

# Steer

Issue 9 £3.99

April 2018

STEER YOUR BUSINESS | THE MAGAZINE

## Personal Growth

With Ash Lawrence

**Social Media Presence**

Sonya Whittam

**Storytelling for Business**

Susan Payton

**Angel or Demon Investor**

Jo Rogers

## Supporting 2 Amazing Charities

Tony and Dan are undertaking an amazing challenge

# Editor's Review

Welcome to the April issue of Steer Your Business. Where has the time gone? I can't believe it's April already and we're a quarter of the way through the year.

Are you on track with your business or do you need some help in getting back on track?

Taking stock of what you're doing and where you're heading is a good idea on a regular basis, just to make sure that your business is where you think it is.

How many times have you got to the end of the year, sent your accounts to your accountant and then realised that you haven't quite achieved what you expected? If you wait until you get to the end of the year it's too late to do much about it. Keeping track as you go along is much less stressful and will give you a much better result.

We have another action-packed issue with lots of great information to help support you and your business.

If you've thought about giving something back but not sure where to start, have a look to see what John Nicholson is doing with the Community Driving School. This is a fabulous idea which is starting to gather momentum and definitely one to watch.

Perhaps you've thought about having an investor in your business but do you really understand what that means? Sarah Leighton gives us some tips on the different sorts of investors who might be interested in your business and what they expect in return. Are they investing or offering you a loan?

If you're new to business, you may not have thought about the insurance cover you need. It could be an expensive mistake so take time to read what Jill Richards has to say and make sure you're properly protected as your business starts to grow.

Knowing which social media platform to use can be a nightmare and very confusing for many of us. Sonia Whittam from Go Media takes us through the different platforms so that we can better understand which ones would work for our businesses.

Do you have a sales strategy? Ben Kench gives us 5 tips for our sales strategy going forward so that we make the most of the opportunities presented to us.

And so much more ...

Please follow us on social media, share with your colleagues and help build our online community so that we all share our knowledge, help and support each other and build the most amazing businesses.

Sally



Sally  
Marshall

# Contents

- 04** SELF LIMITING BELIEF  
Ash Lawrence
- 06** WHY ALL BUSINESSES SHOULD HAVE A SOCIAL MEDIA PRESENCE  
Sonya Whittam
- 09** DON'T HAVE NIGHTMARES!  
Jill Richards
- 10** THE LIFELONG LEARNING CURVE  
Bev Rolfe
- 12** DRIVING FOR THE COMMUNITY  
John Nicholson
- 14** SAFETY & SHELTER  
Andy James
- 16** SUPPORTING 2 AMAZING CHARITIES  
[www.secondchancerow.com](http://www.secondchancerow.com)
- 18** HOW TO WRITE AN EFFECTIVE SMART GOAL  
Dr Nikki Faulkner
- 20** MACRO PLANNING  
Sam Prigmore
- 22** WHY IS STORYTELLING SO IMPORTANT FOR YOUR BUSINESS?  
Susan Payton
- 24** 5 TIPS FOR DEVELOPING AN EFFECTIVE SALES STRATEGY  
Ben Kench
- 26** IS YOUR INVESTOR AN ANGEL OR A DEMON?  
Jo Rogers
- 28** KICKSTART YOUR BUSINESS  
Colin Bielckus
- 30** WHY SHOULD I PAY TO USE AN AGENCY WHEN I CAN DO IT MYSELF?  
Artemis Recruitment

Over the years, likely without your conscious knowledge, you have adopted self-limiting beliefs that are quietly mucking up your best efforts for personal growth. If you pay close attention to your self-talk, these beliefs will reveal themselves in the form of excuses.

The truth is, if you really want something, you will find a way. If you don't, you will find an excuse... and then you will live with that excuse every day of your life.

This is precisely what makes so many of us unhappy.

I speak with hundreds of clients and blog subscribers every month, and this one self-defeating behaviour always rears its ugly head eventually - excuses, excuses, excuses. And I'm not above the excuses either. I catch myself making them sometimes too. But that's the key - we have to catch ourselves before our excuses become hopeless regrets.

# Self limiting

**Here are 7 common excuses that losers use...**

**1.**

**"It's too late."** - It's never too late to live a life that makes you proud. If you don't learn anything else from this post, learn that. We get one go at this life. There's no age limit on changing your course, and to settle in and be stuck in a life that isn't making you happy is a tragic waste.

Honestly, it's never too late or too early to be who you are capable of being. There's no time limit - you can simply start and stop whenever you want. You can change or stay the same. You can make the best or the worst of it. It's up to you, so make the best of it. Do things that shock you. Feel things you've never felt before. Spend time with people who help you grow. Live a life you're proud of. And if you find that you're not, have the courage to make a change.

**2.**

**"I'm not good enough yet."** - Rubbish! Do your best and don't be afraid to make mistakes. If you are making mistakes, then you are making new things, trying new things, learning, living, pushing yourself, changing yourself, and changing the world for the better. We can't make anything valuable without making mistakes. Not a painting, not a relationship, not a career, not a life. If you wait until you have it all figured out to try, you will be waiting forever. Do It Now!

**3.**

**"I have way too much to lose."** - In the end, you will not regret the things you have done nearly as much as the things you haven't done. It's always better to be left with a few "oh wells," than a bunch of "what ifs." It's better to have a lifetime full of experiences and mistakes you learned from, rather than a heart full of regrets and empty dreams. Someday you will want to look back at your life and say, "I can't believe I did that!" instead of, "What if I'd done this or that..."

**4.**

**"I have too much baggage from my past."** - There comes a time when you have to choose between turning the page and closing the book. Some stories need to end before new ones can begin. Life is too short to spend at war with yourself. Practice acceptance and forgiveness. Letting go of the past is your first step to happiness today. It's said that as one door closes another opens, but if you are spending all of your time looking at the one that's just closed you may well miss the one that's opened!

## So let this be your wake-up call.

Stop making excuses for why you can't get it done and start focusing on all the reasons why you must make it happen.

NO more negativity.

NO more laziness.

NO more quick fixes.

NO more blaming others.

NO more "I'll do it tomorrow."

**NO MORE EXCUSES!**

# believe

## 5.

"I've already lost too much." - The truth is, everything will be okay in the end. If it's not okay, it's not the end. We've all gone through some hard times, and you, personally, will likely go through more hard times in the future too. But it's worth it. It builds character and teaches necessary lessons. I can trace some of the best stuff in my life right now to things that were really hard when I was going through them. So when things seem like they are impossible, or you feel like you are never going to feel better, just know that you will eventually look back in amazement at how far you have come. Yes, it's going to be okay.

## 6.

"No one understands me." - Everyone has their own life to worry about; everybody is busy. At the end of the day, no one has the time or energy to figure anyone else out. If it really matters to you that someone understands you, simply communicate and make it easy for them to do so. Stop playing games and beating around the bush. Say what you do and do what you say. (And remember that it's not necessary that everyone understands and agrees with you all the time.)

## 7.

"I'm comfortable right now" - The most common and harmful addiction in the world is the draw of comfort. Why chase greatness when can sit and watch Eastenders? Just pass another biscuit and forget about your future plans. NO! The truth is, growth begins at the end of your comfort zone. Stepping outside of your comfort zone will put things into perspective from an angle you can't grasp now, and open doors of opportunity that would otherwise not exist.

So no more excuses, the only thing that stops you having what you want is the excuse you have of why you can't have it!

### Do It Now!

Please share this with as many people as you can...



Ash  
Lawrence



Sign up to my blog and get a FREE place on my next Millionaire Mind-set course taster session! <http://blog.ashlawrence.co.uk/>

# Why All **Businesses** Should Have A **Social Media Presence**

It took over 50 years for radio to get 1 million customers, and took TV 12 years, yet it took Instagram just 18 months.

Marketing has rapidly changed over the past 20 years and the pace is getting quicker.

But why should your business be using social media?

## **Increasing Brand Awareness.**

This isn't just about large multinational brands. Research shows that a person must be exposed to all brands at least 7 times before they trust it enough to make a purchase. The great news is the brain can't distinguish between interaction online and in person so your business being represented online allows you to stay in the minds of your target audience, and maybe win their hearts too.

## **Creating Increased traffic to your website.**

Every social media marketing platform is a gateway to your website and good social media content will drive potential customers here. This is great for a number of reasons – the main ones being:

- It's an opportunity to sell your products or services
- It's creating more unique visitors to your website which Google loves and is one of the key criteria for SEO (Search Engine Optimisation).

## **Customer Experience.**

If your business is not on social media, there is a good chance you are missing out on an opportunity to connect with other businesses and potential/future customers. There is also a possibility that people are talking about you online and you are unable to celebrate your successes, and/or resolve any poor experiences. Being proactive with customer service can work wonders for your brand.

## **Communication.**

Having an open line of communication to your customers is a key reason why businesses that are enjoying success are doing well. It allows interaction with your customers and allows you to adapt and evolve to your target audience's requirements.

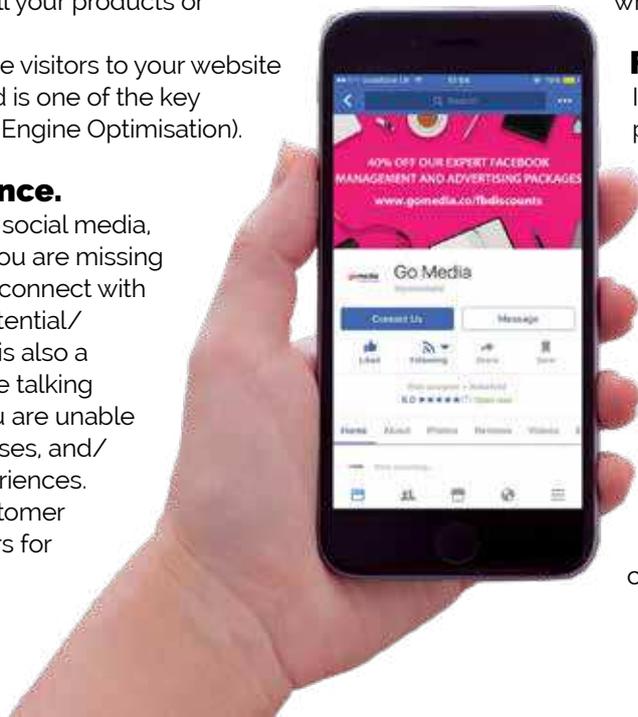
So now you understand how powerful social media could be for your business, how do you get started?

As a business owner you don't have infinite time and resources to manage everything at once. Social media, done correctly, can be either labour or cost intensive. Therefore, it is important to choose the social platform that is going to be right for you. I would recommend sticking with one or two appropriate platforms and focus on doing them well before moving on to others when time or budget allows.

## **Facebook**

It is still the most popular social media platform with over 2 billion users each month, however Facebook has started to see a decline in its engagement for the first time this year and the number of 16-24 year olds on the platform is at a low. One of the contributors for the decline in teens on the site is the fact that their parents are on there.

Facebook is great for increasing brand awareness and should be a consideration when selecting a platform if you are selling goods or services that are business to customer. For example, selling





handbags, or gardening services.

#### Top tips for Facebook.

- Posts with photos gain 120% more engagement than simple text.
- Facebook algorithm changes mean that business pages are less likely to be seen now than in times before, so Facebook advertising is key.
- Questions on posts get double the engagement of non-questions.

#### Twitter

Twitter is a great place for business to business companies to network while also working especially well for publishers and organisations. People often use it to keep updated with world events and trends which is why it is great for public figures.

#### Top Tips for Twitter.

- Using pictures in your Tweets increases engagement.
- Twitter is all about hashtags so make sure you are using ones relevant to your business; however try to stick to a max of 3 per tweet.
- Build a network by following relevant accounts and engaging with them.

#### Instagram

Instagram is now the third largest platform and the base is full of a younger demographic. Instagram is perfect for businesses that offer visual content and videos e.g. florists or retailers. Due to the younger audience, businesses that target the younger end of the population would do well to have an Instagram account.

#### Top tips for Instagram

- User generated content gets better engagement than business generated content e.g. a photo competition

would receive great engagement and give you images you could use in the future.

- Use relevant hashtags effectively in posts to reach more people.

#### LinkedIn

LinkedIn is a platform used by professionals to connect with other professionals, so as a business page is ideal for B2B. Over 80% of LinkedIn users are over 35, so if you have an older professional target audience, LinkedIn is a good place to be.

#### Top tips for LinkedIn

- All Business owners should have a linked in profile. It's a great way to network and a personal profile can take relatively less time to manage.
- A business page is good to showcase a B2B company as an alternative to a Facebook page.



**Sonya Whittam** is a digital marketer who specialises in business development through digital marketing. Go Media is a full service, national digital marketing agency, helping business grow for over 10 years. Contact us on 07414903868 or [www.gomedia.co](http://www.gomedia.co)

# DON'T HAVE NIGHTMARES!



When you start a new business, there are so many things to worry about, like raising finance, pricing, marketing..... but in my experience, insurance is very rarely considered. Does that matter?

Well, if you are not employing anyone, and if you can afford to pay the bills if something goes wrong then no, I guess it doesn't matter.

BUT, can you afford to pay the bills if something goes wrong?

It can be very expensive to defend yourself from an accusation – even if you have done nothing wrong.

You could find yourself involved in having to fund defence costs and each situation will depend on the nature of your business, but could be:

- An accusation that a product you have sold has caused an injury
- An accusation that professional advice you have given was wrong and has caused a financial loss

- An accusation of defamation – maybe in an email or on your website
  - An accusation of a breach of health and safety legislation or environmental regulations
- The list could go on and on, but I don't want to give you nightmares!

In future articles I will elaborate on the different types of insurance you may want to consider to help protect you and your business, but in the meantime if you have any concerns about your risk exposure and would like some advice, do get in touch.

Please ensure, before it is too late, that lack of insurance for your business risks is your CHOICE and not an oversight.

Towergate Capital & County is a trading name of Towergate Underwriting Group Limited. Registered in England Number 04043759. Registered Office: Towergate House, Eclipse Park, Sittingbourne Road, Maidstone, Kent, ME14 3EN. Authorised and Regulated by the Financial Conduct Authority.



Jill Richards



**Jill Richards** ACII CMIRM  
Towergate Capital & County  
Jill.Richards@towergate.co.uk  
01795 597172 / 07725305905



## ARE YOU LACKING A LITTLE OF THIS RECENTLY?

Believe me you are not alone but with the Steer Your Business programme that all changes!

### SO HOW CAN WE HELP ?



#### 12 months of support

A monthly online programme which allows you to work at your own pace with lots of resources available to you 24/7



#### A 2 day live event

Don't want to wait 12 months? Book onto a 2 day intensive workshop and work on all 12 modules for YOUR business



#### A real business community

As part of the Steer Your Business community you will find support and resources to benefit YOUR business

### WHAT'S THE SECRET ?

Define YOUR Vision

Focus on what YOU want

Set goals and be ACCOUNTABLE

Have a strategy to deliver what YOU want

### WHO AM I ?

I use my knowledge and experience gained from working in the House of Commons to work with business owners to deliver their goals. Businesses of all sizes start to grow when the vision is clear, goals are set and a strategy is in place to deliver the end result.

The Steer Your Business Programme takes you through 12 steps to work on YOUR business so that it runs efficiently and effectively to give you the lifestyle that you want.



Phone: 07771 714221  
Email: [info@steeryourbusiness.com](mailto:info@steeryourbusiness.com)

 [facebook/steeryourbusiness](https://www.facebook.com/steeryourbusiness)

 [twitter/steeryourbusiness](https://twitter.com/steeryourbusiness)

[www.steeryourbusiness.com](http://www.steeryourbusiness.com)



# The Lifelong Learning Curve

Whether we are just starting out in business or have been working at it for a long time, it makes no difference to the lifelong 'learning curve'. I can almost hear the reader thinking - "What on earth is this person on about?"

When we are young we tend to think that once we have left school, or further education if undertaken, we will be equipped to deal with whatever working life throws at us in the particular field studied. Oh, how wrong can we be! Many of us change our working lives completely, and some several times.

Constant 'learning' is a daily occurrence and particularly important when starting or running a business.

There are always new skills to be acquired and/or rules and regulations to be absorbed or administered. For instance:-

- Keeping pace with new technology
- Using updated or new computer software programmes
- Ever changing production legislation
- Health & Safety Directives changing or being updated
- VAT rules and regulations changing
- Employment law changes and updates
- Dealing with Auto-Enrolment Pensions
- The upcoming new GDPR regulations
- If we have a product to sell there will always be development of new ways to manufacture it.
- Accountants, bankers, insurance agents and many more; all must keep learning because compliance regulations constantly change.

To name but a few

Of course, we all know there is a wealth of information on the internet which can be easily accessed and useful but, sometimes, it is mind-opening and less lonely to speak with a person face to face. No-one really has the time to do absolutely everything required to run a successful business; hence we need others with the right skills to assist. This is all part of the lifelong learning curve.

Naturally, we all learn new things on a daily basis, mostly without even realising we are doing so, but truly opening our minds to learning only takes a small amount of self-discipline. The latter will undoubtedly

assist in improving any business. If we don't know something needed for our business - there is no shame in asking for help from someone who does.

One very good practice, for any business person, is to attend networking meetings. It is quite amazing how helpful this can be at times. Yes, we need to attend regularly to gain credence and trust, but the rewards can be extremely helpful. Meeting a large variety of business people, many offering quite different business subjects, is informative and we may just meet someone who has a skill we need, or with information which can help us. It has certainly happened to me. People know people who know people! Networkers come to know quite a lot of people and a recommendation from someone we have known for some time can often be key to resolving a problem, or an area of business we are not fully conversant with.

Attending seminars, workshops and similar meetings is a second, very good idea. Some of them are even free! Experience of attending some of these shows that they can be most useful, instructive and interactive. Knowledge obtained from such events, which can be fun to attend, is infinite.

However many years we have been in work of one sort or another, opening our minds to constant learning and conversation with others is essential. The pace of modern life, and therefore business, is forever changing. Taking on board everything which is required to run a business in the 21st century is quite a challenge for anyone. Engaging with others is essential.

Maybe we should all just stop and think, perhaps once a week, about how much we have learned during the last week - it might surprise us all. Never stop asking for help or information, it is all part of the lifelong learning curve. Confidence in our own skills, whatever they are, is essential but there is no shame in seeking help and learning from others.



Bev Rolfe



**Bev Rolfe** Admin Angel  
[www.adminangelbev.co.uk](http://www.adminangelbev.co.uk)  
[bev@adminangelbev.co.uk](mailto:bev@adminangelbev.co.uk)

# Driving for the



# community

How many people reading this article would be able to do their jobs or live the lives they do without a driving licence? How valuable has learning to drive been in your own life and career path? In this modern world a driving licence and the training to reach this goal is so vital to follow your chosen life path that without a driving licence your career and life choices are restricted.



I felt so many emotions.. PROUD, EXCITED, SCARED, NERVOUS.. and to top it off, in shock. In total shock that after the millions of hours where I have sat at home fighting with myself, telling myself I cannot do it over and over again. Then one day, I did do it.

I know I have a very long road ahead of me, but I believe with the support of John, I WILL be a happy driver with a bigger chance of a successful future, and this fear will be long gone. The day I pass my driving test will be the best day ever and my biggest accomplishment!!"

Many people are prevented from changing their circumstances by obtaining a driving licence as they find themselves living in poverty, not always of their own accord. This means that even if driving lessons were charged at a fraction of the cost, they are still out of reach for some. There are many talented people who, through various circumstances, find they are unable to utilise their skills due to the inability to fund a driving course.

The following message was sent to me by a pupil I am training through the Community Driving School Course, "Driving is such a huge part of my life. My biggest fear. I suffer with anxiety and depression which comes with agoraphobia. When I was a child, I used to literally dream about driving and being free on the road, it gave me such an amazing feeling. I finally reached the age where I can learn how to drive and I was and am still, petrified! I know many people who have been in car crashes and have passed away because of it. What scares me is the other people on the road. You just do not know what state of mind a driver is in. I literally woke up one day with this fear of getting in a car and feeling like I will be the person on the front page of the newspaper, 'Young girl died in a car crash'. Sounds dramatic I know, but they are the thoughts I get.

I am a qualified photographer who has tried extremely hard to promote and create my own photography business. I have spent stupid amounts of money and got nowhere with it. I truly believe this is because I am extremely limited when it comes to travelling to my clients and carrying around my equipment. This has knocked my confidence massively and I have had to put my photography business to one side whilst I get myself together and cope with my mental health.

On the 29th January 2018, I met John Nicholson, CEO of Community Driving School, an amazingly supportive and understanding driving instructor who brought out the 'I can do it' attitude in me. I originally thought we were only meeting to discuss the process so I was definitely not mentally prepared to be in the driver's seat. An hour into us meeting, I WAS DRIVING THE CAR!!

Yep. You read that right. I DROVE A CAR!! I have never ever felt so overwhelmed in my life.

Community Driving School C.I.C. is a ground-breaking not-for-profit company that offers sponsored driving lessons in return for community based work experience. Through partnerships with local charities and local businesses, we are able to fund and mentor people from disadvantaged backgrounds and give them a hope of getting out of the cycle of benefits, into work and improving mental wellbeing and self-confidence.

We rely completely on donations from companies and grant funding to get out into the community to deliver these driving courses. Giving people the chance to apply for jobs previously beyond them is something a lot of people in poverty want to do. Many of them do not want to rely on state benefits and handouts to get on with their lives and we see this as our mission. The young lady in the example above is a qualified photographer who was made homeless in November 2017 and was living on the streets and now she is looking forwards to a future with hope and confidence thanks to being given a chance.

Our driving courses are more than just driving lessons, we provide mentor support, CV writing skills, interview techniques and even a suit if they do not possess one.

Corporate Social Responsibility has never been so important to business with so many similar companies. To stand above the ordinary takes something extraordinary and Community Driving School C.I.C. offers the chance to be at the start of something special.



**John Nicholson**



If you or your company would like to be involved in this unique and new scheme, please contact **John Nicholson** via email at [john@thecds.org.uk](mailto:john@thecds.org.uk) or visit the website [www.thecds.org.uk](http://www.thecds.org.uk) to learn more.



# Safety & shelter

Maidstone Churches Winter Shelter (MCWS) is in its 5th year of providing desperately needed beds for the night to the sleep-homeless of Maidstone.

Our model is simple. The number of people forced to face a life on the streets, in what is perceived to be a typical middle-class county town in South East England, is rising at a frightening rate. This reflects a huge rise nationally in homelessness, brought about by a complex picture of increased relationship breakdowns, sustained reductions in funding for mental health support, and personal unemployment and disability benefits.

Through the kindness and support of 7 different churches and faith venues in the town, and the commitment of over 300 volunteers, a small staff team, and by rotating the same venue for each day of the week, we are able to provide a warm bed, a hot evening meal, breakfast and in some locations a shower, to 15 vulnerable rough sleepers each night, from late December through the worst of the winter to the end of March.

Although the Winter Shelter's core purpose is to provide a safe and much needed shelter from the many dangers of trying to survive day-to-day on the streets, the real support we provide is in engaging with our 'guests' (called so, as we treat every homeless person as if they are being invited into our own homes), on a personal and supportive level.

With the amazing support from our team of volunteers, we make sure that every Guest has the opportunity to sit down over a hot drink, to talk completely informally about their personal story, and the circumstances that brought them to such a low. The volunteer's commitment is what drives the Maidstone Churches Winter Shelter, and we have a number who go the extra mile, including

a professional hairdresser who will provide a hair free cut and a reflexologist who will provide a foot massages to people who have often not had any one-to-one personal contact in many months.



Maidstone Churches Winter Shelter are working with local employers to promote the benefits of Corporate Social Responsibility. We are currently working with a number of companies in encouraging their employees to volunteer at the Winter Shelter. It's a win-win for all parties. The shelter benefits from having motivated, professionally minded volunteers, and the employers are finding that the opportunity for them and their staff to give something back to local community, in supporting one of their most vulnerable groups, is having a positive impact while undertaking 'the day job'!

**If, as a CSR minded employer, you would like more information on how your company could support the Winter Shelter in Maidstone please phone 01622 296450 for more details.**



**Andy James**



**Andy James** Project Manager  
6 Buckland Road, Maidstone ME16 0SL  
01622 296 450. [www.maidstoneshelter.org.uk](http://www.maidstoneshelter.org.uk)

# Get Involved!



Steer Your Business is about sharing information and building a community so why not get involved and become part of this amazing journey?

We love to receive articles which help and support our readers and in return we will promote your business by putting in a call to action which links straight back to your email or website. If you'd like to write an article, we require about 500 words with a couple of images and we'll do the rest.

This is an amazing opportunity to get you and your business out there on a much bigger scale. The magazine is distributed through social media via our Editor's social media - current 22k followers on Twitter - and also through the Steer Your Business social media on facebook and Twitter. Every time a post is retweeted or shared, then it gets to an even bigger audience. Leveraging each other's contracts is fantastic and helps us all. You

just never know who will see your article and read it. If it's something that resonates with them, they can quickly and easily get in touch with you to start a conversation.

So what are you waiting for? Start writing and send your article to **sally@steeryourbusiness.com** and get your business out there - and it's FREE!

If you'd like to invest in some additional marketing, then we are able to advertise your business for you at a very reasonable rate. When business owners see your advert on a regular basis, they will remember you. When they are ready to buy, your name will be at the front of their thoughts. Please get in touch to discuss how we can help you promote your business to our readers.

 @SallyDMarshall

**22k**  
followers

 Sally Marshall

**6k**  
followers

## EVENTS LISTING & DIRECTORY

Listing	£120 per year	Enhanced Listing	£240 per year
---------	---------------	------------------	---------------

## ADVERTISING

SIZE	RATECARD		
	1-3 insertions	4-9 insertions	10-12+ insertions
Eighth page	£45	£36	£27
Quarter page	£70	£56	£42
Half page	£125	£100	£75
Full page	£235	£188	£141
DPS	£445	£356	£267

# Supporting 2 Amazing Charities

Tony and Dan are undertaking an amazing challenge in order to support two amazing charities. Their story is incredibly inspiring and you can find out more on their website – [www.secondchancerow.com](http://www.secondchancerow.com). Here we explain more about the charities they are supporting and hope you can find it in your hearts to help with the fund-raising and anything else you feel able to do. Steer Your Business are sponsors of Second Chance Row and will be following their incredible journey.

During 2014, the Government undertook a review of Veterans within the Criminal Justice System published in December 2014. Veterans form the largest occupational group in prison. Project Phoenix was designed to specifically respond to the issues raised in the report. Project Phoenix (Phoenix) has been operational since May 2015.

Mentorship is introduced during the final 18-months of sentencing and continues following release, the latter, for a period of no less than 12-months. As well as being a listening ear, Mentors assist with housing, gainful employment and maintaining family contact. We are looking to build a feeling of self-worth and re-establish in individuals, team work reconnecting with each other and working together with our HM Forces mentors to overcome obstacles seen and unseen. There are many different reasons why ex-military personnel enter prisons.

"The choice is left to each one of us, to support our Veterans, and to remember this nations' great military history, some find it difficult to adjust to life outside. (lest we forget)." Care After Combat Trustee and Co-Founder, Goose Cryer, MC



L – R Cdr Stephen Anderson (RN), Jim Davidson OBE, Dr Nick Murdoch, Dan Angell, Tony Wyles, Steve Scott, G Cryer MC, Bill Bones





Ickle Pickles are the smallest and sickest babies who have either been born too early, or with a condition requiring intensive or surgical care.

The NHS cares for over 80,000 Ickle Pickles every year in specialised Neonatal Units (an NNU). Often these tiny babies cling to their parent's fingers just as hard as they cling to life; holding a tiny hand provides the lifeline that helps parents and families to cope.

The Ickle Pickle Children's Charity aims to give every newborn a chance. We turn gifts from generous people like you into specialised equipment, such as incubators and ventilators, to help Neonatal units provide incredible levels of care to very sick babies.

To find out more or to make a donation visit us at [www.icklepickles.org](http://www.icklepickles.org) and help us give every new born a chance.

**All monies raised buy machines like this...**



**for neonatal units who save babies like this...**



**That turn into cheeky children like this**



# How To Write An **Effective** SMART Goal

Understanding why you should set goals for yourself or your team is important, but knowing how to do it effectively is a different challenge. I work with a lot of business owners on setting effective SMART goals for their teams, but the concept is valid for your personal goals and your business goals.

## What Is SMART?

The photo shows the Red Arrows flying in a fantastic display. They didn't learn to fly together like this without working towards a series of well-constructed goals. In the title to this article I used the acronym SMART. There are several versions of the SMART acronym, but they all ultimately say the same thing; a goal should be Specific, Measureable, Achievable, Relevant and Time-bound. A goal written within the SMART framework is much more likely to be achieved than one that is not. Let's run through each part of the framework.

## Specific

Specific means you should very clearly state the Who, What, When, Where, Why, and/or How of the goal. Ask questions to check whether a goal is specific. "I will write a business book" is not specific. If I answer the above questions for my book I can make it more specific. 'Who' is answered by 'it's aimed at the owners of small businesses who are new to managing a team.' 'What'

is answered by 'a business book on how to build an effective team. It will cover recruitment, induction and performance management. It will be about 150 pages long.' 'When' is answered by 'It will be ready to send to a publisher twelve months from now.' 'Why' is answered by 'Writing this book will help me become established as an expert in my field.' 'Where' and 'How' are not relevant for this goal.

Making a goal specific improves it a lot. The other parts of the acronym may touch on areas you've already dealt with under 'Specific'.

## Measureable

Measureable means that you, and whoever the goal is assigned to, will be able to clearly tell when the goal has been achieved. How will you know (see, hear or feel) when the goal has been achieved or had the desired result? In my example for writing a business book, I have already included when it will be finished and what topics the book should cover when I made it specific, both of which are things I can 'measure'. I could also add measures such as the length of the book and the rate at which I will write it, say one chapter a month, which will give me intermediate measures so I'll know if I'm on track. If a goal doesn't have a straightforward numerical association – you need to find something that will tell you and your employee/s when they have achieved success.

## Achievable

Achievable means the person the goal is assigned to has control over being able to achieve the goal. Goals need to motivate, so make sure the goals you set stretch your employees, and give them something new or better to aim for. This will give them a real sense of achievement when they meet the goal. But don't forget an unachievable goal, a stretch too far, is not motivating



### A SMART goal for writing a business book might be:

**"I will write a business book on how to build an effective team. It will cover recruitment, induction and performance management. It will be about 150 pages long, and it will be aimed at the owners of small businesses who are new to managing a team. I will write one chapter (about fifteen pages) per month and it will be ready to send to a publisher twelve months from now. Writing this book will help me become established as an expert in my field".**



Dr Nikki  
Faulkner

– the person will give up before they've started. Always ask: Is it possible for the individual to achieve this goal? And is this individual in control of achieving this goal?

For my book goal I have already covered Achievable when I made it specific. This is not an impossible task for me. Note that I'm not setting my goal to say the book will be published in twelve months as I don't necessarily have control over that, all I'm saying is the book will be ready to send to a publisher, which I do have control over.

### Relevant

Relevant means the person the goal is assigned to needs to see the benefit in achieving this goal. If it's not relevant they will not be motivated to take action to achieve it. Ask yourself what the objective behind the goal is. Will this goal actually help this person reach that objective? Is the objective directly relevant to them? For example, if you have a business goal around reducing costs, or keeping costs within budget, and you have an employee who can only impact costs indirectly. By working efficiently to avoid taking too long to complete tasks, and working accurately to avoid redoing work, you can make the goal directly relevant to them by mentioning accuracy or efficiency, which they have control over, and also include the impact accuracy or efficiency

has on cost, so the employee understands the bigger objective behind the goal and why this goal is important to the business.

For my book-writing example I have already included 'Writing this book will help me become established as an expert in my field' as part of making it specific and this also connects the goal to my bigger objective.

### Time-bound

Time-bound means there must be an end point by which you can say whether you've achieved the goal. You may include time points along the way to chart progress, but ultimately you need an end point. In my book example I included the end point for when it would be ready to send to a publisher. I know when, and I know what stage the book should be at by that end point, so twelve months from now I'll know if I achieved the goal or not.

### My Question To You

Have you set goals for yourself or your employees? If you have, are they SMART goals? If this is something you would like to discuss, book a free 30-minute consultation at [www.talk-to-nikki.co.uk](http://www.talk-to-nikki.co.uk). You can also download my free eBook Team UP! - Powerful Ways to Build, Develop and Maintain an Effective Team and sign up for my weekly newsletter which contains lots of team and self-management tips.



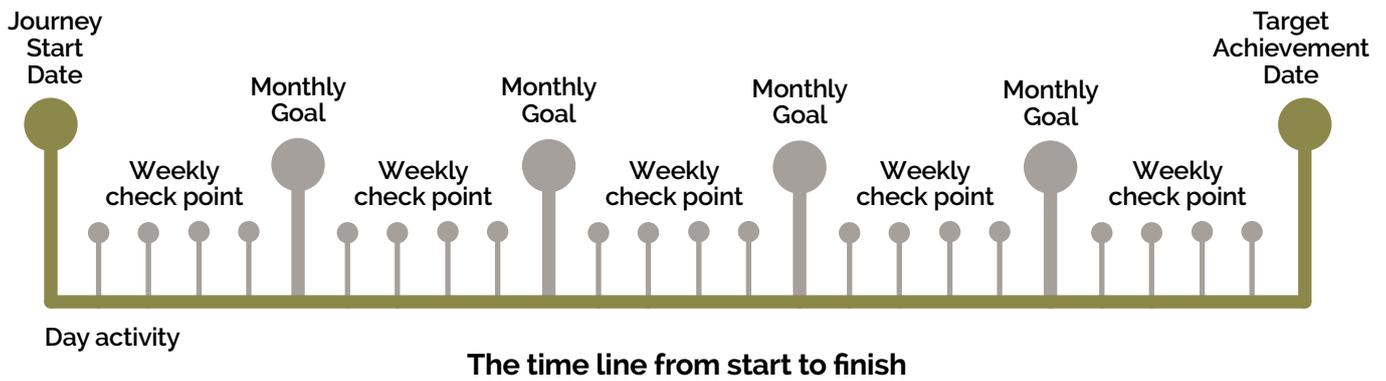
#### About the Author:

**Dr Nikki Faulkner** of Mulberry Bush Consulting works with business leaders to make the 'People' side of their business as effective as possible. Our specialty is helping small businesses who are new to having employees or who are struggling with any aspect of people management. You are not alone. We can help. We offer a Team Success program that uses our exclusive 7-step system to develop you into a People Manager with all the key processes in place, customised for your company, so you can start being successful through your team today.

Mulberry Bush Consulting: Maximizing your Business Capability through your People.

Video link: <https://youtu.be/RNjlgjTQfoQ>

<https://mulberrybushconsulting.co.uk>



# Macro Planning

Right, let us start by saying we all know about goal setting and if you don't have a goal you don't know what you are working towards. Also, if you don't have a goal you don't know when you are starting to succeed with your aims. So, what is the idea of a goal?

A goal is deemed to be a fixed date in the future; your success point where everything happens or adds up.

Actually, a goal should be more of a flexible vision than you have now.

You see nothing is guaranteed apart from, if you do something you achieve something. People and especially businesses can look at their goals in a rigid way that has no compromise on this. The trouble with this is that you become too narrowly focused on your goal and that could make you strive for it only in certain ways. This tunnel vision approach can slow down your progress to achieve your goal, because you fail to see how this can evolve into something far greater than you ever thought possible.

So, let us widen your gaze on your overall goal. Let's say you have a 12-month plan to achieve your goal. Firstly, come to terms with the idea and accept that this might not happen, and you can then change the desired achievement date. This can take the pressure off and make the process less stressful which, in turn, keeps your motivation high and makes your goal quicker to reach, by allowing and accepting the idea of a flexible achievement date. Basically, stress kills motivation and stress is caused by an inflexible environment.

Your overall goal can be broken down, but how much do you break it down? The simple answer is as much as possible. If you have 12 months in a year you then break that down into monthly goals that have weekly check points and daily activities. The macro planning diagram above shows an example of this.

When you look at your goals like this, with a flexible target achievement date, and then a break-down that basically has 364 daily activities in a yearly plan with check points and monthly goals, this keeps you focused. You can better measure your activity and, also, allow for

the natural evolution of your journey. So, when you look at the saying above "if you do something you achieve something", with this way of mapping your macro planning, not only will it keep you motivated and focused on something every day, but could also lead to your achieving a different goal at the end that supersedes your original vision.

The only other thing that could sabotage this is burn-out. It is a clever idea to have a Para Goal in your life as well as your macro planning strategy. Burn-out has a nasty habit of dampening your effort and your journey, and that basically sucks the life and love out of what you are striving for. A para goal is something that you do in your life that is small but gives you an instant reward. This is an emotional pump to keep your passion for winning alive. It could be the gym, rock climbing or things of that nature. It will give you that mini fist bump feeling, keeping everything else in your life looking and feeling revitalised all the time, including your macro planning.

Macro planning is breaking down your original vision into achievable 'baby steps' and allows you to become more flexible and less stressed. A para goal is there to keep everything looking new and achievable, allowing you to 'achieve' constantly, thereby keeping your overall vision of achievement alive.



**Sam Prigmore**

Personal Development Coach, Life Coach  
 Mindfulness Coach, NLP Practitioner  
 Law Of Attraction Coach, Personal Trainer  
 Nutritional Adviser, Martial Arts Instructor  
 pathfindersp13@gmail.com  
 www.bethepathfinder.co.uk  
 twitter.com/pathfindersp13  
 www.linkedin.com/in/sam-prigmore-0448a5154/  
 www.instagram.com/samprigmore/  
 www.youtube.com/channel/UCQaj72UUUpTro\_ T6EhgFMJ6A

# Let Basepoint put your business in the back of the net!

Make Basepoint and your business the winning team!



Running your own business doesn't have to mean doing it all yourself. From call answering to 24/7 business support, join our team today and find out how we can help you reach the top.



01303 297005

[basepoint.co.uk](http://basepoint.co.uk)

Contact us today

 [hellofolkestone@basepoint.co.uk](mailto:hellofolkestone@basepoint.co.uk)

 [@basepoint\\_folk](https://twitter.com/basepoint_folk)

## HAVE YOU THOUGHT ABOUT SELLING YOUR COMPANY?

And spending more time pursuing other interests.

I am an experienced business owner based near Ashford

A safe pair of hands • Passionate about small business

Looking to acquire a £750K to £10m in sales company based in postcodes: CT, TN21 to TN31, ME1; ME4 to ME17; ME20

Preserve its legacy, staff and values • And take it forward

**Please call Alex on 01227 314 072 • or visit [pawle.co.uk/about](http://pawle.co.uk/about)**

Once upon a time . . .

“Marketing is no longer about the stuff that you make, but about the stories you tell.”  
Seth Godin

# Why is storytelling so important for your business?

Have you noticed that the ancient art of storytelling is a hot topic these days? It is not one that is likely to be going away any time soon. Many brands are recruiting storytellers and even adding a Chief Storytelling Officer to their C-Suite.

## So, why the big emphasis on a story?

The launch of Facebook in 2004, and YouTube a year later, had a huge impact on the way business was done on a global scale as people were able to connect and share stories with others, around the world, 24/7.

Since then, savvy business owners have noticed the subtle shift away from transactional selling ("this is what I sell, do you want to buy it?") to focusing on building relationships first.

Telling stories has become an integral part of that shift. As more and more consumers want to buy into a brand's mission and vision, using narrative to communicate your purpose, and your why, has never been so important.

However, many businesses have become so focused on the what and the how, they've missed the fact that people want to know why. They have forgotten that people buy from people.

## How do you get started?

Leading by story doesn't have to mean hiring a CSO. Start with your own story. Who are you and why do you do what you do? What beliefs and values underpin why your business exists?

What's your brand story? What does your business stand for and what difference are you here to make? Why should anyone care?

Consider your customer's story. What is going on for them and what are you helping them to do or be? Where does your business fit into their story?

## What happens when you start sharing your stories?

Sharing your stories allows people to start engaging and resonating with who you are and what you stand for. That creates connection which builds trust; the foundations for any successful, long-term relationship.

I recently worked with a client who helps tech start-up companies through phenomenally fast growth, by getting the right people in the right place, doing the right job. At the heart of what he does, is his belief that talented people should be treasured, not wasted.

As we went through his backstory, it became clear where that core value had come from. He said "As a child we didn't have a lot, so we learnt to value our possessions and look after them. What we had we cherished. That desire to treasure important things has stayed with me throughout my life. And that includes valuing people".

Is that someone you would want to look after your team?

## Don't lose out to better storytellers.

Download my free workbook to help you get started on your storytelling journey at [www.thebusinessofstories.com](http://www.thebusinessofstories.com) or, if you want my help to tell impactful stories that will engage and connect with your audience, contact me at [susan@thebusinessofstories.com](mailto:susan@thebusinessofstories.com) and we can schedule a chat.



Susan Payton



**Susan Payton** Storyteller  
[susan@thebusinessofstories.com](mailto:susan@thebusinessofstories.com)  
[www.thebusinessofstories.com](http://www.thebusinessofstories.com)

# 5 TIPS FOR DEVELOPING AN EFFECTIVE SALES STRATEGY

'Sales' is a constantly changing dynamic as the world we aim to sell into is equally in a state of constant flux. Thus, we have to try to predict the directions in which our market might go and strategically plan ahead. Here are some key tips for the strategic planning challenge

**1 Speak personally** with some existing 'ideal' customer accounts. Fundamentally your 'best customer' is one that is loyal; but even loyalty is not 'blind' in business. The customer who cares enough to still buy from you will care enough to share their thoughts, needs and expectations. The information gleaned from real personal conversations (yes, actually speaking to them - not an electronic survey!!) is priceless. Why not try inviting a group of core customers in for an 'open day' or 'exclusive lunch', and then encourage them to be open and help steer developments? Make this a priority!

**2 Meet with** your team and managers and have a 'closed door' session uncovering negatives and obstacles. Very, very often a 'man on the ground' is aware of 'problems' that are brewing but being quietly covered over. Experience shows that they often bubble-under until one day an explosion erupts which is massively damaging. For example, a constant service issue with a product or service team, or a regular customer complaint relating to performance or usage of the widget that was sold. An 'ear to the ground' is vital so bring your team in and listen and then you will have accurate information which you can strategically plan to address.

**3 Watch** the marketplace actively. Magazines, news items, internet viral videos and the like - all spread 'buzzwords' and waves of interest. Whilst many do not ever come to reality or broader market acceptance, there are also many that do; spotting a viable trend and riding the wave as it booms can literally transform a companies' fortunes overnight. Social Media usage for example was minimised by many as "its never going to really take off or impact business". Yet we now see thousands of millionaires being made, and massive company growth, from reputations and exposure gained by Social Media presence. In terms of products, we might have dismissed 'remote home application' as a bit too 'Star Trek' but, in reality, we now see the market acceptance rapidly driving volumes of products and applications. So, watch closely every week. Have team meetings and 'spot a winner' type of fun (in your market sector of course!) then, when one keeps coming up, you are going to be well positioned to strategically ride the sales wave.

**4 Listen to Pareto!** Ok, so we are familiar with the 'Pareto Principle' which says there is almost always an 80/20 split in everything as it turns out! Yes, the '80/20 rule' applies to everything but in business typically '80% of your income comes from 20% of your customers', or '80% of your sales will be in 20% of your product service offerings'. Science has studied this and, weirdly, the mathematics always work out thereby 'proving' the theory. So, have a hard look at what you sell and who you sell it to and especially where you really make your margin. Then get brutal! Action changes to strategically direct resources to where you are clearly making money. Possibly not fashionable, possibly not easy on some emotional attachments to products or service offerings, but always smarter!

**5 Partner up!** Look around you in the world of business. Strategic alliances are everywhere and that is because they work. Whether it be Costa Coffee with Premier Inns or BP Fuels with Sainsbury's Nectar card partnerships. These evolve where there is a shared market sector without competitive offerings. As commerce gets tougher more resource is required to win the day, and sharing the battle costs with a partner is simply huge in its possible outcomes. Look around your customer base and see where they also shop or spend, and then work strategically at carving partnerships with other allied suppliers.



Ben Kench



**Ben Kench** is the UK's leading Sales & Business Growth Specialist and the author of "Selling For Dummies". For more conversation and sales development ideas connect with Ben at [www.benkench.com](http://www.benkench.com) [bkench@thebusinessbooster.co.uk](mailto:bkench@thebusinessbooster.co.uk).

# Hello, we are the flex studio

We help small businesses just like yours to become awesome.

We are proud to have been asked to design the Steer Your Business website and the magazine you are now viewing. If you would like to chat about the way your brand looks, how you should approach your website or anything else troubling you, we would love to hear from you.

We are friendly, approachable and we speak plain English!

→ [WWW.THEFLEXSTUDIO.COM](http://WWW.THEFLEXSTUDIO.COM)

## Branding Design

Branding is the expression of who you are as a business so looking awesome really is the first step to being awesome. We would love to help with that.

## Web Design

Your website is the heart of your business online and enables you to showcase who you are and what you do. Be sure to showcase it with style.

## Mobile Applications

It has never been easier to create stunning customer experiences on the go. If you have a need we would love to help you go mobile.

# Is your investor an Angel or a Demon?

As a small business, it is evident that (1) cash doesn't always flow and (2) a lack of cash can inhibit growth. Sometimes the solution may be to seek some additional financing. Nowadays, there are many alternative debt and equity finance options, however, so many small businesses give away equity at the first opportunity without thinking about the other options or the end consequences.

Here at NaviStar Legal we deal with angels and demons as investors, here are some top tips to differentiate between the two:

## 1. Beware of exchanging equity for skills

Ever heard the phrase "there is no such thing as a free lunch?" That statement applies in this context because whilst skills and connections are useful; getting services for "free" or with "no cash" will cost you more in the long-term. In some cases it is the administrative burden of additional shareholders (particularly those with less than 20%) or the restrictions placed upon you by those shareholders.

## 2. Beware of exchanging equity for cash which is repayable

If someone tells you that their "investment" must be repaid to them then that is a loan! Beware of shareholders who offer you a loan in exchange for equity. The loan will be repaid and they will keep the shares for the life of the business.

## 3. Know who you are dealing with

Do your own due diligence on the person providing the finance, understand who they are and the terms on which they will invest. Know what they expect as a shareholder and how you will deal with the relationship if it breaks down.

## 4. Have a method of valuation

You will be amazed how many people pick a percentage out of the air when giving people shares. Decide on a consistent method to value the company before you offer a percentage so that you can at least approximate the value of the shares you give away and you can appreciate the value that shareholder is receiving.

## 5. Do not assume that people always want equity

This is a mistake people often make with incentivising staff. When you ask people what they really want, they

usually want to make some additional money. You may want to offer potential investors a profit or revenue share or they may actually prefer a pay rise over receiving shares. Shares are a hassle - often they just want quick cash.

## 6. Keep control

If you intend to give away a large percentage of shares (20%+) then you can create new classes of shares. Separate classes allow some shares to be non-voting and therefore those holding voting shares will remain in control of the company. Could it also be possible for the agreement to state or guarantee me a continuous controlling state regardless of how huge the firm becomes?

## 7. Get it in writing

Unravelling shareholder relationships, particularly without a signed shareholder's agreement can be painful. A written agreement helps all parties to get clear on the relationship up front.

## 8. Know the terms on which they will invest

Receiving cash is one thing, but do they want to be a director? Do they want changes to the articles or a shareholders' agreement put into place? The more you are in control of this, the better. You don't want to be too quick to get into bed with someone who is only after a return on their investment. Small investments can cause big problems as they have the power to disrupt any decisions.

If you are thinking about raising investment and you want to get a little more in depth with the information here, you can learn more by watching our three investment videos here:

<https://nsl.navistarlegal.com/investmentsignup>



NaviStarLegal



Jo Rogers



Jo Rogers, In-house lawyer

<https://www.linkedin.com/in/joannarogerslaw/>



**SCARLETT**  
— Financial Services —

## Talk to us about: Business Protection

Don't neglect your responsibilities

- ✓ **Key Person Protection**
- ✓ **Business Loan Protection**
- ✓ **Directors Loan Protection**
- ✓ **Share Protection**
- ✓ **Business Continuation Plan**

Avoid business interruption and uncertainty when the unexpected happens to a key employee.

Avoid having to sell part of the business, or all of it.

Ensure continuation of employment for your staff.

Ensure quality of life for you and your family.

**TALK TO US TODAY, WE CAN HELP**

01233 800 555 | [info@scarlettfs.com](mailto:info@scarlettfs.com)  
[scarlettfs.com](http://scarlettfs.com)

Scarlett Financial Services LTD is an appointed representative of Personal Touch Financial Services Limited which is authorised and regulated by the Financial Conduct Authority. Registered in England and Wales. No 10142347

## CRUISE HOLIDAYS UK

**14 NIGHTS – NORWAY, ICELAND AND IRELAND FROM SOUTHAMPTON ON P & O's SHIP – AURORA – 16<sup>th</sup> June 2018**

Prices from £1749 per person (based on two sharing)



This epic 14-night journey takes you to the snow-capped mountain peaks and cascading waterfalls of the Norwegian Fjords. You'll sail through a collection of dramatic fjords, including the UNESCO World Heritage site of Geirangerfjord. Flaam has a thrilling scenic railway and Geiranger is the gateway to exploring Norway's natural beauty.

You will also head to Iceland, where you can absorb the beauty of the West Fjords in Isafjordur, admire the Midnight Sun in Akureyri and soak in the Blue Lagoon of Reykjavik. On your way home, you will have time to dock in Dublin, where you can experience an evening of friendly craic over a pint of Guinness.

Contact Susan Holt if you would like more information [sholt@cruiseholidaysuk.co.uk](mailto:sholt@cruiseholidaysuk.co.uk) 01233 280908

# KICKSTART YOUR BUSINESS

What is holding you back in your business? Not enough hours in the day to get everything done? Trying to be an expert in every area of your business and not just the technical expert that you are?

STOP – think about how you can resolve that 'hamster wheel' of pressure and stress and break that cycle.

Outsourcing could be the answer to your immediate problem of overcoming your sticking point.

To grow and develop a business you need to let go of some of those tasks that:

- a) you really loathe to do, therefore get left not done
- b) having to learn to perform tasks that come with running a business, which you have no real desire to learn.

In 2017 I decided to practice what I preach to my clients, and I let go of seven elements' of my business that I'm struggling to manage whilst trying to focus on growing my own business. Which left me constantly playing catch-up. Does this sound familiar to you?

It's not easy to let go, as you do have a personal attachment to 'your very own business', it somehow becomes part of you. This is where finding the right people to outsource to, is so very important.

Networking has really helped me to develop a team of people to help alleviate the stress and pressure. By finding the experts in their field to take care of my Administration, PR, personal development, training, life-coaching, bookkeeping and social media. This has made a significant difference to my business and overall well-being.

The effect on my business in just a few months into the year was amazing and now a year on I can really see the benefits.

I am now free to work on developing and growing my client base and expanding my business taking it to the next level.

The effect on the bottom line has taken a little time to show, but the feeling that you are finally moving forward and not being bogged down taking two steps forward and ten back is an enormous motivational driving force. Quite liberating and a feeling of being back in control steering our business in a focused forward direction.

Outsourcing gives me the freedom to do the things I love and not be tied down to mundane tasks. Most of all it gives me the peace of mind knowing the team of people I have personally sourced are helping me to grow my business.

Yes, there is a cost involved with outsourcing elements of your business however, the benefits far outweighs that cost. When I started my business my ultimate goal was to help others reach their full potential. Let's start that process and have a conversation to change how you do things in your business, to get better results. Initial consultation is free.



Colin Bielckus



**Colin Bielckus** The Outsourced Finance Director & Avenue Business Services.  
 Tel: 01489 885555 Mob: 07889 895602  
 Email: colin@the-ofd.com Web: www.theoutsourcedfinancedirector.com

# 100 Game Changers for your Business!!



The #BIG100 is Back!

*"Simple in CONCEPT - Deep in CONTENT. 100 Business tips, ideas & strategies, for 100 business owners for just £100. All covered by my 100% guarantee - Bring an open mind and a fast pen!" Ian Dickson*

Presented by International Business Speaker & Multi Award Winning Coach - Ian Dickson

**When** - Friday 27 April 2018 09:00 to 16:30

**Where** - The Langstone Hotel - Hayling Island, Portsmouth PO11 0NQ

**How Much** - £100 inc VAT includes lunch, all refreshments, work books, my Business Success Diary and the opportunity to network with 100 like-minded Business Owners.

## FIVE GREAT REASONS TO BE THERE

- 1. 100 BUSINESS TIPS** - 14 years of business coaching and knowledge condensed into 100 hard hitting "game changers" for your business.
- 2. THREE GREAT SPEAKERS** - Have direct access throughout the day to over 35 years combined business experience from three great speakers.
- 3. NEW KNOWLEDGE** - AWESOME sales process, AMAZING advert design tool, BRILLIANT marketing system, INNOVATIVE sales funnel concept.
- 4. BUSINESS SUCCESS DIARY** - Every attendee receives a free copy of my highly successful Business Success Diary - Already got one? No problem - we will offer you a £15 discount on your booking fee.
- 5. 100% GUARANTEE** It is all backed by my 100% satisfaction guarantee. If you are not completely happy with your day I will refund you in full. No questions.

**BOOK TODAY**

**£100**  
inc VAT



## EXCLUSIVE OFFER

To all Steer Your Business Readers.

**£20 OFF** your ticket price.  
To claim this exclusive discount use coupon code **SYB20** at the time of booking.

## BOOKING INFO

[www.iandickson.co.uk/my-events](http://www.iandickson.co.uk/my-events)  
office: 01329 285694  
email: [ian@iandickson.co.uk](mailto:ian@iandickson.co.uk)



Photo by zoe pappas from Pexels

# Why should I pay to use an agency when I can do it myself?

Some companies are reluctant to pay recruitment agency fees, believing that they are able to do just as good a job recruiting for themselves. However, what they fail to take into consideration is that recruitment companies are professional organisations that spend all of their time specialising in, finding and qualifying the best people for their clients, so endeavour to only send the very best candidates hence saving valuable time.

Time is money, and when a company seeks to hire they need to put together a job and person specification which takes time, advertise their vacancy on various print and digital media which costs money and can be very expensive, and then dedicate and devote their time to sifting through all the received CVs, whittling them down, inviting candidates to interview, interviewing candidates, maybe 2nd interviewing candidates and sending out unsuccessful/rejection letters and taking references.

It is essential to acknowledge all candidates and deal with the human resources administration correctly

as all people that apply for a company's job are also potential customers and need to be treated with respect. If a company calls a recruitment company they save themselves all the hassle, time and cost of advertising the position as your Recruiter will advertise for you and will have greater coverage due to the extensive buying power they have due to volume recruitment.

The recruitment company will not only do all the pre-screening for you but will also access their existing database of candidates, built up over years and may already have a relationship with the perfect candidate for the role. Recruitment companies conduct checks including, skills testing, criminal checks and reference checking on request from the client again saving time. Candidates put forward by Recruiters will already have been pre-screened so a company's time isn't wasted. The ideal situation is to receive 3 or 4 good CVs from your Recruiter and just choose between them with minimum fuss.

# 10 top tips

1. **Job Hoppers** – Mostly these people don't get beyond the CV screening stage. Anyone with several years work history that hasn't managed to stay anywhere beyond 6 months will in most cases have an issue with commitment and are not likely to stay with you either.
2. **It's not me it's them** - Generally speaking if a candidate speaks unfavourably of all or most of their previous employers it's probably only a matter of time before they are saying those things about your company. These people have an inability to claim ownership of their challenges.
3. **Not prepared for interview** - If someone hasn't taken the time to research your company before coming to interview it is likely they will work in the same lack lustre fashion.
4. **Late for interview** - I personally find it extremely disrespectful if someone is late for interview and unless they have a very good excuse I will not work with them. If a candidate is late for interview it also suggests a lack of time management and organisation skills.
5. **Inappropriately dressed** – This can be very much environmentally dictated, but we can hope that a person going for a banking job doesn't turn up in their gym gear, or an interviewee for a Reception position doesn't turn up in ripped jeans for example. Each company has its dress standards and I believe people should present as well and appropriately as possible.
6. **Uncourteous to Reception staff** – A good indicator of a candidate's nature and how they will treat you and your clients can be ascertained by their treatment and interaction with your reception staff. Polite people will be courteous, impolite people can be abrupt and aloof.
7. **No direction or goals** – It's a good idea in an interview to ask candidates what their overall goals are professionally. Those with no goals or direction can often lack drive and are more likely to be less achievement orientated.
8. **Salary, holidays and break time** – Be wary of candidates that seem more interested in asking questions about the salary, holidays and breaks than the company vision and goals as they are more likely to be just in it for themselves.
9. **Unexplained gaps in CVs** – It's very important to ask candidates what they have been doing in periods when they haven't been working to protect yourself.
10. **No professional references** – Those candidates that have had several jobs and cannot produce any professional references for you to contact may have something to hide.

If you really cannot afford to hire the professional services of a good Recruiter and you have to recruit yourself then here are some warning signs that you should be aware of that will help you in your hiring decisions. I've listed 10 things you should to be aware of in the box on the right.



<http://www.artemisrecruitment.co.uk>  
[office@artemisrecruitment.co.uk](mailto:office@artemisrecruitment.co.uk)



### **Get to know us...**

Steer Your Business is a community to help businesses collaborate and engage with each other so that we all grow. It's based on the idea that we share information and promote each other and therefore all benefit from a much wider network than we can achieve on our own.

If you'd like to write an article or advertise in the magazine please email the editor,  
[info@steeryourbusiness.com](mailto:info@steeryourbusiness.com)  
for more details