Grange \

**The Anglepoise  
is a minor miracle  
of balance.**

**Balance is a  
quality in life that  
we do not value  
as we should.**

\ Industrial Designer

**Introduction \**  
**The Anglepoise Way**

This book is an overview of 'The Anglepoise Way', which supports a balanced approach to life in general and many of the topics should be looked at from that viewpoint – 'why and how does this affect what we do at Anglepoise, but also how could it help me personally and in my wider life?'

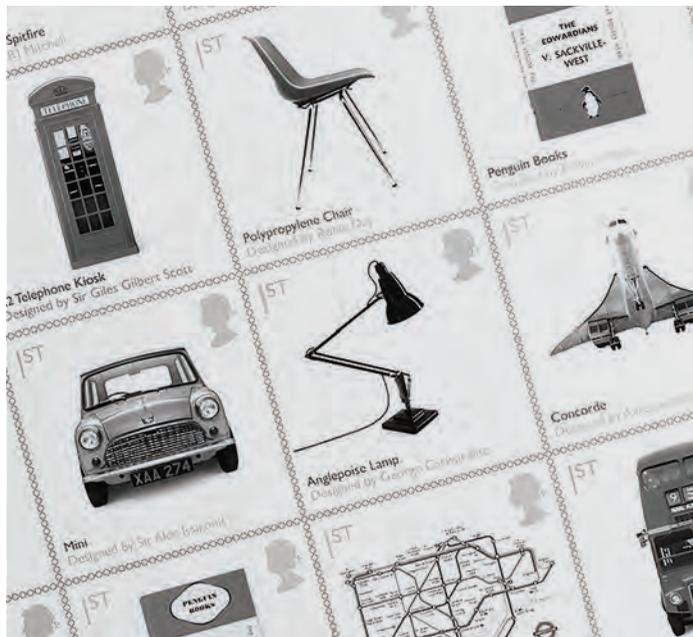
**We're also not saying that everything in this book is absolutely what we do, but it is an aspiration of what we think and what we continually strive to be.**

Overall this book is a refinement of more than twenty years of experience and research into great company cultures and fundamental principles, but more importantly how to put these principles into practice in a complimentary and effective way. They form a collection of suggestions and advice of how great individuals, teams and companies deliver excellence, whilst always considering 'how do I make this work for me?', and 'how can I personalise this?' as that is the critical factor to success.

## About the Author \

### John Purnell

John, Managing Director at Anglepoise, has over 20 years of experience successfully growing award winning businesses, fundamentally focussing on their people first and creating a company culture of purpose, authenticity and excellence.



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## About Anglepoise \

### A Timeless British Brand

In 1932, when vehicle suspension engineer George Carwardine invented a spring, crank and lever mechanism that could be positioned with the lightest of touch yet would maintain its position once released, a blueprint for the first Anglepoise task lamp was born. The Anglepoise lamp has subsequently achieved iconic status and its engaging, anthropomorphic form is recognised and admired all around the world.

**Over the years, the Anglepoise lamp has been developed under the careful watch of the founding Terry family, without ever losing sight of its primary function, and unique, characterful form.**

From the creation of the Original 1227™ lamp, to the development of extended collections by esteemed industrial product designer Sir Kenneth Grange, to recent collaborations with renowned designers Paul Smith and Margaret Howell, incomparable British design remains at the heart of this progressive British brand. Today, Anglepoise lamps can be found in homes and offices, restaurants, bars and hotels in more than 50 countries.

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