

STEER YOUR BUSINESS

HOW TO LOOK AFTER
YOUR EMPLOYEE
WELLNESS AND
WELLBEING

Rebecca Lister, Eclipse HR

YOUR CUSTOMERS ARE
YOUR BIGGEST
STAKEHOLDERS!

Sally Marshall, Steer Your Business

Are Your Measures Of Success Overlooking The Drivers Of Success

Nick Fewings, Teamworkologist

TABLE OF CONTENTS



6

REBECCA LISTER

How To Look After Your Employee
Wellness and Wellbeing

8

TOGGL TRACK

Time Managements

10

RUSSELL HARVEY

"Business as a force for good."

12

NICK FEWINGS

Are Your Measures Of Success
Overlooking The Drivers Of Success

14

ANITA PICKERSGILL

What Does a Credit Controller
Actually Do?

16

AZETS

Building Business Resilience: Six Steps
To Consider



18

DEAN VINYARD

The AI Revolution: Why Businesses That Ignore It Will Be Left Behind

20

DIGITAL KENT

Digital Kent Launches Innovative Pilot Platform to Boost Employability Across the County

22

CHRIS HODGKISS

Why It Pays to Invest in Business-Grade Hardware

24

HAYLEY HICKMOTT-MAURICE

Copywriters Can Thrive Alongside AI

27

MIKE ARMSTRONG

Social Media Marketing for Business

29

PHIL HERRIDGE

Q4 Is When Smart Teams Buy Next Year's Pipeline

31

SALLY MARSHALL

Your Customers Are Your Biggest Stakeholders!



33

SAM GRIFFIN

The Voice for Community,
Connection, and Change

35

SUE LEE

Sleep is Your Superpower

37

DR SHARRYN GARDNER

Healing Happens Here: Caramocare
and theFuture of Trauma Therapy

39

LAKE HOUSE

Lake House becomes a CIC to expand
wellness initiatives





LETTER FROM THE EDITOR

The final magazine of 2025 and what an amazing issue it is

In this issue we have some fabulous new contributors giving us plenty to think about as we come to the end of 2025 and start to think about 2026.

Have you got your pipeline sorted ready for the new year? If not, have a look at Phil Herridge's article on buying next year's pipeline.

Working in teams on projects sounds great but how do you know if they are effective?

Teamworkologist (don't you just love that word!) Nick Fewings talks about successful team and how you achieve that for your projects.

Is AI affecting your business? You'd think it would affect copywriters but Hayley Hickmott-Maurice explains why there's room for both.

Some fascinating articles again in this issue which make great reading over a coffee.

Editor

£10/month



STEER YOUR BUSINESS

PROMOTE YOUR BUSINESS

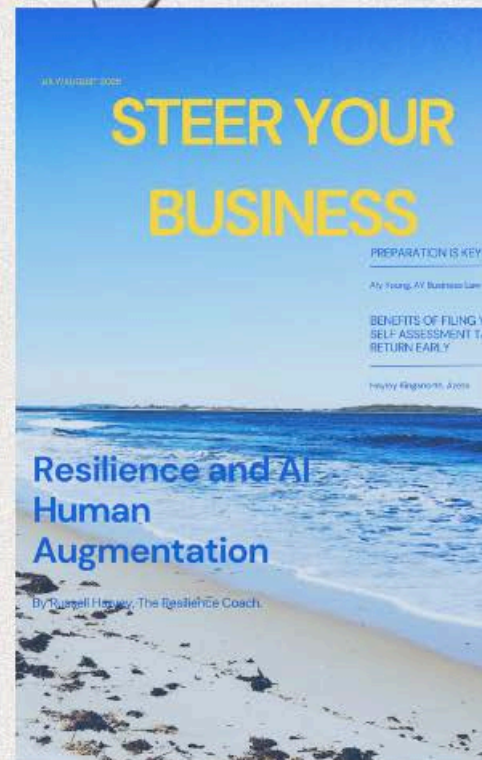
Only £10/mth

Includes:

- ▶ Directory listing with text images, video & links
- ▶ Classified ad in magazine with logo and website

**NO
SET UP
FEE!**

Book your directory listing now and start to be seen by 000s potential customers



www.steeryourbusiness.com/directory

HOW TO LOOK AFTER YOUR EMPLOYEE WELLNESS AND WELLBEING

Wellbeing relates to someone's overall emotional, mental, financial and physical health.

By Rebecca Lister
Eclipse HR



Prioritising employee's workplace wellness and wellbeing goes a long way in ensuring that you are promoting a positive workplace culture.

Wellbeing relates to someone's overall emotional, mental, financial and physical health. There are many things that may affect an employee's workplace wellbeing, including leadership, workload, motivation and feeling a lack of support.

Prioritising employee's workplace wellness and wellbeing goes a long way in ensuring that you are promoting a positive workplace culture.

Employees who feel looked out for and supported are more productive and more likely to remain at the company for a long time. Employee wellness and wellbeing is also crucial in ensuring that employees are able to sustain their working practices.

A recent study by Mind has revealed that 60% of employees feel that they would be motivated and more likely to talk positively about their organisation being a good place to work, if their employer put in place actions to support mental and financial wellbeing. Looking to invest in your employee's wellbeing is a good way to boost morale and increase motivation. There are numerous ways you can do this.

Support Systems

Having effective workplace wellness programs in place is crucial in ensuring you are looking after your employee's wellbeing in a supportive work environment. But just having systems in place is not enough, you should actively make your employees aware of any support in place and where and how they can get access to this.

Training staff as Mental Health Support Champions is a great way to make staff feel their issues will be taken seriously by someone who knows how to handle sensitive situations. Raising awareness of the importance of looking after your mental health goes a long way to ensuring everybody feels supported.

Recognition

One of the most effective ways you can help to support staff and thus improve their wellness and wellbeing is by ensuring that the good work they do for your company is recognised. By recognising the positive contribution your staff are making, you are helping to promote a positive culture. When people feel valued in their work, they are more likely to feel more motivation and gain enjoyment out of the work they are doing. Spreading positivity as part of wellness initiatives will go a long way to making everybody feel happy and supported in the workplace.

Get Everyone Involved

Involving staff in discussions about employee wellness and wellbeing is a great way for you to find out what more you and your company can be doing to make sure everybody feels supported. Opening up discussions on employee experience and listening to employee feedback is a great way to make your employees feel listened to and respected and demonstrates how you are prioritising your workforce.

Culture

The culture of a workplace can play a key role in the wellbeing of staff. Ensuring you are committed to creating a positive and safe environment for your staff will transform your company. Emphasising a good work-life balance and ensuring that you are imposing reasonable work hours goes a long way to promoting a positive culture.

Social Value Activities

The average person will spend 90,000 hours at work over a lifetime, so ensuring that the workplace is filled with positive working relationships is important to support employee health and wellbeing. Fun social activities are a great way for staff to bond and get to know one another. These can range from organised quiz nights to team day outs and can have a big impact on your staff's job satisfaction and morale as well as help increase productivity.

Introducing an ESG (Environmental, Social and Governance) committee may also go a long way into helping employee wellbeing. Staff led groups allow individuals to work together with ideas of social value at their heart. Whether this is looking at ways your company can be more sustainable or be more involved in the community, getting staff working together on positive projects outside of their usual work, is a great way for them to feel deeply involved in the running of your company and goes towards creating a positive experience for all.

Introduce Benefits

Looking to introduce certain benefits may also be a great way to improve employee wellbeing and wellness. Whether this be in the form of health insurance or discounted gym memberships, these can all have a positive impact on your staff and make them feel more appreciated.

In conclusion, employee wellness and wellbeing are an area of key importance for employers. Ensuring you are prioritising your workforce goes a long way in ensuring you are promoting a positive work culture and benefits everyone in the long run.

How Eclipse HR Can Help

By partnering with expert HR consultants at Eclipse HR, you'll benefit from strategic insight and compliant documentation, tailored to your organisation's unique challenges and workplace issues.

Get in touch to talk with a member of our team today!

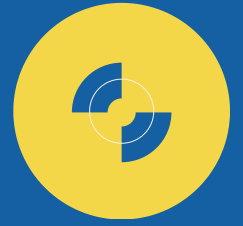
Contact Us:

<https://www.eclipsehr.uk/>

enquiries@eclipseHR.uk

[01580 765722](tel:01580765722)

WHERE DOES THE TIME ACTUALLY GO?



It's a question most business owners ask themselves at least once a week. The day has been busy, but somehow that important project still isn't finished.

The to-do list hasn't gotten any shorter. And it's not entirely clear what was actually achieved.

The problem isn't a lack of hard work. It's that without tracking where time goes, decisions are being made based on guesswork rather than reality.

The Numbers Tell a Different Story

When business owners start tracking their time, the discoveries are often uncomfortable. Those client calls that should take an hour? They regularly stretch to 90 minutes once prep and follow-up are included. That quick morning email check? Closer to 45 minutes most days.

Perhaps most surprising is realising how much time is spent on context switching. Jumping between different projects and tasks costs far more time than imagined. Without data, the gaps get filled with optimism. But optimism doesn't help figure out why some projects are profitable and others barely break even.



Getting Started

The barrier for many business owners is thinking time tracking will be complicated. Spreadsheets are often abandoned after a few days. What works is using something simple that doesn't require setup or a learning curve.

Tools like Toggl Track work with one click to start timing a task, another to stop. Additional details can be added, but aren't required. The act of tracking becomes automatic quite quickly. Within a week, patterns emerge. Within a month, there's enough information to start making changes.

What the Data Shows

The insights aren't always expected. Many businesses discover that Friday afternoons are essentially unproductive. Once that pattern is visible, approaches can shift to finish client work by Thursday and use Fridays for internal projects.

Another common discovery is that certain clients require significantly more communication time than others. When quoting for new work, understanding the true time commitment (not just hands-on work, but all surrounding tasks) makes a huge difference to profitability.

For teams, visibility helps with workload management. Instead of asking people how busy they are, it's possible to see where bottlenecks actually are. This takes the guesswork out of assigning work and helps spot when someone genuinely needs support.

Making It Work

Modern time tracking tools seamlessly integrate with existing systems, including project management platforms, calendars, and accounting software. This means tracking fits into existing workflows rather than becoming another separate system to maintain.

Some practical changes businesses commonly make based on the data include batching similar tasks together rather than switching frequently, adjusting how projects are quoted by using historical data instead of estimates, and having factual conversations with clients about scope creep when projects grow beyond their original estimates.

The Bigger Picture

Time tracking isn't about squeezing every minute of productivity out of the day. It's about understanding where time actually goes so it can be aligned with priorities and business goals.

If there's a belief that most time is spent on revenue-generating work, but the data shows otherwise, that's valuable information. If certain types of projects consistently take longer than expected, that needs to be known. If attention is spread too thin across too many things, seeing it in black and white makes it harder to ignore.

Tools like Toggl Track exist to provide this clarity. The use of that information varies, but at least decisions can be based on facts rather than assumptions. And in business, that tends to lead to better outcomes.

If managing time feels like a constant struggle, it's worth tracking it for a month to see what the reality looks like. The discoveries might be surprising and, more importantly, actionable.

Find out more [here](#)



“BUSINESS AS A FORCE FOR GOOD.”

By Russell Harvey, The Resilience Coach

As a reminder, my definition of Resilience is “Springing Forward with Learning”.



As a reminder, my definition of Resilience is “Springing Forward with Learning”.

This article is a build upon my last one as I mentioned in my last article that I had recently achieved my Purpose of “Positively affecting 100 000 people by the year 2025” and that, therefore, I needed a new one...

Currently the new Purpose is “Business as a force for good”, which, I know, needs building upon so please keep reading!

There are four strands that are informing/influencing this new Purpose:

- firstly, I often start conversations/sessions I am facilitating with the statement of “Resilient people = Resilient Organisations”
- secondly, any person’s ability to give a positive answer to the question “how are you?”, is highly dependent upon their relationship with their line manager (dependent to the tune of approximately 70%, based upon research)

How confident are you that your business is a force for good?

- thirdly, how do we ensure that humans and Artificial Intelligence can genuinely compliment and augment society
- fourthly, what is your answer to the question – “how confident are you that the behaviours of your people are positively contributing to your business bottom line?”

In my experiences, those that role model great Resilient Leadership navigate these four strands really well and predominantly enable the “happiness” of their people.

How do they do this? By role modelling the three things that all

Resilient Leaders are responsible for:

1. Delegating brilliantly and removing the blockages to their people performing and being at their best.
2. Building, growing and enabling a Resilient Team and
3. Personal/Leadership growth – by making the decision to persistently engage with developing their Resilience Wheel.

I want to expand upon the strand of people’s ability to answer the question “how are you?” (assuming they are in a role)

I mentioned some research, therefore, according to the last three World Happiness reports, the relationship we have with our line manager has a significant influence upon our ability to give a decent answer to this question.

To clarify, a line manager is not responsible for someone else’s happiness, however, the influence and impact a line manager has on the day-to-day sense of any person’s overall wellbeing is huge. Hence the first bullet point above.

Any line manager has an impact upon whether someone feels understood, listened too, heard, valued, appreciated, whether they have worth and their levels of underlying confidence.

Therefore, when I talk about “Business as a force for good”, I want to have a helpful impact upon every single line manager’s approach to their role.

Another strand I want to expand upon is around Human and Ai augmentation. My business is a member of the Oxford Review which is a fantastic think tank and research organisation that looks at all research around Leadership and Organisational Development. They have recently done a series of webinars with a real deep dive into AI. Some themes that have struck me from this are:

- AI doesn’t and can’t think! The chasm of difference between how humans think, and how AI gives the perception it is thinking is massive.
- We all need to understand what “AI literacy” is! This is our ability to genuinely understand what AI can and cannot do and the risks us humans are taking by making assumptions around this.
- Resilience, Wisdom and Critical Thinking are key for Human/AI augmentation.

If I could wave my magic wand, what we really need to do to gain the most from AI is for us all to take a step back and clarify “what it means to be human”, before engaging with AI. Clearly that’s not going to happen! Also, what it means to be human is also the question of what it means to be Resilient.

However, all leaders need to spend time with their people clarifying:

- their team’s purpose (human to human, not KPI’s)
- how well they are supporting and enabling each other and understanding each other’s Strengths
- how a Resilient Team is also a high performing team and
- how AI can enhance their team’s human capabilities.

Therefore, when I talk about “Business as a force for good”, I want to have a helpful impact upon every teams’ conversation around the above bullet points.

To be clear, I am not assuming that I can impact every line manager/team around the World!

However, when supporting clients to “Lead themselves and others really well in a VUCA World”, my intention is to collaborate with others to navigate a path through all these challenges and give them the best chance that when each individual in their Organisation is asked the question:

“How are you?” they can answer:

“I’m good, thank you.”

How confident are you that most people in your Organisation can answer this question this way?

How confident are you that your business is a force for good?

How confident are you that your people’s behaviours are positively contributing to the business bottom line?

Russell Harvey
www.theresiliencecoach.co.uk

ARE YOUR MEASURES OF SUCCESS OVERLOOKING THE DRIVERS OF SUCCESS

By Nick Fewings, Teamologist

For the last four decades, businesses have been selling out their teams

They've chosen to obsess over Key Performance Indicators (KPIs)—often related to cost, quality or time, numbers designed to serve shareholders and short-term profits—while neglecting the very thing that drives those results: the effectiveness of teamwork.

Instead of investing in developing leaders and equipping them with tools to understand how their teams truly function, most organisations have left managers and their teams underprepared, unsupported, and set up to fail. The human element of success has been sidelined in favour of dashboards, spreadsheets, and quarterly returns.

And time and again, the same hollow phrases continue to appear in corporate reports and leadership speeches:

“Our people are our greatest assets.”

But when you strip back the slogans, the reality tells a very different story. The investment has gone into metrics, margins, and management frameworks—not into people, leaders, or the dynamics that enable teams to thrive.

The evidence is overwhelming:

- Research by the Chartered Management Institute (CMI) and YouGov in 2023, reveals that 82% of managers are “accidental managers”—promoted without the necessary training or support to lead their teams effectively.
- Around 80% of teams never measure the effectiveness of their teamwork, focusing solely on KPIs. (LinkedIn survey 2024)

- Studies by organisations such as McKinsey, Harvard Business Review, and Google’s Project Aristotle consistently show that only about 10% of teams are truly high-performing.

The results of these misplaced priorities are painfully visible:

- Dysfunctional teams, struggling in silence.
- High project failure rates that repeat year after year.
- Rising burnout, disillusionment, and wasted potential.

It doesn’t have to be this way.

The future of organisational success will not be found in creating even more KPIs—it will be found in measuring and improving teamwork itself. The focus must shift toward understanding the drivers of performance, not just the outputs.

The future of organisational success will not be found in creating even more KPIs—it will be found in measuring and improving teamwork itself.



That means focusing on:

- Clarity – ensuring teams understand their shared purpose, goals, and priorities.
- Connection – fostering psychological safety, trust, and a sense of belonging.
- Contribution – enabling every team member to feel that what they do genuinely matters.

When these three elements align, teams become more resilient, engaged, and capable of sustaining high performance. And when teamwork thrives, KPIs naturally follow.

Until businesses realign their values with their actions, the phrase “our people are our greatest assets” will remain nothing more than a shallow soundbite.

The organisations that will thrive over the next 40 years will be those courageous enough to change what they measure, how they lead, and where they invest. They will recognise that true success lies not in numbers on a dashboard, but in the synergy, trust, and collective energy of their people.

It’s time to stop selling teams short.

It’s time to invest in leaders, in teams, and in the tools that make teamwork work.

Website: www.ngagementworks.com

LinkedIn: Nick Fewings,
Teamworkologist

Email: nick@ngagementworks.com



WHAT DOES A CREDIT CONTROLLER ACTUALLY DO?

By Anita Pickersgill

Credit control might not be the flashiest part of a business, but it is vital. If skills keep slipping, the impact will be serious – from cash flow issues to strained customer relationships.

A credit controller's job is to make sure customers pay their invoices on time, assess how much credit a customer should be given, chase overdue payments, and deal with any payment issues along the way. It's a role that takes a good mix of people skills, financial knowledge, and the ability to stay calm under pressure.

Many business owners and recruiters focus think of the role as chasing overdue payments, which is NOT a credit controller but more a collector. It is so important to get this right especially in smaller businesses where they may not have the funds for a credit manager to cover off the things that their collector is not doing.

A number of businesses are finding that their credit control teams aren't as sharp as they used to be, indicated by:

Invoices taking longer to be paid – increasing Days Sales Outstanding (DSO).

More bad debts – meaning money that must be written off as uncollectable.

Poor communication – staff struggling with difficult conversations or not following up effectively. They may also lack the skill to draft a well worded, compliant email or letter, a casualty of automation perhaps?

Over-reliance on tech – automation is helpful, but it can't replace good judgement and personal. So, what is behind the decline? There is not one single reason – it is more a mix of issues coming together:

Lack of Proper Training

With tighter budgets, some companies have cut back on training, leaving staff to learn on the job without much support. As a result, important skills like negotiation and risk analysis aren't being developed properly. Many smaller businesses do not even think training is necessary.

High Turnover

Credit control roles often see high staff turnover, which means experience is constantly walking out the door. New hires do not always get the time or support they need to properly learn the ropes.

A credit controller's job is to make sure customers pay their invoices on time, assess how much credit a customer should be given, chase overdue payments, and deal with any payment issues along the way



This could be down to the fact that real credit control has only recently been recognized as a profession and is a vital role in any business – no longer is it a temporary stop gap used as a stepping stone to another position. This message is taking time to filter through to the coalface sadly.

Focus Has Shifted Elsewhere

With finance teams putting more time into things like forecasting and analytics, core functions like credit control sometimes get sidelined – and seen as more admin than strategic.

Experienced Staff Retiring

Many experienced credit controllers are leaving the workforce, and there's a noticeable gap in younger professionals stepping into the field with the same depth of knowledge and confidence.

Why It Matters

If credit control is not up to scratch, it can have an effect across the whole business:

- Cash flow suffers, which can stall growth or put pressure on day-to-day operations.
- Customer relationships can take a hit, especially if chasing is done poorly or too aggressively.
- Legal and compliance risks can increase if credit is offered to the wrong customers or terms aren't followed properly.
- Competitiveness drops, especially if rivals are managing their credit and cash better.

What Can Be Done?

The good news is that the decline can be reversed – but businesses need to act now. Bring back real training, there are a number of people, including myself and Thornbury Collection Services Limited who offer training for stand alone people that cover credit control in smaller businesses, business owners and sales staff should also take advantage, the wider the understanding and better the knowledge the better the whole credit control and management will be.

Give Credit Control the Respect It Deserves

This isn't just a back-office admin job. Credit controllers play a key role in keeping the business running smoothly. Recognising that can help attract and keep better talent. It does not stop there though the awareness, training and recognition has to be shared with the smaller business, the stand-alone roles, one man band businesses – this was never just a corporate and big business role but for too many years the focus has been in that area.

Use Tech the Right Way

Automation and credit control software are great tools – but they should support human decision-making, not replace it. Make sure staff still understand the 'why' behind the numbers.

Encourage Mentoring

Pair up newer staff with more experienced colleagues so they can learn on the job and avoid repeating the same mistakes. This can be done remotely quite easily and also links directly with experience retiring or in really bad cases being made redundant.

Hire With the Right Skills in Mind

When recruiting, look for more than just admin experience. Communication, resilience, and the ability to spot risks are just as important – if not more so.

Final Thoughts

Credit control might not be the flashiest part of a business, but it is vital. If skills keep slipping, the impact will be serious – from cash flow issues to strained customer relationships. But with the right approach, training, and mindset, businesses can build strong credit control staff that not only chase debt but help drive growth and protect the bottom line.

Anita Pickersgill MCICM
Mobile: 07506735705



BUILDING BUSINESS RESILIENCE: SIX STEPS TO CONSIDER

By Azets

Many business leaders are finding it tougher than ever to run and grow their business, with rising costs, supply chain disruption, economic uncertainty, and tighter margins all creating pressure. These challenges affect profitability, efficiency, and growth potential, but proactive steps across key areas can help strengthen resilience.

1. Strengthen financial management & planning

Strong financial planning is vital for long-term sustainability. Actively manage cashflow and forecasting to anticipate pressure points and prepare for uncertainty. Regularly review expenditure to reduce costs and ensure alignment with strategic goals. For businesses undergoing change, refinancing or restructuring can provide more suitable financial arrangements. Where capital is a constraint or opportunity, seek funding advice to explore options, understand lender expectations, and secure finance that supports both resilience and ambition.





2. Review business structure & long-term strategy

Review whether your current structure still supports your long-term goals. As businesses grow or change direction, structures that once worked may cause friction around decision-making, tax, or succession. Future-proofing also means planning early for leadership transitions or ownership changes. Early planning ensures smoother handovers, protects business value, and prepares future leaders to take on new responsibilities with confidence.

3. Effective tax planning

Good tax planning supports resilience as well as compliance. Consider how investment timing, business structure, and available reliefs can strengthen your financial position. The UK offers many reliefs designed to encourage innovation, reduce costs, and support growth. Knowing what's available ensures you don't pay more tax than necessary and helps you plan with confidence.

4. Maximise people strategy

Getting the most from your team isn't only about pay. Use performance-linked incentives, tax-efficient benefits, and referral rewards to manage costs while boosting motivation. Options like share schemes or salary sacrifice can improve take-home pay at minimal cost. Focus on retention through career development, flexibility, and a strong culture to reduce turnover – a key saving as replacing staff can be costly.

5. Protect data & embrace technology

Treat data as a strategic asset. Keep it secure, restrict access, and review policies regularly as cyber risks evolve. Protecting financial, customer, and employee information is essential to avoid legal and reputational damage. Once secure, use technology to automate tasks, free up time, and support better decision-making. Real-time insights can improve efficiency and replace “gut feel” with accurate reporting.

6. Enhance efficiency through outsourcing

As your business grows, consider where your resources add most value. Outsourcing non-core functions such as payroll, bookkeeping, or IT can save time and reduce overheads. Review pain points to identify which areas could be outsourced effectively while maintaining control and compliance. Outsourcing should enhance agility and focus, not just reduce cost.

We're here to help

You don't have to face business challenges alone. Working with a trusted business adviser can help you spot opportunities and ensure your business remains resilient for the future and its next stage of growth. Get in touch with a member of our team [here](#).

Download our Business Resilience Toolkit
Our practical guide explores key areas such as cash flow management, tax efficiency, and more - all designed to help you move forward with confidence. Download [here](#).

THE AI REVOLUTION: WHY BUSINESSES THAT IGNORE IT WILL BE LEFT BEHIND

By Dean Vinyard

Whether you run a plumbing business, a marketing agency, or a chain of coffee shops, time is your most expensive resource.



It's easy to dismiss artificial intelligence as "the next buzzword." After all, every decade brings a new wave of tech hype ... automation, social media, blockchain, the metaverse.

But here's the uncomfortable truth: AI isn't just another phase. It's the biggest shift in how businesses operate since the invention of the internet itself.

Right now, while some owners are still asking, "How do I even use AI?", others are quietly using it to double their output, slash costs, and deliver faster, more consistent customer experiences. The divide between those who adopt early and those who wait is widening every single day.

Efficiency is No Longer Optional

Whether you run a plumbing business, a marketing agency, or a chain of coffee shops, time is your most expensive resource.

AI is giving that time back.

The mistake most business owners make is waiting until AI feels “safe” or “mainstream.”

From answering calls and messages automatically, to writing reports, booking appointments, and following up with customers, intelligent systems can now handle 80% of the repetitive admin that once slowed teams down.

The result? Businesses that use AI aren't replacing people, they're freeing them up to do the work that actually grows the business.

Think about it this way: twenty years ago, not having a website meant your business didn't exist online. In five years, not having AI in your operations will mean your business simply won't keep up.

Customer Expectations Have Changed

Speed and responsiveness now define professionalism.

If a potential customer calls and you don't answer, they don't leave a voicemail, they call your competitor.

AI tools are solving that problem in real time. They can respond instantly, book jobs, and even follow up leads automatically.

That kind of responsiveness doesn't just win more customers, it builds trust.

And trust is the new currency of business.

Adapt or Get Outpaced

The mistake most business owners make is waiting until AI feels “safe” or “mainstream.”

But by the time it's mainstream, the leaders have already run ahead. The smartest approach isn't to replace your staff with machines, it's to equip your staff with intelligent systems that make them 10× more effective. The businesses that thrive over the next decade will be the ones that embrace AI as a teammate, not a threat.

The Future Belongs to the Fast

The businesses that win tomorrow are the ones learning, testing, and adapting today.

Because whether you see it or not, the revolution has already begun and it won't wait for anyone.

AI isn't the future of work. It is the work!... Faster, smarter, and already happening all around us.

The only real question left is: will you lead the change, or play catch-up?



www.growthmatix.co.uk



DIGITAL KENT LAUNCHES INNOVATIVE PILOT PLATFORM TO BOOST EMPLOYABILITY ACROSS THE COUNTY

By Chloe Johnstone

This free, online platform aims to improve employability and digital skills while raising the profile of local industries.

The Digital Employability Experience (DEX) is a forward-thinking initiative led by Digital Kent at Kent County Council, designed to support both local businesses and residents aged 13 and over across Kent and Medway. This free, online platform aims to improve employability and digital skills while raising the profile of local industries. It is particularly focused on supporting those who are Not in Education, Employment or Training (NEET), unemployed individuals, career changers, and veterans transitioning into civilian employment.

DEX is more than just a digital platform, it's a bridge between Kent and Medway's business community and its future workforce. It provides a space for local employers to:

- Share insights into their industry.
- Highlight the digital and employability skills they value.
- Offer guidance on career pathways and application processes.
- At the same time, it empowers residents to explore new career opportunities, build confidence, and develop the skills needed to thrive in today's digital-first job market.

Benefits for Businesses

1. Promote each business with a profile showcasing company values and careers.
2. Support Corporate Social Responsibility (CSR) by contributing to reducing unemployment and social inequality by helping residents upskill.
3. Shape the future workforce and highlight the skills to meet industry needs.
4. Access a free, customisable platform.
5. No cost to participate.
6. Simple onboarding with DEX team support; no long forms, just a Teams call or email exchange to get the process started.
7. Utilise sector-specific workbooks and resources tailored to your industry.

The DEX platform is designed to empower residents, especially NEETs, career changers, and job seekers with the skills and confidence to succeed in today's digital job market.

Benefits for Residents

The DEX platform is designed to empower residents, especially NEETs, career changers, and job seekers with the skills and confidence to succeed in today's digital job market.

1. Explore career opportunities and discover industries and roles across Kent.

2. Learn about the required skills, qualifications, and digital tools used in each sector.

3. Gain practical digital skills aligned with the Government's Essential Digital Skills Framework.

4. Develop interpersonal skills like communication, time management, and adaptability, often delivered through digital platforms.

5. Engage with real-world scenarios through downloadable workbooks and local business videos.

6. Practice using digital tools in realistic workplace contexts.

7. Explore alternative routes into employment, including apprenticeships and remote working.
















Whether you're a business looking to shape the future workforce or a resident ready to explore new opportunities, DEX is here to support you.

- For businesses: Join, share expertise, and help grow a skilled local workforce.

- For residents: Explore careers, build confidence, and gain in-demand skills.

Find out more about the platform by watching this [short video](#).

Contact us to express your interest or to learn more email digitalex@kent.gov.uk or complete the [Expression of Interest form](#).

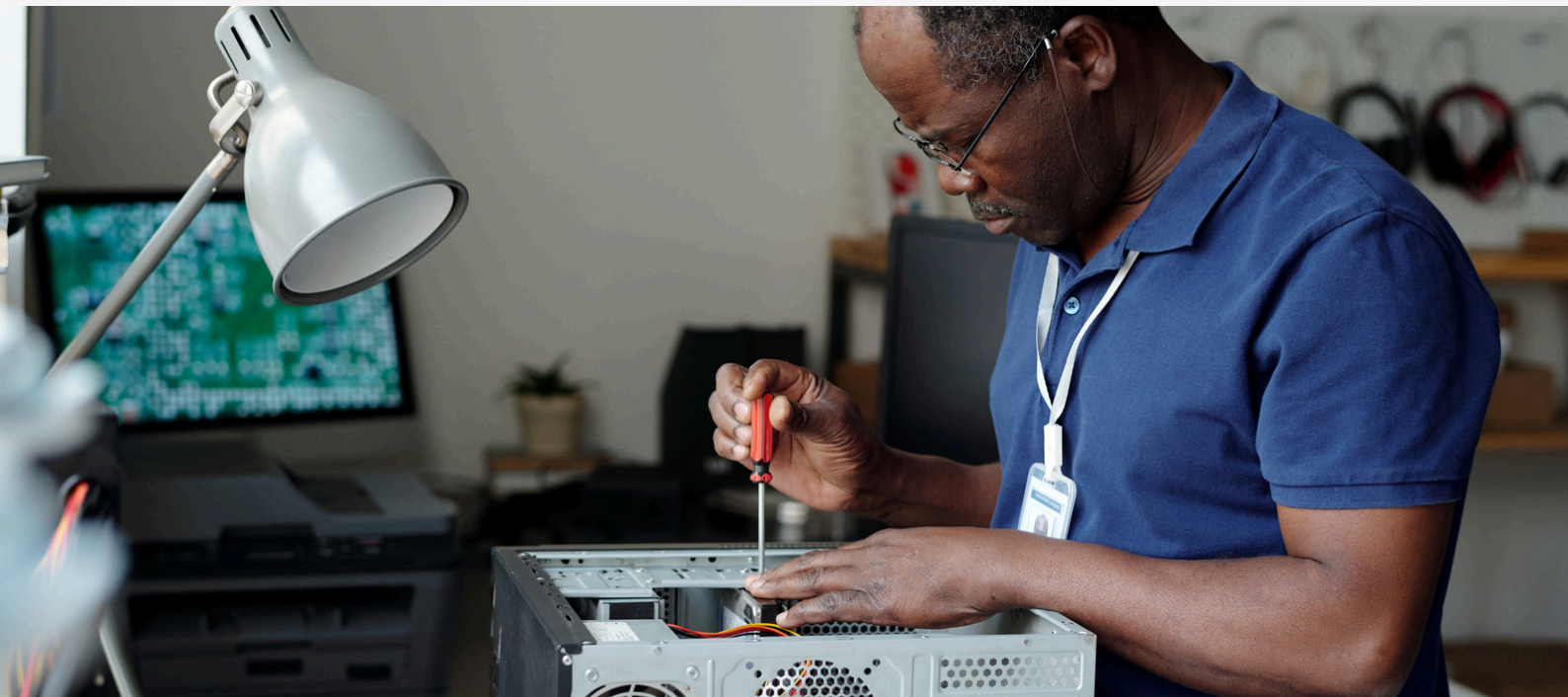
 Agriculture and Food Production Experiences from the Agriculture and Food Production sectors	 Animal Care Experiences from the world of Animal Care to support their health and welfare	 Charity and Voluntary Sector Experiences from the Charity and Voluntary sectors
 Construction Experiences from the private and commercial Construction sector	 Creative Industries Experiences from the Creative Industries Sector	 Education Experiences from the Education sector
 Engineering and Manufacturing Experiences from the Engineering and Manufacturing sectors	 Finance and Insurance Experiences from the Finance and Insurance sectors	 Health, Wellbeing and Social Care Experiences in the Health, Wellbeing and Social Care sectors
 IT, Marketing and Communications Experiences from the IT, Marketing and Communication sectors	 Local Government Experiences from Local Government and Public Services	 Property Management Experiences from the Property Management sector
 Retail and Wholesale Experiences from the Retail and Wholesale sectors	 Transport and Logistics Experiences from the Transport and Logistics sectors	 Travel, Tourism and Hospitality Experiences from the Travel, Tourism and Hospitality sectors

WHY IT PAYS TO INVEST IN BUSINESS- GRADE HARDWARE

When you run a business, your computers aren't just bits of tech — they're the tools that keep everything ticking along.

By Christopher Hodgkiss, IT Made Simple





When you run a business, your computers aren't just bits of tech — they're the tools that keep everything ticking along. So, when something breaks or slows down, it's not just annoying; it's costing you time and money. That's why I always tell people: don't cut corners on your equipment. Investing in business-grade hardware might not sound exciting, but it'll save you a lot of stress in the long run.

1. Built to Handle the Job

Business machines are made to graft — plain and simple. They're designed to be on all day, running multiple programs without throwing a fit. The components inside are usually stronger, faster, and more reliable than the ones in the cheaper, "off-the-shelf" models you see in big stores.

They're tested for performance and reliability because downtime just isn't an option in business. When your kit works hard for you, you can get on with what really matters — keeping your customers happy and your business running smoothly.

2. You Get What You Pay For

Sure, business-grade gear might cost a bit more upfront, but think of it as an investment rather than an expense. When you buy better equipment, you're paying for fewer headaches later on. Fewer breakdowns, less downtime, and a much longer lifespan.

Cheaper computers might look like a bargain, but when you're replacing them every couple of years or constantly calling someone like me to fix them, that "saving" disappears fast.

3. Security You Can Trust

Cybersecurity isn't something to ignore anymore — every business, big or small, is a potential target. Business-grade hardware comes with proper protection built in: encryption, secure chips, and data-protection tools that keep your files safe.

It's the sort of tech that quietly works in the background, giving you peace of mind that your customer data, invoices, and business documents are safe from prying eyes.

4. Support When You Need It

One of the biggest differences between consumer and business equipment is the level of support. With business-grade hardware, if something goes wrong, you can usually get an engineer out the next day — not next week. That kind of response time is worth its weight in gold when you've got deadlines and clients depending on you.

5. Ready to Grow With You

As your business grows, so do your IT needs. Business machines are much easier to upgrade, network, and manage remotely. You can scale up without ripping everything out and starting again, which saves both time and money in the long run.

The Bottom Line

If your computers are the engine that drives your business, make sure you're not running on cheap fuel. Good-quality, business-grade hardware gives you reliability, security, and peace of mind — the things that really matter when you're trying to grow and stay ahead of the game.

In short: buy once, buy right, and your tech will look after you.

Chris Hodgkiss
IT Made Simple Ltd
it-madesimple.uk
Tel: 0121 822 86 86

COPYWRITERS CAN THRIVE ALONGSIDE AI

By Hayley ickmott-Maurice

‘AI will replace copywriters, soon.’ I have heard this frequently. Yet, as business owners and founders, we know that all-or-nothing approaches are unsustainable and can limit our capacity for growth.



There is no need to take a binary approach. Your stage of development, marketing goals and wider business vision will define when (not if) you need a copywriter in addition to the AI tools you already use.

Timing

Once, a start-up business nervously admitted to me that they used ChatGPT for their social media content. Understandable - budget was tight, time was precious, and their team was small.

Five months later, the same start-up enquired about website copywriting. They had reached steadier ground and were keen to ‘get the message right’ on such a powerful touchpoint as their website.

There are many business milestones (such as rebranding, launching, scaling, or franchising) that require a real person to get close to your business. In that moment, a copywriter becomes an extension of your team; someone you can trust to understand your goals, reflect your values and deliver consistently high-quality messaging.

AI may feel like a competitor for copywriters, but it is not a threat.

More Than Words

What is behind excellent messaging? A deep understanding of people. Yes, there are time-saving AI resources that can analyse client reviews and feedback.

However, to fully understand a client's identity, struggles and aspirations, you need more than facts. You need a human who can identify the emotional drivers behind them.

AI tools cannot spend time observing, interviewing teams and clients and engaging with your day-to-day business and community.

Human-to-human research results in a highly personalised strategy for your content writing or website that works with your brand rather than forcing it into a generic AI mould.

Google Says, 'No'

There's no doubt that AI platforms can generate written content more quickly and in larger volumes than a human writer.

Although using LLMs (Large Language Models) may feel like a time-saver, they can harm your digital discoverability and ranking on search engines.

Google's E-E-A-T Guidelines state that their ranking systems prioritise helpful, reliable content that is designed for people. First-hand knowledge is cited as a demonstration of quality content that ranks highly.

Therefore, if you use AI to generate content, a clear, comprehensive set of prompts is vital. You also need to edit and personalise the content to reflect your brand's voice, values and your own valuable experience, ensuring it increases the visibility of your website, rather than diminishing it.

Copywriters write to tone, voice and values from the start, without rigid technical programming. They are also skilled editors, saving business owners time and energy.

Final Thoughts

AI may feel like a competitor for copywriters, but it is not a threat. In fact, 69% of us (ProCopywriters Survey 2025) have already embraced AI on our terms to supplement a creative process that results in excellent messaging for clients.

Co-existing with AI has its challenges. However, the enduring human need for emotional connection with brands establishes copywriters as the leaders in this partnership, not the ones being replaced.

<https://hayleyhm.com>
hwmwriter@gmail.com



Are You Ready For 2026?

Does this describe your business?

01

Cash Flow Management

Unpredictable income and tight margins.

02

Time Management & Overwhelm

Too much time spent on daily operations.

03

Marketing & Customer Acquisition

Struggling to attract and retain customers.

04

Hiring & Team Productivity

Limited resources to hire help

05

Accountability & Execution

Difficulty staying focused and following through.

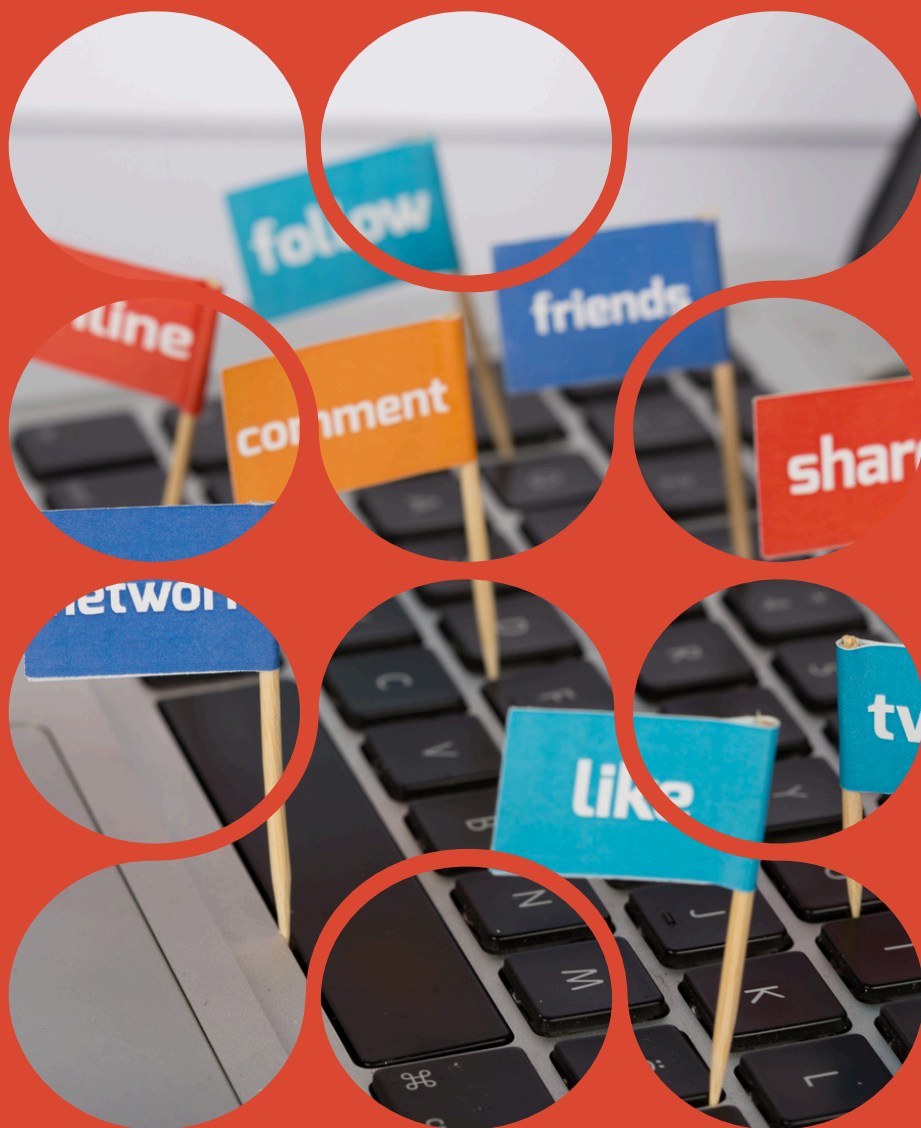
If you're ready to make a change, let's have a [chat](#)



SOCIAL MEDIA MARKETING FOR BUSINESS

By Mik Armstrong
Fire From The Welsh Dragon

Social media is no longer just a nice-to-have for businesses – it's the lifeblood of modern marketing



Social media is no longer just a nice-to-have for businesses – it's the lifeblood of modern marketing. If you're not showing up consistently on LinkedIn, Instagram, Facebook, TikTok, X (Twitter), or YouTube, then you're invisible to the very people you want to reach. And invisibility doesn't grow businesses!

From the desk of the Welsh Dragon himself, here's the truth: social media is about attention, authenticity, and action. If you can master those three things, the growth potential is limitless.

The Power of Hashtags – Fuel for Growth

Hashtags are not decorations; they are search engines inside social media. They put your content in front of people beyond your followers – people actively looking for what you offer. Want to get found by your ideal customers? Use hashtags like #BusinessGrowth #MarketingTips #EntrepreneurLife. Want to dominate your local market? Add #CardiffBusiness #MadeInWales #ShopLocal #WelshBiz #WelshEvents etc. Want to create your own searchable library? Launch a branded tag like #FireFromTheWelshDragon or #Ev3nt5 #NetworkingGrapevine so all of your wisdom and content is permanently archived, easy to find on social media and even on Google searches.

Breathe fire into your content. Show up with passion. Use hashtags strategically

Remember: hashtags are free SEO power. Use them wisely, and you'll compound your visibility every single day.

Find Your Voice – Be Authentically You

People don't follow bland, corporate messages. They follow real humans with real stories. That's where finding your voice comes in.

- Are you passionate? Let it show. Are you knowledgeable? Share tips, insights, and lessons.
- Have you failed before? Tell that story – people love honesty.

Your voice is your unique selling point. It's what makes you memorable in a noisy marketplace. Don't copy others – amplify YOU. That's how you attract an audience that sticks with you long-term.

Engage & Share – Don't Just Post and Ghost

Here's where most businesses go wrong: they only post about themselves. Social media is a community, not a one-way broadcast.

If you want to grow, you've got to engage with others.

- Comment on posts with genuine insight, not just "Great post!"
- Like and share the content of partners, peers, and even competitors.
- Support others by giving their content visibility – they'll remember you and often return the favour.

This builds powerful digital relationships, and in business, relationships = opportunities. Remember: when you share someone else's fire, your own flames burn brighter.

Consistency + Passion = Compounding Growth

Growth on social media doesn't come from one viral post – it comes from daily consistency. Show up. Add value. Share your expertise. Build connections. Day by day, your visibility compounds, and your audience grows.

Social media is the most cost-effective, high-impact way to scale your business today. Hashtags get you discovered, your voice keeps people hooked, and engagement builds the relationships that turn strangers into customers, collaborators, and champions of your brand.

The Welsh Dragon's Final Word

Breathe fire into your content. Show up with passion. Use hashtags strategically. Find your authentic voice. Engage and support others. Do this consistently, and your business growth will ignite like never before.

Mike Armstrong - mikearmstrong.me



Q4 IS WHEN SMART TEAMS BUY NEXT YEAR'S PIPELINE

An interview with Phil Herridge, Founder & CEO of Semper Paratus Group

While others are chasing final-quarter revenue, the teams that think ahead are quietly buying next year's pipeline.

As most sales teams scramble to close the year strong, Phil Herridge, Founder and CEO of Semper Paratus Group, believes there's a far smarter move. While others are chasing final-quarter revenue, the teams that think ahead are quietly buying next year's pipeline.

"Most people see November and December as the final sprint," Phil explains. "But that's exactly when your competitors are distracted. We focus on starting conversations that convert in January, so our clients begin the new year with momentum instead of a blank calendar."



A Smarter Q4 Strategy

Phil's approach flips the traditional sales mindset on its head. Rather than pushing for quick wins, his clients use Q4 to plant seeds for the first quarter of the next year.

"You're not interrupting anyone's year-end chaos," he says. "You're helping them plan ahead, and that small difference changes everything."

So, why does it work so well?

- Less competition: December inboxes are quieter, so your message stands out.
- Open diaries: Buyers are more willing to schedule meetings for January when their workloads ease.
- New-year mindset: In January, people naturally want to do things differently. They're more open to new tools, new conversations, and fresh approaches - it's a window of optimism and curiosity that smart teams can use to their advantage
- Better positioning: Framing your outreach as a "new-year conversation" shows foresight and professionalism. It tells the buyer you plan ahead, and that earns respect.

"Small advantages like these compound," Phil adds. "That's how you start 2026 already ahead of your competition."

An Exclusive Pilot Offer for Readers

To help Steer Your Business readers put this into action before year-end, Phil has created an exclusive Q4 Pilot Programme - a low-risk way to test an AI-assisted outbound engine designed to fill January diaries with qualified conversations.

"We've stripped away every barrier," Phil explains. "It's quick to launch, easy to measure, and you own everything we build. You see results in weeks, not months."

What's Included

- 14-day live trial – prove it works in your market before paying a penny
- First paid month at £150 (normally £499)
- *£495 setup and integration fee waived
- ICP confirmation and ABM plan to ensure precise targeting before launch
- Custom outbound message templates tailored to your ICP
- Design of Interactive AI slide deck that does the selling for you (see our live deck)
- 12-week evergreen LinkedIn plan to position your brand as a thought leader

- LinkedIn profile audit to lift reply and meeting rates
- Board-ready proof pack with results, costs, and a clear go/no-go recommendation after 60 days
- Owned assets, no lock-in – you keep everything, with 30-day rolling terms
- 48-hour SLA on copy, targeting, and routing updates
- Speed to value: launch within 48 hours; first replies often within 30 minutes of going live

☞ Activate your Q4 Pilot by [Clicking Here](#)

"You'll see progress inside a fortnight," says Phil. "If you like the signal, you scale. If not, you walk away with playbooks, copy, and prospect lists you can reuse. It's a no-risk way to build momentum before everyone else wakes up in January."

How to Execute Q4 Outreach

Phil and his team at Semper Paratus Group have refined their approach over years of running award-winning AI prospecting systems. Here are his tips for putting the strategy into play:

- Lead with consideration. Offer early-January slots and acknowledge the December slowdown - ironically, that often results in meetings this year.
- Keep it short. Use Account-Based Messaging focused on clear outcomes and a single next step.
- Combine LinkedIn and email. The key is consistency, not volume. Replies matter more than reach.
- Measure weekly. Track reply rate, positive response rate, meetings booked, and speed to first meeting. Let AI surface insights so you can adjust targeting and copy dynamically.

Closing Thought

"Q4 is when smart teams buy pipeline at a discount," Phil concludes. "The calendar's on your side, competition is low, and the opportunity window is wide open. If you want to start 2026 with conversations already in motion, this is the moment to act."

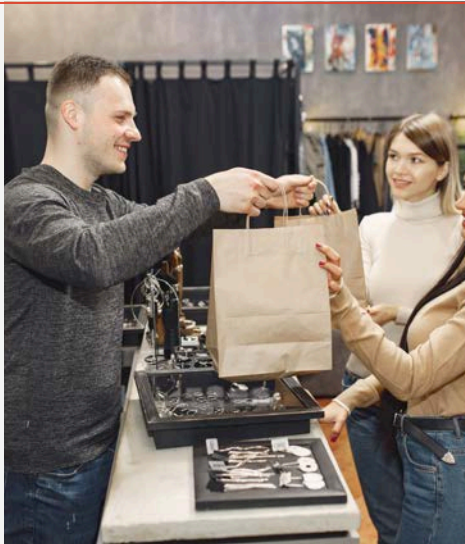
<https://semperparatus.group/>



YOUR CUSTOMERS ARE YOUR BIGGEST STAKEHOLDERS!

Many business owners forget or don't realise that their customers are their biggest stakeholders and without them, they wouldn't have a business at all.

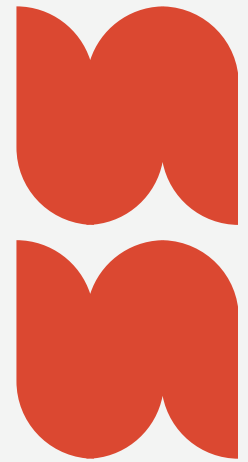
By Sally Marshall, Steer Your Business



Many business owners forget or don't realise that their customers are their biggest stakeholders and without them, they wouldn't have a business at all. Yet they don't value them at all which doesn't really make sense.

The feedback that your customers give in reviews is critical to your business. It's what potential customers look at before they buy. If the reviews are good, then they will probably go ahead with their purchase but ... if the reviews are bad, they may go elsewhere to find the product or service that they want.

That isn't all bad news though. If you think of the negative reviews as constructive criticism, you can use them to take action and improve your business. Knowing exactly what your customers want is the first step to improving what you are doing. It could be delivery time, product quality or a gap which they have identified which you can easily fill.



The more you know about your customers the better your business will be.

Do they buy from you once and then that's it? Do they buy repeat products so that they remain as customers for a longer period of time? Do they buy a subscription which keeps them for even longer?

Finding new customers is a costly exercise. It is much more cost efficient to keep your regular customers happy and retain them with repeat purchases, upsells and additional offers.

All of this you can put into a dashboard so that you can see at a glance what the customer churn is, how long customers stay, what the average spend is in a month or a year, what they buy most of, what your most profitable product/service is. You probably have all of this data already but don't review it on a regular basis. It is probably in different formats, all over the place and not easy to see at a glance.

But what if you had it to hand in a format that was easy to read and gave you the detail that you needed. You could then make informed decisions about what actions you need to take to make your business even better than it already is? Well, you can! And it's not as difficult as you think.

If you work on your business for 15 minutes a day over 5 days, and you will make more informed decisions based on your own data. Find out how [here](#)

Sally Marshall
sally@steeryourbusiness.com

THE VOICE FOR COMMUNITY, CONNECTION, AND CHANGE

By Sam Griffin

In the heart of Kent, one name resonates with passion, purpose, and relentless community spirit: Sam Griffin.



More than just a familiar voice on the airwaves, Sam is a dynamic force who effortlessly bridges gaps, ignites ideas, and transforms goodwill into tangible action.

A Presenter with a Purpose

While many know Sam as an engaging radio presenter, her work extends far beyond the microphone. Sam uses her platform to be a compelling public speaker—a role she embraces with deep commitment, particularly in raising awareness about domestic violence and advocating for women's wellbeing. Her talks are renowned for being both informative and deeply empathetic, fostering environments where difficult conversations can lead to real healing and progress.

The Architect of Community Connection

Sam's true genius lies in her ability to identify unmet needs within the community and act on them with speed and unwavering dedication. She possesses a rare blend of deep understanding in filling gaps and an infectious talent for idea generating and actioning. This isn't just theory; it's a proven track record built on connecting people through shared knowledge and experience.

Sam Griffin is more than a presenter, speaker, or board member; she is a dedicated community catalyst whose passion and commitment continue to make Ashford a better, more connected, and more supportive place for everyone.

Her work is a cornerstone of community support, which she delivers through:

Arranging impactful events that bring residents together.

Supporting local businesses by championing their growth and visibility.

Creating networks that foster mutual support and shared learning.

Actioning Change: A Portfolio of Impact

Sam's commitment is perhaps best illustrated by the incredible initiatives she has co-founded and supported:

Co-founder of Pride Ashford: A vital initiative celebrating diversity and inclusion within the town.

Founder of Unite Nightclub: A transformative monthly social event offering adults with learning and communication difficulties a safe, fun, and inclusive space to socialize.

Beyond these co-founding roles, Sam lends her expertise and vision to major local organizations, serving on the directorship board for both Womxn Up Ashford (a group dedicated to empowering women) and the Lake House Kent Wellbeing CIC (a Community Interest Company focused on mental health and wellness).

Steering the Future of Business and Wellbeing

It's no surprise that a connector like Sam has now turned her energy toward media and entrepreneurship. Her involvement with the Steering Your Business magazine, working alongside Sally, is the latest demonstration of her commitment to supporting local enterprise and sharing valuable insights.

"I'm thrilled to be working alongside Sally on the Steering Your Business magazine and supporting another incredible initiative," says Sam.

This partnership perfectly encapsulates her mission: taking her understanding of community needs and applying it to a platform that can inform, inspire, and drive success for others.

Sam Griffin is more than a presenter, speaker, or board member; she is a dedicated community catalyst whose passion and commitment continue to make Ashford a better, more connected, and more supportive place for everyone. She is, quite simply, the voice of positive change

Contact Sam at hellosamgriffin@gmail.com



SLEEP IS YOUR SUPERPOWER

When we're tired, even small problems can feel overwhelming. Our patience wears thin, we doubt ourselves, and our inner voice can turn unkind.

By Sue Lee





We've all had those days where everything feels like an uphill battle, and more often than not, they follow a poor night's sleep. When we're tired, even small problems can feel overwhelming. Our patience wears thin, we doubt ourselves, and our inner voice can turn unkind. It's not just about being in a bad mood, it's our brain struggling to cope without the rest it desperately needs.

Sleep has a profound effect on how we feel, think, and connect. It influences our emotions, confidence, memory, and how we interpret the world around us. Without enough rest, the brain becomes reactive, more prone to negativity, and less capable of regulating emotions. This is why, after just one bad night, things can feel more personal, harder to let go of, and emotionally draining.

Even a single night of poor sleep can distort how we see situations and people. Our moods may flatten, anxiety can rise, and we're more likely to misinterpret others' expressions or intentions. Over time, this cycle can quietly build into emotional exhaustion, anxiety, depression and eventually burnout.

Poor sleep and emotional imbalance feed into one another. Stress and worry during the day make it harder to fall asleep, and in turn, that lack of rest amplifies our stress the next day. It becomes a loop...tired mind, heightened emotions, restless nights, unless we take steps to break it.

Sleep plays an essential role in emotional processing. During deep and REM sleep, the brain sorts through the day's events, stabilises emotions, and helps us reset. When that process is cut short, the emotional weight we carry doesn't get fully processed, often resurfacing stronger the next day. Over time, this can influence how we see ourselves, lowering optimism, self-esteem, and resilience.

But the good news is that improving sleep is often simpler than we think. By creating small, consistent habits, you can help your mind and body prepare for deep, restorative rest.

Simple Steps for a Better Night's Sleep

- Stick to a regular bedtime and wake-up time, even at weekends.
- Dim the lights and reduce screen time at least an hour before bed.
- Create a simple, calming routine. Wash your face, brush your teeth, read a few pages of a book. Keep it easy and consistent.
- Write down your thoughts or tomorrow's to-do list before bed. This helps your mind let go and settle.
- Avoid caffeine and alcohol in the evening, as both can disrupt sleep cycles.

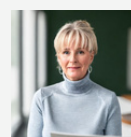
- Keep your bedroom cool, dark, and quiet, a true sanctuary for rest.
- Set aside "worry time" earlier in the day/evening to process emotions, so your mind is calmer at night.
- Try gentle breathing or relaxation techniques to ease your body into sleep mode.

When you begin treating sleep as a superpower, not a luxury, everything changes. You think more clearly, respond more calmly, and feel more grounded and confident.

Quality sleep isn't just rest, it's the foundation for emotional balance, mental strength, and overall wellbeing.

If you are ready to reclaim your rest, visit www.sueleehypnotherapy.com to:


- Download your Sleep Hygiene Checklist
- Book a Free Discovery Call to explore how hypnosis and coaching can help you sleep better
- Get your Free Stress SOS Pack to calm your mind and body today



HEALING HAPPENS HERE: CARAMOCARE AND THE FUTURE OF TRAUMA THERAPY

By Dr Sharryn Gardner

The effect can be startling. A lifetime of self-criticism melting away in 30 minutes, or a memory that felt unbearable, suddenly losing its charge



Caramocare is reimagining wellbeing with BLAST®—a groundbreaking therapy that helps professionals dissolve trauma, burnout, and imposter syndrome in minutes, not months. Founded by Dr Sharryn Gardner, Caramocare offers both sessions and training for organisations. It's a gentle yet powerful process you need to experience to believe—and free demonstrations are available.

We praise resilience in business and rarely ask what it costs. Behind polished confidence, many professionals (especially women) carry quiet burdens: the toxic manager who undermined them, the emergency that left scars, the constant need to prove they belong. Trauma doesn't always announce itself. It whispers as anxiety, sleeplessness, self-doubt, gut issues, or the body's unexplained aches.





Caramocare was created to end that. Founded by Dr Sharryn Gardner (30 years of frontline Children's Emergency Medicine Consultant and 15 years as a Trauma Therapist). This brings both compassion and medical rigour to helping people heal.

At its heart is BLAST® Therapy. Developed on the shoulders of EMDR (Eye Movement Desensitisation and Reprocessing), BLAST® works directly with how the brain stores traumatic memories, which are often frozen in the mid-brain, stuck outside of normal processing. BLAST® uses carefully directed eye movements, specific language, and gentle bilateral stimulation to reprocess those memories and refile them where they belong, in the past - fast.

The effect can be startling. A lifetime of self-criticism melting away in 30 minutes, or a memory that felt unbearable, suddenly losing its charge.

Why It Matters for Business

Trauma quietly drains teams and organisations. It shows up as burnout, absence, disengagement, and high turnover. Leaders see those costs in productivity and recruitment, even if they can't name the cause.

Caramocare's answer isn't more posters about wellbeing. It's transformation. Alongside individual sessions, organisations can access BLAST® training, a two-day intensive that equips staff to deliver the therapy safely and effectively. Imagine a workplace where imposter syndrome no longer clips wings, where burnout is reversed before it ends careers, and where wellbeing is woven into the culture, not bolted on.

“You have to see it to believe it: watching years of self-doubt disappear in a single session changes everything.”— Dr Sharryn Gardner

What Exactly is BLAST® Therapy?

BLAST® (Bilateral Analysis & Stimulation Technique) is a rapid, gentle form of trauma therapy developed as an evolution of EMDR. When something traumatic happens, the brain often “freezes” the memory in the mid-brain instead of filing it away like ordinary experiences. BLAST® helps the brain reprocess the memory and move it into the past, where it belongs. The result? Relief that feels instant and lasting. Clients often describe a memory losing its emotional charge within half an hour, leaving them calmer, lighter, and ultimately free to move forward.

Why Now?

The science is clear. From *The Body Keeps the Score* to *When the Body Says No*, research shows trauma reshapes bodies as much as minds. Forward-thinking companies are realising that addressing it isn't indulgence, it's essential to retention, performance, and humanity at work.

“When imposter syndrome lifts, it's not just work that changes—it's sleep, relationships, even the way you walk into a room. Honestly? It's better than Botox.”— Dr Sharryn Gardner

“Trauma costs organisations more than strategy mistakes ever will.”— Dr Sharryn Gardner

You Need to See It

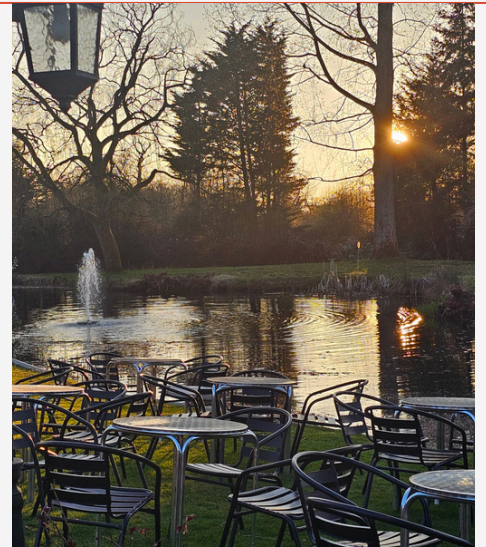
BLAST® is difficult to capture in words. Watching someone's shoulders drop as years of tension release, or seeing a colleague suddenly step into their voice without fear, is a truly remarkable experience. That's why Caramocare offers a limited number of demonstrations. For the individual who longs to feel free, and for the executive who wants teams to thrive, Caramocare offers more than therapy. It offers a glimpse of what's possible when healing is fast, safe, and lasting. Because at Caramocare, healing isn't just possible, it happens routinely here.

Find out more or request a demo:
<https://www.caramocare.com/what-we-offer>

hello@caramocare.com

THE LAKE HOUSE KENT BECOMES A CIC TO EXPAND WELLBEING INITIATIVES

For years, The Lake House Kent has served as a sanctuary for individuals seeking to improve their physical and mental health



The centre, known for its sustainable, eco-friendly, and alcohol-free environment, features a charming coffee shop offering light bites, a unique gift shop, and versatile rooms for corporate training, meetings, and practitioner sessions. The site is available to book for corporate training, meetings, wellbeing retreats, celebration of life events, naming ceremonies, holistic weddings and much more.

The new CIC structure allows The Lake House Kent to reinvest its profits directly into the community, enabling the launch of several new initiatives designed to support those most in need.

Key initiatives include:

- Art Classes for the Elderly: Providing a creative outlet and social connection to help combat loneliness and improve cognitive function.
- Mental Health Training: Offering workshops and courses to equip community members with essential skills to support their own and others' mental wellbeing.
- Accessible Workshops: Ensuring that wellbeing classes and events are available to a broader audience, regardless of financial or physical limitations.



- Expanded Volunteer

Opportunities: Creating new roles for individuals passionate about contributing to a positive cause. Volunteers can assist with a variety of tasks, from maintaining the beautiful eco-gardens and supporting the coffee shop to providing essential services like counselling and wellbeing classes to clients who may not otherwise be able to afford them.

"Becoming a CIC is a natural evolution for us," said Rosemary Greenaway (Chair) "Our goal has always been to provide a space where people can heal and grow. This new chapter allows us to break down barriers and ensure that our services are truly for everyone. We're excited to work with the community to build a more resilient and healthier Kent."

The official launch of the CIC will be marked with a Mindful Christmas Fair event on the 30th November from 10am to 3pm.

The Lake House Kent invites the public to learn more about its new programs and volunteer opportunities. For more information, please visit www.lakehousekent.co.uk or contact lakehousecic@gmail.com

www.lakehousekent.co.uk

SUE LEE
HYPNOTHERAPY
HEALTH COACHING



Feeling Stressed, Overwhelmed or on the edge of Burnout?



You're not alone, and you don't have to keep pushing through the exhaustion

If you're:

- Running on empty with no energy left to give
- Feeling stuck in that negative spiral
- Wondering how to get your spark back

Then it's time to *press pause* and reconnect with **calm, clarity and control**





Claim your FREE 30 minute discovery call and receive your STRESS SOS PACK to start feeling better today

 sueleehypnotherapy@gmail.com
 www.sueleehypnotherapy.com

SIMPLIFY TELECOMS:
look BIG, act LOCAL

Turn your mobile into a **virtual landline** that **means business!**



-  Local number that builds trust
-  Calls forwarded wherever you are
-  Voicemail straight to your email
-  Simple, jargon-free setup

Get your virtual landline today!
Up and running in 48 hours!



0333 015 6615

enquiries@a2btechnology.co.uk

a2btechnology.co.uk



A2B TECHNOLOGY

Big provider reliability. Small business support.

STRUGGLING TO UNDERSTAND GOOGLE ADS?

Simply Talk To
Chris & Jo
The PPC Experts



UNLOCK YOUR BUSINESS POTENTIAL WITH OUR EXPERT PPC MANAGEMENT

FOR HELP & FREE ACCOUNT REVIEWS:-

0203 489 0779
EXPERTPPC.CO.UK



Google Partner

Increase Profits By Knowing Your Numbers

Email for more details
sally@steeryourbusiness.com

Understand what's working for you









FREE ONLINE MASTERCLASS

- Key numbers for YOU
- What's working
- Get an holistic view
- Actions you need to take



Business Directory

www.steeryourbusiness.com/directory

<p>Anita Pickersgill</p>  <p>Find out more</p>	<p>Azets</p>  <p>Find out more</p>	<p>Blue House Equity Release</p>  <p>Find out more</p>	<p>CH Accountancy</p>  <p>Find out more</p>
<p>Constant Recruitment</p>  <p>Find out more</p>	<p>Eclipse HR</p>  <p>Find out more</p>	<p>Growth Matix</p>  <p>Find out more</p>	<p>High Spec Accountants</p> <p>Find out more</p>
<p>IT Made Simple</p>  <p>Find out more</p>	<p>Resilience Coach</p>  <p>Find out more</p>	<p>SLS Wills & More</p>  <p>Find out more</p>	<p>Sue Lee Hypnotherapy</p>  <p>Find out more</p>
<p>Synergy</p>  <p>Find out more</p>	<p>Promote your business here</p>	<p>Just £10/mth</p>	<p>Book here</p>



Family Matters

Rape & Sexual Abuse Support Service



Care and Support for Survivors of Sexual Abuse

For over 30 years, Family Matters has supported survivors of sexual abuse and rape across Kent, Medway and Bexley. We offer free, confidential services including specialist therapy, ISVA advocacy support, and a telephone support line. Our services are open to everyone, providing compassionate, professional support on your journey to recovery.

"My counsellor was brilliant – even on my first session I left feeling positive and hopeful."

Therapy client

Help Us Help Others – Donate Today



As a registered charity, Family Matters relies on donations to provide free services. Every contribution makes a difference – from small gifts covering essential resources to larger donations funding complete therapy programmes.

Donate here:

www.familymattersuk.org/donate

 admin@familymattersuk.org



www.familymattersuk.org