

Steer

Issue 38

March / April 2022

STEER YOUR BUSINESS | THE MAGAZINE

The 'Performance Zone' and why you need to be in it

Andy Page

Feng Shui your work space

Stephanie Jane

BUSINESS DIRECTORY

A USEFUL LIST OF
SPECIALIST BUSINESSES

#BuySocial DIRECTORY

COMMUNITY INTEREST COMPANIES
& CHARITIES



Editor's Review

Another great issue with some fascinating articles, some of which are a result of changes to business following the lockdown.

Have you thought of the benefits of print on demand for merchandising? It's something I've thought about but not managed to put into practice until I met Michael. It really has been life-changing for some of his customers who have moved their businesses completely online with no need to hold stock. That in turn helps cashflow which is something we all need to think about.

Talking of cashflow, are you still in your comfort zone or have you moved to the performance zone? Andy Page is spot on about moving businesses forward and getting ahead of the competition. It's so easy to do what you've always done and expect a different outcome - that sounds like the definition of insanity!

Monitoring your KPIs will help you have a clear idea of where the hot spots are in your business so check out that article too.

Business is constantly changing and by making small tweaks as you go along, you will start to see the improvements right across the business.

We will be at the Business Vision Live in May and it will be great to see you there if you're in Kent. We plan to be at other business shows as the year goes on as well so watch out for more details.

Enjoy the magazine and share your comments with us on Twitter, Instagram or LinkedIn



Sally Marshall

Sally

MPH

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Contents

- 04** NEWS FROM THE BEACH
Sally Marshall
- 06** THE PERFORMANCE ZONE AND WHY YOU NEED TO BE IN IT
Andy Page
- 08** KPI's THAT TELL A STORY
Sally Marshall
- 09** HOW 'PRINT ON DEMAND' CAN REVOLUTIONISE YOUR BUSINESS
Michael Humphery-Smith
- 10** FENG SHUI YOUR WORK SPACE
Stephanie Jane
- 11** IOD CONTINUES TO URGE CHANCELLOR
Institute of Directors
- 12** TOO GOOD TO GO
Madeleine Allan
- 14** YOU NEED A GREAT LINKED-IN PROFILE
James Molfetas
- 16** #BUYSOCIAL DIRECTORY
- 18** BUSINESS DIRECTORY

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News from the Beach!

Recently I've been working with several community interest companies which is a relatively new business model and one which many people are unaware of

It enables a business to work as a limited company with a trading arm but any profits are used to support their community.

Many people I talk to who want to provide a product or service to a specific community find that this gives them the perfect model to work with and achieve their goals.

It's not as restrictive as a full-blown charity would be but it does give access to funding opportunities which are often denied to more traditional businesses.

Community interest companies (CICs) doing some amazing work and are often bigger companies that you realise.

Someone said to me that a not for profit didn't have the prestige of a more traditional business model but ... the John Lewis Partnership is a co-operative and not for profit who shares it's profits with it's members. They don't come much bigger than that and it's clearly a business model that works well for them and has done for many years.

The Big Issue is another social enterprise which supports others through investment. The Big Issue's mission is to dismantle poverty through creating opportunity by financing the growth of sustainable social enterprises and charities across the UK.

Obviously, there are many smaller social enterprises too and if we all support them, then we are supporting our communities at the same time.

Supporting social enterprises and charities doesn't just mean spending money. You can also help by volunteering and using skills which will benefit other people. By offering a couple of hours a week of your time, you can contribute to a local project or support someone who needs some help.

I'm sure you're wondering how a social enterprise functions with regards to cashflow and that is something I'm often asked about.

A social enterprise tends to operate on a mix of funding and trading. Relying on funding can be very time consuming and stressful so having a successful trading arm as well ensures that there is cash in the bank to support the activities of the social enterprise.

Funding is available from all sorts of sources from the National Lottery Community Fund to supermarket community funds such as the Tesco Community Grants scheme and many other similar schemes. These community funds provide support to thousands of local community projects across the UK and provide anything from a few hundred pounds to many thousands of pounds depending on the fund and the project itself.

If you'd like more information on setting up a community interest company or finding suitable funding opportunities, please get in touch.



Sally Marshall



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The 'Performance Zone' and why you need to be in it

So the new year started and you (hopefully!!!!) had lots of plans for your business. You may have even written them down (well done if you did!!) and may have put together a business plan, which is more that most would have done.



Best Intentions

But now we are in March, you may have lost a bit of oomph having fallen back into your normal routine and engaged your brain in work. Welcome back to your Comfort Zone, the zone where most business people are, but what you should be doing is getting yourself into the Performance Zone.

The 'Performance Zone' sits between the 'Comfort Zone' and the 'Danger Zone'

It's easy to hang out in your Comfort Zone. We just keep doing what we've always done because so far,



it's worked... and there's no motivation to change. However, sitting comfortably in times of such rapid change can leave you exposed. Your competitors, those working in the Performance Zone who are setting goals and making incremental changes and improvements, could squeeze you out.

Working in The Performance Zone enables you to break bad habits and form good ones, achieve your goals, and improve the value of your business. When working in your Performance Zone, you'll be engaged in your work and adopt new learnings, processes and technology to streamline your business and make it more efficient.

Be wary of putting the full throttle down though. If you move too far out of the Comfort Zone and past the Performance Zone, you may find yourself in the Danger Zone. Committing to a massive amount of change all at once can lead to volatility, burnout, mistakes resulting in re-work, the loss of a key team member, and also cause you to work even longer hours for no gain (apart from stress gain).

The aim is to set goals and implement changes to move beyond your Comfort Zone and into your Performance Zone. If you do find yourself hitting the Danger Zone, it's ok; retreat back into your Performance

Zone... not back to your Comfort Zone. You're here to improve your business performance, that won't happen from your Comfort Zone.

This concept applies to your entire team

Motivate them to work in their Performance Zone instead of their Comfort Zone, but have processes in place to prevent their burn out. If you notice someone coming in early, staying late and visibly stressed, find out why. Speak to them about the Performance Zone and offer support to help them manage their workload, prioritise work and reduce their stress levels.

It's not easy

That's why we offer coaching of various levels. We coach business owners, managers and team members. Sometimes it may just be a regular call, or it may be a structured session. So if you want to reach and stay in your Performance Zone, get in touch to find out how we can help!

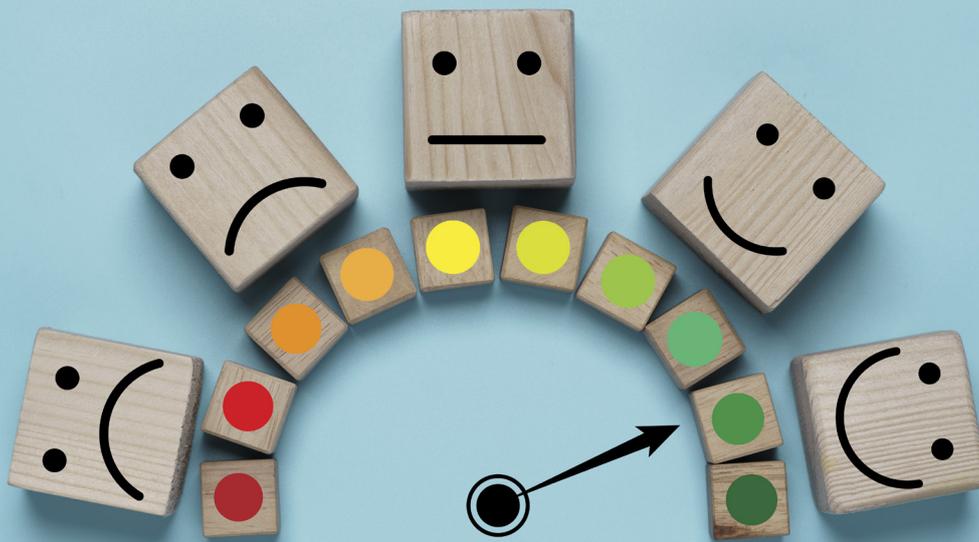
"In a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks." - Mark Zuckerberg



Andy Page



If you would like to book up your complimentary session, please phone or email me and I will take care of the rest. **Andy Page** can be contacted at a.page@mphaccountants.co.uk
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KPI's that tell a story...

How do you feel about the numbers in your business?

Most of the business owners I work with steer well clear of the numbers but if they just kept an eye on what was happening, they would be able to make more informed decisions.

Most of us have had a tough time over the last couple of years but knowing what's happening can make a huge difference to what you do next.

Knowing who your best customers are, what they buy, how often they buy, how quickly you deliver orders or respond to enquiries are key to offering a product or service which stands out from your competition.

The more you know, the easier it is to tailor your offering to those people who want to buy. People buy on emotion but they also buy on recommendation from friends and colleagues. How do your customers feel about the product or service that they have received from you? Would they recommend you?

Even knowing why they wouldn't recommend you will help you to make changes so that their concerns are addressed. Obviously you can't respond to every little comment but if you see a trend about a product or service, it's the perfect time to take action and make a change.

The people who make a negative comment can be your best product testers! If you listen to what they are saying and address their concerns, then they have no excuse for not buying in the future!

You can collect data for the sake of it or you can record the data which tells you a story.

Personally I think the latter is more useful and I show my clients how to use a balanced scorecard to see what is really happening in their business.

A balanced scorecard looks at four specific areas – finances, customers, internal processes and training & development. Sometimes I change the categories slightly to make more sense for a specific business. For instance, for social enterprises we tend to change “training & development” to “staff & volunteers” which makes more sense to them.

By selecting three or four key performance indicators (KPIs) in each category, tells the story of what's happening and where action needs to be taken. The data is shown on a dashboard with charts so that it's very quick and easy for the business owner or directors to see at a glance where the problem areas are.

Taking it one step further, you could add a risk register and when you get it right, the two should indicate the same area of the business which needs attention. It's not always the areas that you think! Having a reminder of where your attention should be focussed is always a good thing and keeps your eye on the ball.

So, do you think it's worth while looking at the numbers in your business?

If you'd like to have a chat about how this could work in your business, please get in touch.



Sally Marshall



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How ‘Print On Demand’ can revolutionise your business

If your business involves any kind of printing or personalising of products, it’s likely that a vast amount of your resourcing goes towards the ‘three Ss’ - stock, storage and sending out.

Here’s the good news - there is a way to cut down the time, energy and budget spent on those ‘three Ss’ helping you to provide a faster, more cost-efficient service.

What is print on demand?

Innovation in printing technology means modern equipment can print much more quickly, minimising time and cost. Print on demand simply means working with a supplier to customise and print products for you ‘direct to garment/product’ which are sold to order. This means an individual product is not created until it’s actually been ordered and paid for by your customer.

What is the benefit of print of demand?

Traditionally, a business would place a bulk order of printed products and store them themselves before going on to sell them. This requires upfront costs, space to store the stock and time spent on delivery fulfilment – packaging them up to send out.

But it can also involve a certain amount of guess work, especially if you’re a new business or trying out a new product. You can’t always be sure how well a particular item might sell, or in the case of garments, which sizes will be most popular, which could mean holding a large amount of inventory for a long period. Worst case scenario, it never sells and has to be written off at a loss which no business wants to do.

With print on demand, everything from printing to delivery fulfilment and shipping – even down to branded postage labels is automated and taken care of by your supplier. Items can be produced and sold on a per order basis, meaning no upfront costs for expensive bulk orders, no risk of wasted stock and no parcel or box-filling.

It can also integrate with online selling channels such as Etsy, Amazon, Shopify, WooCommerce, Magento.

The order will come in then it will be fulfilled without you needing to do a single thing – it’s automated to go straight to your print on demand supplier for them to organise for you.

What’s more, without the need for large storage space, it could even allow you to consider downsizing your business premises, saving on overheads.

When should I use print on demand?

Quite simply, whenever you are selling a customised product – anything from clothes, books, stationery, ceramics, to name a few.

It’s a particularly useful service if you are offering personalisation as it allows for printing of one-offs and unique items. It’s also great for testing a new product idea without the risk of holding a large amount of stock.

Is print on demand expensive?

The price per item is slightly higher for print on demand but this can be offset against the time and cost involved with storage and delivery fulfilment associated with traditional printing services.

Also, it’s important to consider how many items would need to be printed to achieve a lower cost per product – it could be thousands, far exceeding the quantity you actually need or are likely to sell!

If you have any questions about how print on demand could help provide a faster more efficient service for your customers, get in touch.



Michael
Humphery-
Smith



Contact Michael at **Burnt Toast Solutions Ltd**
Michael Humphery-Smith
burnttoastsolutions.co.uk



Feng Shui Your Work Space

Your working area is one of the most used spaces of your day whether it's in a physical office or even home office. But is it set up for the most optimum success?!

I am Stephanie Jane a Certified Feng Shui consultant and I want to share with you how you can create the most perfect office/ workspace for best success and productivity.

Your workspace is a great place to enhance money, career, and business opportunities. Therefore, you need to be nourished and feel supported in this area. Having the right balance in your workspace can bring good health and wellbeing, generate more success, more career and business opportunities, higher productivity and more.

Feng Shui is an ancient art in cultivating the best Chi (flow of energy), we overlay a Bagua map over a home/ office or building to find out the areas (Guas) that relate to areas of our life e.g. careers, relationships, family and more.

The North area (yes, the North - same as on a compass) is related to career and life journey area. Ideally this is where you would work from or enhance for positive energy. It is not always possible to work from here, however these tips can be added to the area of your space too.

Location

- Have a suitable location/furniture.
- Be able to see the whole room.
- Back against a strong wall/or high-backed supportive chair.
- Desk away from the wall.
- Space light and fresh air flowing.
- Try to avoid sitting under beams.
- Be in an area that brings joy and happiness to yourself while working.
- If working from a kitchen or dining table, set clear boundaries.
- Set your expectations and intentions, work time = work jobs only
- Sit in command position, (this can also be found by working with me).

Art work/décor

- Use inspiring and uplifting artwork/ images; art work that brings joy to you.
- Natural base of wall colours.
- Add your mission statement. Add a work vision board.



- Remove any boat/winter images/ art work, as these can create feeling stuck, hibernation stillness.
- Adding a waterfall or water feature creates a movement and flow.

Blooms and spring images. Helps create growth and expansion energy.

Desk space/ paperwork

- Don't mix businesses, file these separately, work on one task at a time.
- Have suitable filing and storage, never use the floor or piles on table.
- Black is a great colour to store negative paperwork e.g., bills, past clients.
- Green coloured files are good for growth, think ideal client's info here.
- Set up daily with intention and all things needed to hand per task.

Whether you're working from home or in an office, feng shui is a great tool to help balance your life and business.

Contact me to further enhance your space and/or life.



Stephanie Jane



Contact **Stephanie Jane**
https://linktr.ee/stephanie_jane

IoD continues to urge the Chancellor

IoD continues to urge the Chancellor to introduce tax incentives for retraining in shortage skills areas

Responding to the Chancellor of the Exchequer's Spring Statement, the Institute of Directors has welcomed the commitment in his new Tax Plan to explore using the tax system to incentivise businesses to invest in workplace training, in line with the IoD representations to the Chancellor earlier this month, as well as the commitment to cut and reform taxes on business investment.

However, the IoD is disappointed that the upcoming rise in employers' national insurance will continue to go ahead, particularly in the light of future rises in corporation tax and given that receipts have now come in higher than was anticipated at the time the decision was made.

Kitty Ussher, Chief Economist at the Institute of Directors, said: "We have long been arguing for stronger tax incentives for workplace training, so we are pleased with the commitment to work with business to consider this in the autumn Budget. There exists a market failure around upskilling and reskilling within the workforce, particularly for smaller companies, and this urgently needs correcting, so we will be urging the Chancellor in the months ahead to provide tax incentives for retraining in shortage skills areas.

"Similarly, in times of great uncertainty, business leaders need to feel more comfortable with undertaking the types of investment that our economy needs, so we strongly welcome the commitment to cut taxes for business investment and look forward to working with government on the detail in the months ahead. We also support the certainty provided by publishing a Tax Plan in itself, and those businesses that rely on transportation will welcome the cuts in fuel duty.

"However, we are disappointed that the Chancellor has decided to press ahead with the 1.25% hike in employers' national insurance from April. Although the increase in Employment Allowance is welcome at the margin, it pales into insignificance compared to rise in the main employers' rate, which raises costs and pushes up inflation in already difficult times."



For more information, contact the Institute of Directors
<https://www.iod.com/>



Too Good To Go...

Before founding Too Good To Go, I worked in Human Rights Law and spent some time with Amnesty International. During this time, I attended an event that was purely catered for with food which would otherwise have been thrown away.

I realised at that moment that there must be a simpler and more accessible way to fight food waste than dumpster diving, which led me to explore the impact technology could have. While coming up with a solution, I connected with like-minded entrepreneurs in Copenhagen and we worked together to create Too Good To Go.

Now, Too Good To Go is the world's largest surplus food app, with over 50 million users across 17 countries. We exist as a B2C marketplace, connecting businesses who have unsold, leftover food with consumers who can stop it from going to waste. Our app is a really simple way for people to make a difference every day. Food businesses can recover sunk costs, meet new customers and reduce their environmental impact, while consumers can buy and eat great food for a third of its original price, all in the knowledge that they've prevented it from going to waste and done something great for the planet. To date in the UK we have over

18,000 partner businesses fighting food waste alongside us from major businesses like Morrisons, Greggs and LEON to thousands of local, much-loved independents and even producers and manufacturers. Together we've saved over 9 million Magic Bags of food from going to waste so far in the UK, meaning 22.5 million kg of CO2e emissions that have been saved - equivalent to the yearly emissions of 2,456 UK citizens or that emitted by over 4,000 flights around the world.

But alongside the app, we're also a social impact company. When Too Good To Go launched in the UK five years ago, food waste and even climate change more generally weren't really on the agenda at all. We came to disrupt the food system and encourage people to reconsider the value of food. The success of the app powers our wider efforts to drive forward a food waste movement, as we seek to impact waste across the entire food system from production to consumption. An example is our 'Look, Smell, Taste, Don't Waste'

campaign, which was launched with the support of top brands such as Arla, Danone and Nestle to help clear up misunderstandings around Best Before dates on food labels.

Ultimately, Too Good To Go as an organisation exists in response to the fact that 40% of all food produced globally is wasted. The reality is that no one likes to see perfectly good food go to waste, yet it still happens on a daily basis. In fact, in the UK over 10 million tonnes of food is thrown away each year. Not only does it not make sense on a financial and societal level - especially when there are so many that go hungry across the globe - but it is also seriously harming our planet. Food waste is responsible for 10% of the world's greenhouse gas emissions (that's more than aviation, deforestation and plastics combined). Plus, when food is thrown away, it's not just the edible product that is wasted - it's all that is taken to produce, package and transport it too.



Madeleine Allan



Contact **Madeleine Allan**
www.toogoodtogo.co.uk

Could you do with a little help?

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You need a great LinkedIn® profile!

If you run a business, you need a LinkedIn profile. Period.

In this article, we will discover why this is so, how to use your profile to generate new clients every month and what makes a great profile.

With nearly 800 million members, LinkedIn is the world's largest business database. It is full of your ideal clients who use it every day to find people to buy products and services from.

A great profile will get your ideal clients reaching out to meet with you because they believe they need you!

A poor profile on the other hand hurts your business. The worst thing is you are probably blissfully unaware of what is going on.

You see, today whenever someone considers using you as a supplier, they always Google you. And you already know that your LinkedIn profile is the first result that displays 99 if not 100 times out of 100.

And there is a scientific reason for this. It is based on Google's algorithm which ranks pages and shows the page that it trusts the most. LinkedIn is one of the most trusted sites on the planet which is why Google always chooses to show it as the number one search result. And your profile will show whether it is good or bad.

This means that a poor profile is worse than no profile because people judge you. Nobody ever phones you up and tells you your profile is terrible. They just think you are incompetent and they move on to a competitor.

Your Profile Should Generate Clients Every Month

You may as well use your profile to generate clients. And it is very easy to do. It only takes a few minutes a day. All you have to do is send out 100 LinkedIn connection requests a week to your ideal clients. They are easy to find using LinkedIn's incredible targeting filters.

For example, you could find accountants, with 10 or more employees, who are managing partners, within a 50-kilometre radius of your office.

When your ideal clients receive your connection

request, they will view your profile to check out who you are. If it resonates with them, they will connect with you.

Some people will be so impressed they will immediately start a conversation and ask for a meeting!

Once people connect, send them a second message thanking them for connecting and telling them a bit about yourself. This will strengthen the connection and tempt them to start a conversation.

You can expect between 2-5 new leads every week by having a great profile, sending 100 connection requests and a thanks for connecting message! You should be able to convert at least one of these leads into a paying client every month.

What Makes A Client-Generating Profile?

There are only five criticals. To illustrate, let's look at Sally Marshall's profile. We helped Sally, who is the editor of this magazine, to create a killer LinkedIn profile.

1) Banner

Sally has a striking banner showing the sea, the steering wheel and text directed at her magazine's advertisers and contributors telling them exactly what she can do for them.

2) Profile Picture

Sally's profile picture lets you know exactly who she is. It is professional and her wonderful smile draws you in and says "You can talk to me, I am here to help".

3) Headline

Her headline is very specific and lets her advertisers and contributors know why they should be part of the magazine

4) About Section

Sally uses this section to give her advertisers and contributors insight into who she is as a person and why she has created the magazine.

She also talks about the magazine, her expertise, the two books she has published, her coaching program and her consulting services.

She ends by letting her connections know how to contact her.

This may be the most important section of the profile because it encourages the reader to trust and possibly bond with Sally. People will be clients for life if they like you as a person first and a service provider second.

5) Experience Section

Sally uses this section to let readers, advertisers and contributors know exactly what to expect from the magazine.

Conclusion

Create a killer LinkedIn profile today. Start sending out 100 connection requests a week and you will put yourself in a position to attract new clients every month, forever.

Free Book – We Are Here To Help

I have published a 145-page book on how to do all of this in detail. If you want it, just connect with me on LinkedIn and mention the “Steer Your Business” magazine. There is no charge for the book.



If you would like a free consultation on how to get clients from LinkedIn, please book at <https://regularclients.com/chat>.

You can contact me at james@regularclients.com or <https://www.linkedin.com/in/jamesmolfetas/> or +27 (0)63-128-9595.

Connect with me on LinkedIn to get your free LinkedIn Client Generation Profile optimisation book.

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Since we've all been working from home, there has been a big push on buying local but have you thought about "buying social"? There are some amazing businesses who do fantastic work not only locally but for the community. "Buy Social" is a campaign to support them and help them do even more amazing things.

Even Ebay has a "buy social" option and also a "sell for charity" place so that you can support your favourite charity online too. We are putting together a "buy social" directory for community interest companies and charities so that we can all see who they are and what they do.

If you'd like to be included, please get in touch with Sally on sally@steeryourbusiness.com for more information.

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SMART INVESTMENTS.AI

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WELLNESS

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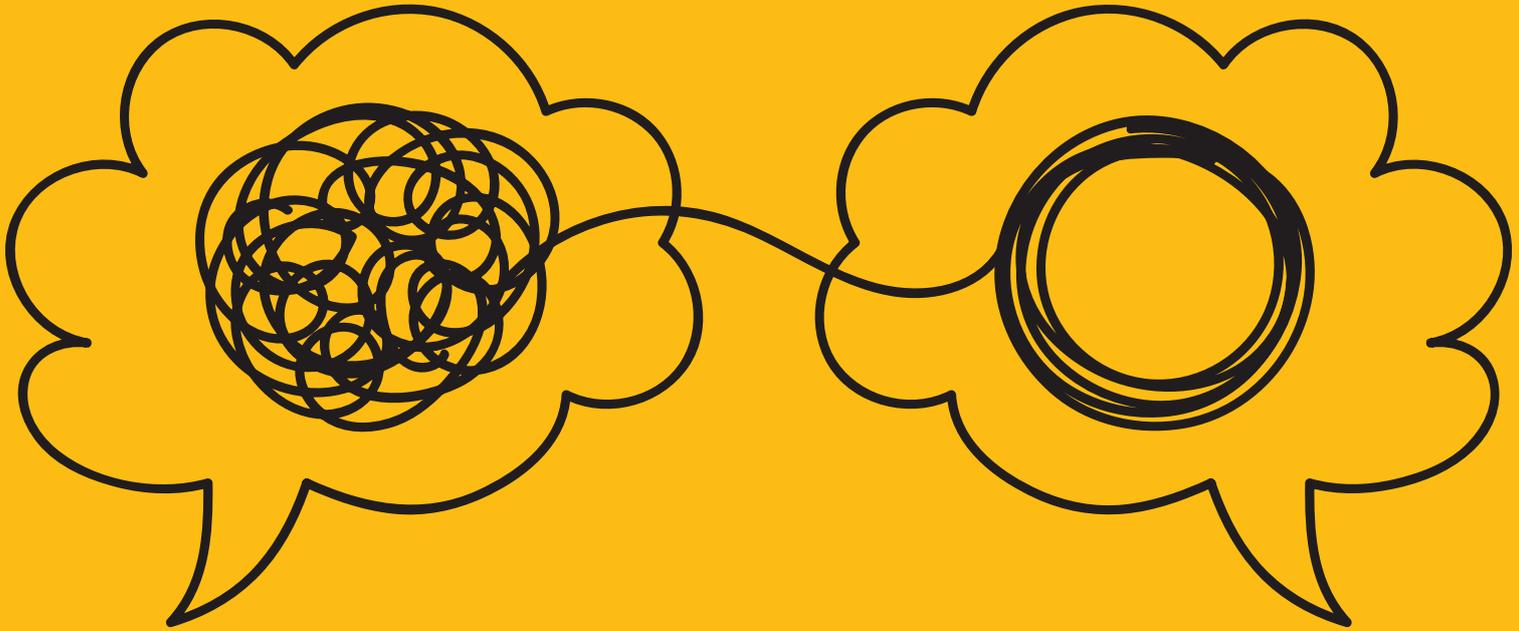
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