

Steer

Issue 31

February / March 2021

STEER YOUR BUSINESS | THE MAGAZINE

You Matter!

6 Steps to take to keep our brain and emotions healthy in lockdown

Angie Lendon

Why do small businesses need Social Media?

Matthew Dorrington

Better Habits + Better Leadership = Better Business

Andy Page

BUSINESS NEWS

BUSINESS DIRECTORY

A USEFUL LIST OF
SPECIALIST BUSINESSES



Editor's Review

With the end of lockdown hopefully in sight now, it's important to keep ourselves as well as our businesses in good shape so that we're all ready to move forward.

With that in mind, we have several articles which look at business owners themselves and their emotional well-being.

The business owner is often the one person forgotten about when crisis hits. The focus is on employees, cash flow, keeping the business afloat but without the business owner, the business wouldn't exist.

Working together and supporting each other has to be the way forward so that we all come out of the current situation stronger and in a better place.

Enjoy the articles, connect and collaborate with each other as we all look forward to an easier environment to work in with less restrictions as we move into Spring.



Sally

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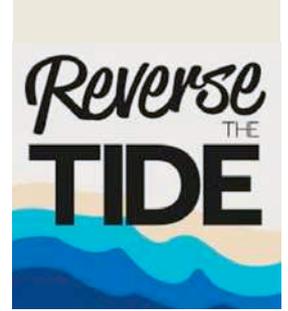
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News From the Beach!



I saw a post on LinkedIn recently asking if you would listen to someone who hadn't walked the walk and experienced the challenges themselves. It's an interesting question and one which I often get asked about. *What would you say if someone asked you about a business coach for instance?*

There are a lot of business coaches, confidence coaches, life coaches etc out there, all looking for your business.

What do you look for when you need some help either personally or in your business?

Would you ask them why they feel they are qualified to help you? "Qualified" doesn't necessarily mean in terms of exams and certificates but in experience and knowledge of the particular challenge that you are facing.

They say that you should recruit for attitude and not skills. Attitude is something you have but skills you can learn. I think the same is true of a coach in whatever sector they are working. You get to know whether someone is genuine or not, whether they really understand what you are experiencing and how they can help you.

We've all listened to the sales pitch from dozens of people and sometimes it sounds good but is it really? I've learned over the years to trust my gut instinct even if I don't understand why. You know that nagging voice in your head which is telling you that something isn't right. I know I've ignored it many times and then realised later that I should have listened!

If in doubt, walk away. Find someone who feels right, has been through the same challenges that you are facing and come out the other side. Despite what we think, someone has always been there and done that before so they know how you feel, what you can change, how you can get through whatever problem you are dealing with.

I'm not saying that it's going to be easy but I am saying that by working with the right person, you can move forward and get to where you want to be.

If you're currently facing a challenge in your business and would like an informal chat, please get in touch and book some time in my diary.



Sally Marshall



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Keeping peace of mind in a critical world

Peace of mind is more or less the primary goal for a lot of us, especially now, in the middle of a pandemic and an economic recession. But what we don't always realize is that peace of mind is our default setting. All we need to do is get out of our own way and let it happen. When we think about difficulties in the right way, we gain clarity and with it, calmer and more fulfilling lives.

Did you know that you cannot have a feeling without first having a thought? Our feelings are caused 100% by our thoughts. But many people mistakenly believe that our feelings and emotions are caused by other people, or events and circumstances that happen around us. This leads to the false perception that our lives are mostly outside of our control.

Nothing could be further from the truth.

Our thoughts, feelings and ultimate behaviours are not controlled by external factors but by how we interpret and perceive the world in the moment. We all only experience life in the present.

Sometimes it's more difficult to feel calm and have peace of mind, especially when someone else decides to offer some cutting criticism of our actions, our appearance, our performance, or our way of life. And being surrounded by those who don't support you, or often put you down, can exacerbate your already punishing self-talk, or exaggerate your existing fears and anxieties.

You can regain your peace of mind by realising that you're in control of your feelings, and nobody else's opinion of you matters - but here are a few things that might help...

Sort the constructive from the destructive.

Critics come in many forms. Constructive criticism is healthy and, in many situations, necessary. If we don't know what our weaknesses are, how will we ever grow or change? There is a difference, however, between constructive criticism meant to help, and unsolicited, negative criticism meant to hurt. Learning to decipher the two is key.

However, criticism is often rooted in truth--even when it's not delivered in an ideal manner. When you receive negative feedback, there are two choices: You can

remember that only your own thoughts can cause you to feel hurt or angry, so you can remain calm and learn from the criticism, or you can get angry and let emotion get the best of you. One method is proactive, the other is reactive.

Guess which one will benefit you in the long run?

So when someone criticises you, ask yourself: what can I learn from this alternative perspective? And, how can I use this feedback to help me improve?

Take a break from media—social and otherwise.

Whether it's a fair-weather friend or the media trying to convince you that you're not good enough, there will never be a shortage of critics to challenge your sense of worth. Don't believe anything from either source, and remember that you are always good enough and your sense of worth never depends on anyone else's opinion.

Thank them

Perhaps it may help to think of your detractors as 'little helpers', there to keep your ego in check. The next time you come across one, thank them and say, "I hear you. But I'm good. Thank you for your concern."

Accept

Unfortunately, there will always be naysayers in your life. Accept this and just remember that you don't have to take anything anyone says about you under your consideration. The only person whose opinion matters is You!

Trust in yourself, seek out your own peace of mind, and never let another's lack of security steal your own!



Doreen
Ritchie



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Better Habits + Better

We all have habits; some good and some not so good. Habits are those almost unconscious behaviour patterns that we all have... so, how do we build better habits?

In his book, *Atomic Habits*, James Clear identifies two types of habits; outcome-based and identity-based. Understanding the difference and reframing your mindset will help you adopt an atomic habits mindset and ensure your desired habits stick.

Outcome-based habits

These are the habits that have a specific end point that we will reach; where our focus is on the overall outcome. Outcome-based habits generally only last for the short-term; as soon as we've achieved that outcome, we're likely to revert to our old ways. If we're too focused on the outcome, we may give up when we don't see fast progress.

So, how do we ensure that our habits stick? We form identity-based habits.

Identity-based habits

These are the habits that become part of our identity. We determine which habits we want to adopt, then we change our identity to reflect those behaviours. In other words, what type of person do you need to become to make those habits part of your everyday life?

For example, if reading more is the desired outcome then you might have a goal to read 12 books during a 12-month period. This would be forming an outcome-based habit and when you're done, you're likely to stop reading.

Instead, become the type of person who reads very regularly. Set a nightly phone reminder to read before bed and start small, 10 minutes even, and gradually increase. You'll soon get through those 12 books and continue reading each night. Stacking the new habit to an existing one (i.e. going to bed) is a great way to build momentum. James Clear defines the recipe for sustained success as a simple 2 step process:

- Decide the type of person you want to be.
- Prove it to yourself with small wins.

Now you have the habit sorted it's time for improvements in your leadership;

There are thousands of books written about leadership. I have distilled some lessons from some of them into the



Leadership = Better Business!

acronym *JUST FOR ME* - nine things within your control to help you become a more effective leader.

1. Just do it.

So often we get in our own way of implementing our ideas. Stop limiting the business's potential and prioritise your time to ensure the important things get done.

2. United vision and values.

Your vision is where you want the business to be in the future; your values are the compass that drives your behaviour to get there. Clarify and articulate these ASAP.

3. Safety.

It's a leader's job to ensure physical and emotional safety for their team at work. This goes beyond legal obligations; the safer employees feel at work, the more productive, innovative and loyal they'll be.

4. Teamwork and Trust.

Form a team of people who are smarter than you in different ways, using your collective expertise to achieve results which are impossible to achieve alone. Build a

culture of trust so your team know they can rely on you and that the feeling is mutual.

5. Focus.

Bring focus to each team member's individual contribution towards achieving the business goals and vision. Provide clear key performance indicators to ensure everyone knows what to focus on.

6. Opportunity.

Look for the opportunity in every mistake, challenge and difficult situation. These are key sources of learning.

7. Resilience and Resourcefulness.

Resilience helps you recover quickly from difficult situations; resourcefulness helps you find quick and clever ways to overcome difficulties. Build resilience and resourcefulness in your team and yourself.

8. Mindset.

This is the attitude you bring to your role as leader. Do you have an abundance mindset or scarcity mindset? Do you take ownership, accountability and responsibility for your actions? Your mindset has a huge impact on how you and your team feel about coming to work each day.

9. Empathy and Energy.

Empathy is the ability to see things from another's perspective. For example, instead of disciplining a team member for struggling, first seek to understand why they're struggling, then offer support and training. Increased empathy increases energy across the team and the business and therefore improves results.

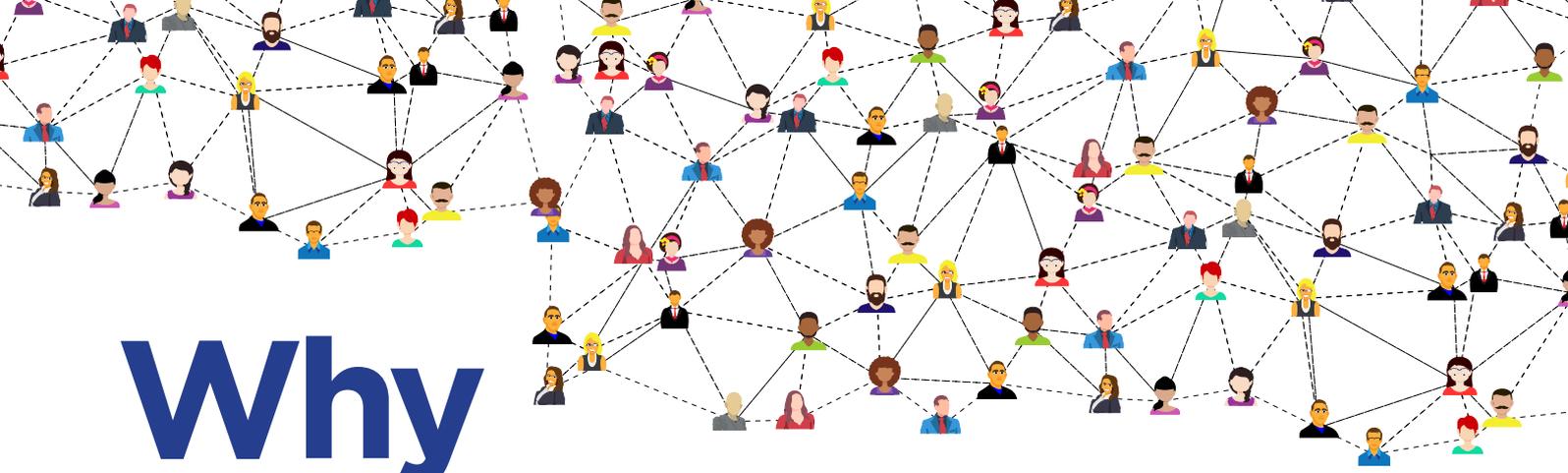
Take these nine factors and make a plan for how you can develop your leadership skills. Which one will you focus on first?



Andy
Page



Need a bit of help? **Andy Page** can be contacted at a.page@mphaccountants.co.uk
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www.mphaccountants.co.uk



Why do small businesses need social media?

Firstly let me tell you this, social media for small business is not all about likes! Likes don't make you money; what makes you money is conversions on your website. But how do we do this?

Social media is thriving in terms of its reach and results. According to Global Web Index, *54% of social browsers use social media to research products before purchasing.* More users are joining social media networks and looking for reviews and recommendations. That's why it's crucial to have an outstanding online presence.

The solution is to find out which platform your target market is using most often and how to make the most out of it.

But How Can Customers Find A Business On Social Media?

Let's take a look at a real-life example. Say you were looking for a printer to provide your business cards.

- You complete a brief Google search and have a number of websites open. You notice one printer is offering free business card designing if you like their Facebook page.
- You press like and move on.
- You finally find the printer you are going to use and you place your order.
- Maybe you didn't receive the best service but hey, you have your business cards now. Just may not use that supplier again.
- Although the like you put on the other printers Facebook page still stands they have been putting engaging content in front of you over the past few months. The business also does not go crazy spamming your timeline but provides useful how-to guides and tips. Content people actually want to read.

So you have now been out networking and now need more business cards. You do one of the following:

- You message the printer you have been engaging with over the past months.
- You ask your contacts for a recommendation, you see the printer you are familiar with. You then move to complete a purchase with the company you had been engaging with over the past months.

'Social media is about building long term relationships not quick sales'

How to Increase your brand awareness using social media?

With nearly half of the world's population using social media platforms, they're a tangible place to reach new and highly targeted potential customers.

According to Facebook, *60% of Instagram users* say they learn about new products on the platform. By simply being visible on social media and sharing great content regularly you will grow your brand awareness. Word of mouth drives *20% to 50%* of purchasing decisions. It sounds obvious, but the more likes, views and shares you receive on social media, the more aware people will be of your brand.

I mean, we've all seen it on our timelines, haven't we - 'John Smith likes XYZ' it's a fact that people are more likely to take an interest in a brand or company if their friends do.

In effect, good social media content will do a lot of the hard work for you as people are keen to follow what is trending among their peers - no one in 2021 wants to be late to the party. When you get people talking about your product or company on social media, you build brand awareness and trust and set yourself up for more sales/leads.

Building Trust With Your Audience On Social Media

The KEY thing with social media marketing is to build trust with your audience. Here are some key ways of building trust;

Posting great content - shows your brand is an authority and is about more than just making money.

User-generated content - sharing your customer's pictures and experience is a great way to engage your audience.

Providing an inside view - Showing your customers behind the scenes pictures of your process and procedures gives insight and trust.

Ensuring your branding is consistent - nobody is going to trust a company when their Facebook page graphics are green and the website is blue, be consistent.

How Can A Business Create Engagement On Social Media?

Social media engagement measures the public shares likes and comments for a small business' social media efforts. Engagement has historically been a traditional

metric for assessing social media performance but doesn't necessarily translate to sales. Social platforms gives businesses the ideal opportunity to interact directly with their clients both before and after the sale. A strong online presence is important in order to make your customers feel like you are their friend, not just a faceless, uncaring, corporation. Being able to have that immediate interaction makes clients feel valued, and builds trust in your business. This is why we like to interject plenty of your personality into your posts, to ensure that your customers will engage with you and your brand as much as possible.

Here are some ways you can increase your engagement;

Comment on other business posts – On all social media platforms you are able to interact with other businesses. Most businesses will reply back to you like or even share your comments.

Resharing customer posts – Say you sell coffee, when a customer shares a picture of your product. you should share it. This will create comments and likes.

Using Influencers to Share Content – Build a relationship with influencers and key people in your network. Engage them regularly and they will share your content. Prospective clients will trust content shared by people that already have authority in your network.

Social Media Is More Cost-Effective Than Traditional Advertising

It won't come as a surprise to learn that social media is a lot more effective when it comes to reaching as wide an audience as possible than the old-school approach of flyers or billboards.

One person sharing one tweet or post could reach hundreds or even thousands of potential customers within minutes. However, social media engagement isn't just important in terms of its effectiveness in reaching a captive audience – it's also important to understand how cost-effective it is too.

It costs nothing to set up a business page on Facebook for example, but it has the potential to reach thousands of customers that would cost you hundreds of pounds in flyers (not to mention paying someone to deliver them, or taking the time to do it yourself) to have the same impact.



Matthew Dorrington



Free Social Media Chat

As you can see social media engagement is extremely important, get in touch today:

info@simpleadvertising.co.uk for a free review and some brainstorming with one of our team and as an added extra if you take one of our services we will give you 30% off for your first three months by quoting *SteerYourBiz30*

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3 ways to move forward with certainty in uncertain times

We are living in interesting times, yet in each and every moment we can choose how we see our current situation. For it is what it is. What we do have control over is our perception of the situation.

The following 3 ways will help you to move forward a higher level of inner certainty irrespective of what is going on around you.

- **Be clear on what you can and cannot control**

You have no doubt heard this before, yet do you really work from this perspective? It is a phrase which is easy to roll off the tongue, yet harder to put into practice. For when we try to get all our ducks lined up in a row, just the way we want them, we are likely to find that our ducks don't want to line up in accordance with our wishes. This can leave us feeling frustrated, irritated, resentful, and even angry. Yet the ducks are just doing what they are doing.

The one thing we can control though is our inner response to the situation. We can decide to be happy irrespective of how our ducks line up, and that we are resourceful enough to be able to handle whatever formation they decide to take.

- **A balance of 'Doing' and 'Being'**

Are you always in doing mode? Do you find yourself like a headless chicken running from one thing to another? Do you often have more than one thing on the go, and flit between them?

We are taught at a young age that we need to be in 'doing' mode to be productive. We are rarely taught the power of silence and intuition. When we are in doing mode we are running mostly from the place of logic and reason. We do things because we think they are the right thing to do, or maybe because we feel expected or obligated to do them. We fill our day with lists of tasks and activities. Even with all this organisation we can still ask ourselves, did I do the right thing? Or which decision should I make?

When you work with a cluttered headspace there is no space for new ideas and new thinking. When you are constantly in 'doing' mode you can be reactive rather than proactive. Instead allow yourself some time just to be in the present moment. At first this can feel self-indulgent. However, sitting in silence, meditating, and contemplation are really important tools to help you

to tune into your intuition and establish the right next course of inspired action to take.

- **Follow your vision**

You will no doubt know the importance of having a business vision. In a world in which quantum physics describes as only energy, we are attracted to what we are energetically aligned to. If you have a vision of the future, but your mental imagery and language isn't in alignment with it, it can feel like you're paddling upstream. Cultivating the right use of language and imagery is vital if you want to reach your vision of the future. Know you can plan for risk, but keep your head in your vision. See it in your mind, speak from the place of having it already, know it will be yours irrespective of the external situation.



Debbie Clement-Large



Debbie Clement-Large is a former Chartered Management Accountant and Business Analyst, and is now the Founder of Why follow the Herd, an internationally recognised and award-winning Life & Leadership coaching practice, focusing on traditional coaching and spiritual psychology.

Debbie works with individuals, professionals, entrepreneurs and businesses to help them live and work in a whole hearted way. She is also the FSB (Federation of Small Business) Business Lead for Health and Wellbeing in Plymouth. You can learn more or contact her at whyfollowtheherd.com.



The Insurance market is hardening?

We are now experiencing a hardened insurance market, in short, bringing pressure from insurers to increase premiums, tighten terms and reduce coverage. I have posted further information across my LinkedIn feed as to the reasons why we find ourselves in this situation. What I feel should be discussed is more guidance on how to work with your broker to manage the hard market. What are both parties' expectations and is your current service adapting to the changes we all face.

“How is it best to manage hard market conditions?”

If you are a new venture, existing business that need new insurance, or your insurance is due for renewal here are some tips which will enable you to help secure a fair deal:

1. Start your renewal process even earlier

Insurers are becoming more selective about the risks they choose to write, and for some renewals may want to ignore previous years' underwriting to take a fresh look at your business. A more cautious risk selection approach may also mean that cases need to be referred upwards to more senior underwriters. This means that the renewal process can take longer, so agree your renewal strategy early and prepare the information needed for your renewal well in advance to help get on the front foot in negotiations.

2. Be prepared to provide additional information

More detailed underwriting information which demonstrates that your business is a well-run and attractive risk justifies more competitive terms. If you have accreditations, certifications, extra security for vehicles and premises let them know, the more information captured the better the outcome.

3. Be able to demonstrate that your sums insured are correct

Under-insurance is a massive problem for the insurance industry, with property reinstatement values often being significantly understated (our research shows that this is the case for up to 75% of businesses). Insurers are increasingly imposing terms such as co-insurance (requiring the insured to pay a % of any claim) to combat this issue. To avoid the imposition of restrictive terms, or the reduction of pay-outs in the event of a claim, it is essential that you can demonstrate recent and accurate valuations.

4. Do not be afraid to ask questions.

It's not just property values that are under-insured, many people find themselves under-insuring their business. This could be down to a lack of understanding or not being provided with appropriate information key to their business needs. By starting the renewal process early leaves enough time to also work with your broker to understand the key covers and types of insurance available.

As part of GRP, one of the largest independent insurance broking Groups in the UK, we are well placed to fight your corner. If you need advice, assistance with this year's plan or simply want to plan ahead for the future months to come please do not hesitate to give me a call. As number 4 states, even if it's just a question feel free to call.



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Why use a Commercial Lawyer?

Commercial Law is complicated and there might be times when a business takes a chance and relies good intentions and a Google search. However, the risks of getting it wrong are significant. **Steer Your Business** asked several Commercial Law professionals what they perceive to be the good reasons to hire in the right person when dealing with business law.

Starting with the professional body we asked the Law Society. "There are multiple reasons for employing the services of a commercial lawyer at an early stage when looking to address a legal need," said Law Society of England and Wales president David Greene.

"Their knowledge and expertise will ensure things will be done to the highest possible standard and be beneficial in terms of pre-empting problems, likely leading to saving costs in the longer term."

Having spoken with the Law Society we were interested to see how some of the leading law firms in South East England viewed when it was the right time to use a Commercial Lawyer.

Michelle Rule of Thomson Snell & Passmore offered this good advice:

"The law cannot be formulated so that it is in everyone's favour. Therefore it is important to know when the default position needs to be amended to protect your position. Without professional advice and guidance, these situations can be overlooked and this results in unexpected outcomes.

"For example, clients are often surprised to discover that without express provisions altering the position, the copyright in commissioned works vests in the author and not in the person paying for the work to be produced. For some businesses this is fundamental to their business model and attuned counsel would pick up on this immediately. Bigger businesses have the benefit of in-house lawyers who understand these nuances of their business and the sector and can see projects from an initial idea through implementation, teething troubles and on to successful profit generators, providing guidance throughout.

"SMEs can benefit from a similar experience by building a long term relationship with a commercial solicitor, using them like in-house counsel, sharing context and insight and then getting pertinent support and guidance throughout the business development process rather than as a compliance tick-box at the end. When there are new laws and regulations to consider, a well-informed commercial solicitor will evaluate the implications for an SME in relation to their business and only raise issues where appropriate."

Jason Edge of Mayo Wynne Baxter said, "UK businesses are some of the most regulated in the world so it is essential that businesses owners ensure that they and their businesses are protected from and by these laws.

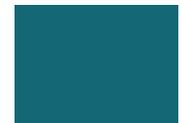
Research suggests that only one in ten businesses seek advice from lawyers when they have a legal issue which



Richard Cripps
Rix & Kay



Left: Michelle Rule
Thomson Snell & Passmore



Jason Edge
Mayo Wynne Baxter



Chris Brightling
Girlings

means that many are leaving themselves open to possible issues or worse being in breach of current legislation. You don't need to be a rocket scientist to know that perceived costs can put off a commercial solicitor and this has given rise to some businesses cutting corners like overwriting old contracts or copying and pasting from elsewhere.

The significant risk of going it alone was also emphasised by **Richard Cripps** of Rix and Kay offered this guidance,

"The internet has seen an emergence of self-help and DIY websites that offer cost-free solutions for pretty much anything imaginable and advice for business owners is no different. From standardised employment contracts and customer/supplier terms and conditions, right through to things like shareholder agreements, there's probably something available on the internet that, at first glance, looks like it will do the job. As a business owner, if you are looking to simply satisfy a tick-box exercise then it might be that standardised commercial documents are right for you.

"The risks, (which are substantial) occur when any commercial contract, agreement or policy comes under scrutiny and is called upon to resolve an issue. All too often business owners find themselves exposed to unnecessary financial and reputational risk that could have been significantly reduced through the use of carefully drafted and bespoke commercial contracts and agreements.

"It is these types of documents that are fundamental to creating a well-managed and sustainable environment for

Business NEWS

By Warren Dunham

businesses to operate in and are the very foundations that allow organisations to flourish”.

Chris Brightling of Girlings emphasised the benefit of building a relationship with a Commercial Lawyer early in the business journey.

“When people have got a new idea for an exciting new business, they can almost be swept away with the promise of the future. What’s important is to just take a step back at the start, come and speak to an expert like myself. Do you have appropriate articles of association and terms & conditions of business? What about a shareholders’ agreement? Having these foundation blocks in place will pay dividends in the future.”

The consensus of all the leading law firms and the Law Society was building a relationship with a Lawyer early is especially useful. All the firms we spoke too were very proactive in trying to build relationships with prospective clients. A significant amount of information is available from the firms we spoke with via their websites, webinars and when the pandemic recedes via physical seminars.

“Their knowledge and expertise will ensure things will be done to the highest possible standard and be beneficial in terms of pre-empting problems, likely leading to saving costs in the longer term.”



Steer Your Business express our thanks to **The Law Society, Thomson Snell & Passmore, Mayo Wynne Baxter, Rix & Kay** and **Girlings** for giving their valuable advice.

Promotions and New Appointments at 450-Year-old Law Firm

Thomson Snell and Passmore celebrated 450 years of service to the Law profession in 2020.

Not wishing to rest on their laurels they prepared for entry into 2021 with several promotions and new appointments.

The recent appointment of pensions lawyer Mathew Boyle will be to work as a Consultant, predominantly alongside the corporate and commercial teams. Thomson Snell and Passmore provide expert advice to clients on a range of UK defined benefit pension matters.

Mathew previously spent 14 years at CMS, including a secondment as a lawyer at the UK Pensions Regulator. Mathew’s role will include advice to clients on managing their defined benefit pension plans, M&A work such as pension diligence around defined benefit plans but also trust-based occupational defined contribution plans, pensions aspects of compromise agreements, tribunal claims and employment contracts, TUPE transfers and giving advice to private clients on SIPPS and SSASs, as well as the pension aspect of divorce.

Joanne Gallagher, Partner and Head of Corporate and Commercial at Thomson Snell & Passmore comments: “By tapping into Mathew’s

considerable experience, we will be able to further broaden and strengthen the already excellent service we deliver to clients. Although we anticipate the majority of Mathew’s expertise will focus on corporate and commercial matters, in particular pensions support for our M&A transactional work, his appointment is a positive one for the entire firm as he will also be able to support clients from across a broad range of practice areas, including our private clients.”

Thomson Snell Passmore provide services across numerous areas of law and recently confirmed a further 11 promotions from across its core practice areas. These include three new Partners, five Senior Associates, one Associate and two Legal Executive Associates.

These new promotions are in addition to the appointment of two new Equity Partners at the firm in summer 2020.

Joanna Pratt, Senior Partner at Thomson Snell & Passmore said: “I offer my warmest congratulations on these promotions, which are testament to the hard work and dedication demonstrated by all involved.”

Thomson Snell & Passmore



Mathew Boyle

NLP in Business



Most people in business would like to be really effective, and anyone running an enterprise will have developed many skills – some general and some specific to their sector. However, there's usually room for improvement and that's where NLP comes in.

NLP is short for Neuro-Linguistic Programming. It's a bit of a mouthful, but is actually a good summary of how people function. Neuro is to do with how our minds work and how they relate to our emotional states, our beliefs and our behaviour. Linguistic is to do with how we use words to communicate with others (and to 'talk to ourselves' as well). Programming is to do with the fact that we establish patterns in our behaviour and in our thinking and these can either be useful or counter-productive.

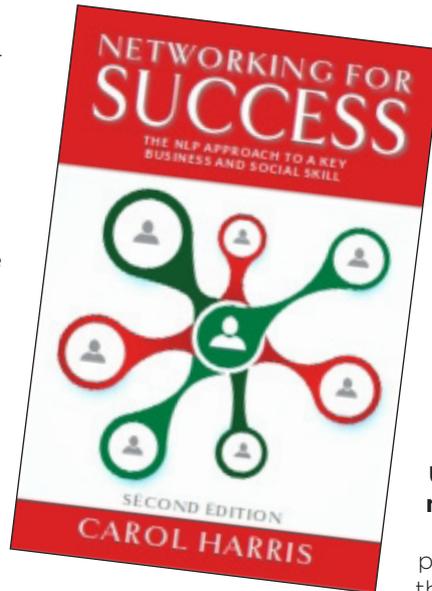
When we form patterns, we actually develop what are called neural pathways in our brain. These are rather like the paths that farm animals create across fields – they walk the same way so often that it creates an actual path across the soil. And our brains do the same – making permanent connections between brain cells, which is what enables us to perform activities easily and without conscious thought. It's how habits are formed (either positive or negative).

So how can you become more successful? That was the question the early developers of NLP asked; is it possible to work out how really effective people function and then teach their patterns to other people. And it is possible. NLP is used widely in areas such as business, health, education and sports performance to help people improve their personal and inter-personal skills and achieve better results.

So here are two things you can do to get better results:

Change your mind

Notice if you have a negative thought about something, for example how a presentation will go, or whether a client will want your services. Now notice what that thought is composed of – it might be that you are picturing someone looking annoyed, or imagining someone sounding critical, or it might be that you have a feeling of apprehension. Now change that imagined



experience so that you picture the people looking friendly or sounding appreciative, or change your own feeling of apprehension to one of excitement. The more we imagine positive outcomes, the more our brain lays down connections making it easier for us to actually achieve good results. NLP can show you exactly how to make these changes in your thoughts.

Understand your own and others' motivational patterns

When we can work out people's patterns it becomes easier to relate to them and to influence them. Here are two examples: the first is that some need lots of detail and others don't and the second is that some people make decisions based on their own judgment whereas others rely heavily on other people's opinions. You can assess things like this through the words people use and the patterns in their speech and then adapt what you say to them (or write, for example in advertisements) accordingly. So someone who needs detail will put lots of detail into what they say, and someone who makes their own judgments is likely to say 'I' a lot and tell you their opinions.

NLP helps you to understand and manage yourself and also helps you relate to other people effectively. There is far more to it than I can put in this brief article. If you'd like to know more please do get in touch for a chat.



Carol Harris



Carol has worked with NLP since 1986. She was Chair of the Association for Neuro-Linguistic Programming and has written several business books based on NLP, including *Networking for Success*, which has just come out in a revised edition including impression management, the use of social media and video-conferencing.

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YOU matter!

6 steps to take to keep our brain and emotions healthy in lockdown

During these times of the pandemic, we have travelled every emotional journey imaginable. Life has been like that of the wildest rollercoaster, a hard slog, the highs of exhilaration, the lows of sadness and the feeling of life running away without us. Lack of connection with friends and loved ones has increased our anxiety and in some cases depression.



I know at times I have experienced a deep sadness as I've journeyed through this time trying to make sense of it all.

We're made for connection, laughter and conversation. We're wired for touch and tactile experience, and we are resilient! We have learned to overcome our fears of all things technical. Zoom that was an unknown entity for some has now become like a best friend as we all in our Brady Bunch style boxes come together to scavenge our houses, show off our quiz knowledge or virtually spa with our best friends. But what can we do when we're not seeing people face to face? How can we fill that time to help balance our mood?

Take regular breaks from your computer screen. If you're working from home sitting for 8 hours a day staring at your screen not only affects your eyes but your skin too. The blue light emitted contributes towards the aging process. Using a good moisturizer with Ginseng and taking regular breaks will reduce the effects of this.

Put the out of office on at the end of the day. Checking your emails out of hours and even more so responding to them means you never switch off! Our brains need down time it's like the foreplay to sleep. Put healthy boundaries in place so that your LIFE/work balance is healthy and protected.

Watch a movie Connecting emotionally with a film is a healthy way to unlock the emotions that perhaps we've pushed down in an attempt to "keep going" I can't tell you the amount of time I've cried necessary

tears that have been released as my emotional protection came down. It feels so good to just in the words of the song "let it go!"

Make some time for personal care. Pop on a face mask, (not PPE!) run a hot bath, light a candle, put on your favorite tunes and soak! Read your book, don't rush and enjoy the moment.

Move! Dance, take your daily walk. Breathe in that fresh air. Intentionally observe what's around you. Birdsong, the trees, snowdrops and daffodils as we come ever closer to spring and warmer weather. Have an attitude of gratitude. Every day will bring some small thing to be thankful for. Every night before going to bed I always do my skincare ritual and as I do I'm thinking back through the day on things that I'm thankful for. My grandkids, the roof over my head, or the very fact that I'm still healthy and alive. Gratitude has a way of raising our spirit.

Get enough quality sleep. Our bodies and our brain need 8 hours of good quality sleep. This depth of sleep allows the brain to organize the memories of the day. It's like an in and out tray system. Lack of quality sleep means that our in tray mounts up and then we start to feel overwhelmed and stressed! Put your tablet and phone away at least one hour before bed. The blue light fools the brain into thinking it's daytime, and the body stops releasing the sleep hormone melatonin, which is nature's way of helping us wind down and prepare for bed.

These are just a few of the things that have helped me to maintain a healthy mind especially on those "wobbly" days.



Angie Lendon



Angie Lendon is a Lifestyle and wellness Consultant with Temple Spa. For more information on virtual wellness and spa sessions please email angielendon@icloud.com

This year, make a *promise* your subconscious **mind** can *believe!*

A very talented friend is a life coach and psychologist. She told me recently that when you make commitments you don't honour, your subconscious mind will start disbelieving you.

This will alter your behaviour, making promises harder to keep by allowing you to subconsciously "let yourself off the hook".

She went on to explain that, even small undertakings that are not upheld will start creating a credibility gap between your conscious and subconscious minds. The more you violate these small vows, the gap widens. If you let it happen enough, each time you make a new commitment, your subconscious will scoff and say, "yeah, right - whatever!"

Everyday Examples

We have all done it. We've all made resolutions to sign up for the gym, get fit, lose weight, eat healthier, quit drinking, stop eating sugary sweets, reduce our processed carbs, spend less time on social media... it's a very long list. And we've all broken at least one of those resolutions multiple times. So it's quite easy to get into flawed promise-making cycle.

Failure to Launch

The main reasons that we break promises to ourselves can largely be grouped into three areas:

1. **Lack of motivation** - it's easy to lose enthusiasm for a project if it's too difficult, time consuming or it lacks a viable return on your effort.
2. **Insufficient willpower** - willpower is hard to maintain if you are not doing

something you enjoy or it fails to deliver tangible and timely signs of progress.

3. **Conflicts** - if you have resource, scheduling or priority conflicts, it's hard to maintain a steady course ahead.

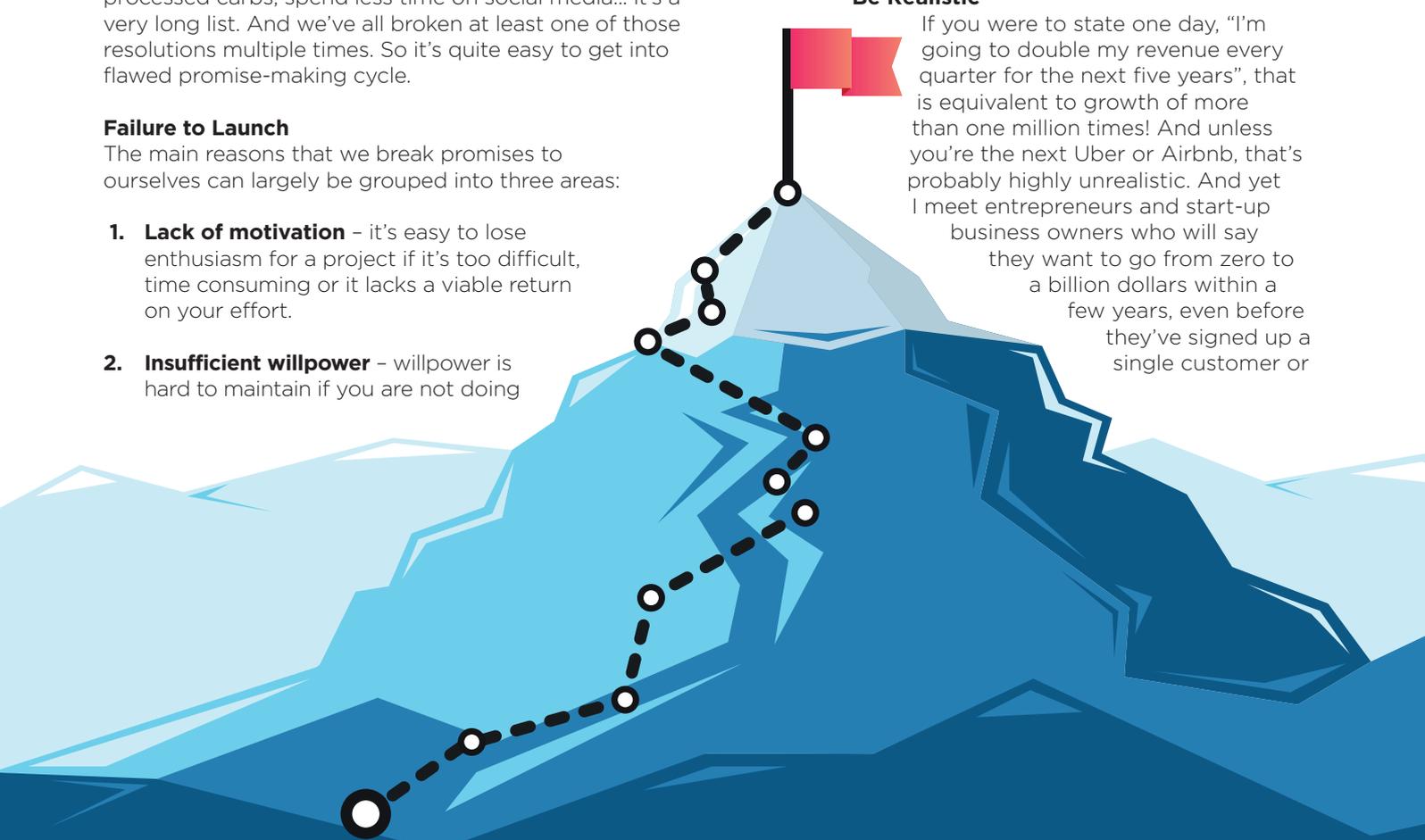
Success Tips

Here are four tips to help break the cycle of broken promises:

4. Be realistic
5. Get organised
6. Have honesty
7. Progress not perfection

Be Realistic

If you were to state one day, "I'm going to double my revenue every quarter for the next five years", that is equivalent to growth of more than one million times! And unless you're the next Uber or Airbnb, that's probably highly unrealistic. And yet I meet entrepreneurs and start-up business owners who will say they want to go from zero to a billion dollars within a few years, even before they've signed up a single customer or



understood their pain points. Note to self: set realistic goals.

Get Organised

A good friend, Alf Priestly, suggested one little life hack to me recently to help prevent procrastination. He said, "If you're having trouble getting started on a new project or initiative, spend 20 minutes on it before you give yourself permission to quit". In other words, a 20-minute commitment is easy to keep, and chances are that if you get that far, you are likely to keep pressing forward.

Have Honesty

There will be certain situations where you know you can't deliver on a promise. It might be due to time constraints, lack of money, or setting the bar too high. If hand on heart you know you can't achieve your goal, be honest with yourself and modify your goal to something achievable. One simple way to do that is to vastly reduce the scope, scale and timing of your goals. So instead of saying "I want to get to a billion dollars within 5 years", undertake something like, "I want to find 3 new customers in the next 90 days". This is a smaller, more tangible goal that can be more easily broken down to bite sized steps.

Progress not Perfection

Many business owners and entrepreneurs are perfectionists by nature. One of their key motivations is to do things better or address a significant problem in the marketplace. But perfectionism comes at a cost.

On multiple occasions during his presidency, Obama paraphrased Voltaire's quote from the 1770s, "Perfect is the enemy of good". During World War 2, Churchill often spoke about "analysis paralysis". And Reid Hoffman, founder of LinkedIn said, "If you're not embarrassed by the first version of your product, you've launched too late".

These are similar to Aesop's fable about the cat and the fox. The fox bragged about having a thousand ways to escape from pursuing hounds whereas the cat had only one. When the hounds got near, the cat escaped by climbing a tree, while the fox was caught while still trying to decide on the best method. All of these talk to the same problem: there is a risk you will never complete a worthwhile project if you strive for a perfect result.

Achieve Anything in 5 Years

I'd like to leave you with a feel-good thought...

When I was living in America, a good friend and mentor



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said to me, "Even if you're less than zero today, you can achieve anything you want within 5 years." It was a pivotal moment for me; a real eye-opener. The person who made this comment was a 2-star US Air Force general who had some amazing accomplishments, so he had much credibility in this area.

This is an excellent mantra for any new business initiative. When I coach newly minted CEOs and business owners, I talk to them about their 5-year plan, prefacing the question with my friend's insightful comment. When people realise the power and scope behind this observation, it almost always changes their belief system and elevates the entire conversation.

Your Challenge...

If you put together these simple concepts, you will be better able to achieve your business promises – and in turn achieve some very powerful goals. So here's my challenge to you: find 20 minutes TODAY to clarify your goals and convert those into promises that you are committed to achieving.



Paul Miller



Paul Miller is CEO of B2B Growth Lab, an innovative online training & coaching program to help business owners grow through scalable customer acquisition processes. Learn more here www.b2bgrowthlab.net

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