



Women in Business Post Conference Newsletter

NOTHING IS IMPOSSIBLE! IN THOSE WORDS IS I'M POSSIBLE!

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Jumpstart Your Business for Outrageous Success

by Sonia Brown MBE

Nearly 200 women turned up to the Women in Business conference to hear from our outstanding and illustrious line up of leading business women professionals and entrepreneurs at the LondonMet University Moorgate.

The NBWN held this event in partnership with Lloyds TSB Bank and LondonMet University. Our roster of accomplished speakers included Jenny McDowell, Manager, Business Networks External Affairs, Lloyds Banking Group – Commercial; Siobhan Benita, Mayoral Candidate for London2012; Mavis Amankwah MCIPR, Managing Director, Rich Visions; Donna Joseph, Sales & Marketing Director, SN Travel; Jackie Oldham Operations Director, Reed Consulting and Kathy Ennis, CEO, Your Brand is You!

Our Experts Panel and workshops focused on the rising importance that social media plays in every small business's marketing and communication plan.

Using personal insights and case studies, our speakers were able to help our attendees to disseminate information and explore the pros and cons of the top social mediums; in order to make an informed decision about

how to best integrate social media into their long term sales plan.

The afternoon bought a series of hands-on, practical workshops designed to give attendees the tools they need to connect, grow and be inspired by drawing on leading business and industry experts.

These workshops included Innovative Approaches to Improve Your Bottom Line with Lloyds TSB Bank Plc with Lisa White, LBM Area Manager – Central London and Trish Clark, LBM Regional Manager (London & East); 21st Century Networking Skills with Jackie Groundsell (founder 1230 TWC, Effective networking for effective business women); Dream BIG With Your Business Brand with Kathy Ennis (Your Brand is You) and Champion Your Superstar Social Media Strategy with Placida Acheru (Founder, Business Online Directory)

The closing session was facilitated by the hilarious new comedian genius, Tracy Gittens who brought the house down with her eye watering, scalpel-sharp satire.



Why You Can't Keep a Good Woman Down

Siobhan Benita is the political 'It Girl' that took the London Mayoral Campaign by storm with her fresh 'People Not Party Politics' campaign.

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Do All Things With Love

SN Travel was founded by Donna's father from their living room in Stoke Newington.

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Focus on the Bigger Picture

My biggest challenge as an independent candidate was to create a brand in a matter of days and to communicate who I was and my policies to over 5 million voters as quickly and cheaply as possible.

Upon reflection I realised my manifesto was announced far too late because I spent too much time 'doing it' rather than communicating my policies to potential voters. I held it too close for too long and I should have just let it go and got help. Open yourself up for constructive, good feedback to ensure that you are doing a good job. Surround yourself with honest people not those who will tell you what you want to hear.

Be True To Yourself

You need to know your core principles and stick to them. Be honest to yourself and if your brand is not authentic you will be found out because you cannot keep up the lie. Your brand must be catchy and memorable AND then you need to be consistent so that you stay above the 'noise'. The more you can do that makes you instantly memorable is vital.

Don't underestimate the importance of colour when branding. I didn't choose a colour in the campaign but every other candidate had one. I won't over look that again and I need to make sure I have one for the next election campaign.



Siobhan Benita with conference attendee

The Importance of Social Media

Social media was vital to me as I was not in a position to spend millions like Boris and Ken on my campaign.

I only had £4,000 to spend and very little time – so social media was the only way to do the marketing. We avoided traditional marketing and we saved money by not leafleting like other candidates.

I used Twitter (something I had never used until I left the civil service). I found I could build up loyal followers and when Jonathan Ross tweeted to say he was going to vote for me, it had a massive impact on my campaign. Within seconds 20,000 people

checked out my official site and crashed the system.

You are your tweet, so it's important that you do your own because it was a disaster when I handed it over. I took it back very quickly and it works better for me as its personal!

Listen to your inner voice and go after the things that you want and act on it fast. Don't let fear and a lack of confidence stop you going after your dreams as you will regret taking so long when you do.

Finally, you can have it all. You don't have to choose between a career and family. You just have to sort out your support systems to make sure that you can live your life stress free.



Siobhan Shows What You Can Achieve When You Follow Your Dreams!

Siobhan Benita was a senior civil servant, on track to become one of Whitehall's top officials, until she resigned last year to run in the Mayor of London election.

During her time in Government, she worked on transport, environment and local government policies before moving to the Cabinet Office where she led major cross-Whitehall reform and communications projects. She moved to the Department of Health in 2009 where she worked until leaving in January 2012.

Siobhan devoted a lot of her time in the Civil Service to improving diversity and gender equality. In 2010 she founded *Tablelle*, a network for women working in and with the public sector.

In the Mayor of London election Siobhan secured around 300,000 votes and came very close to the Liberal Democrat and Green Party candidates. This was a remarkable achievement for a previously unknown independent with no party machine and only scant television coverage during the campaign. Siobhan has said that she wants to remain in London politics.

PERSONAL BRANDING MATTERS 4



Why First Impressions Count

Fed up of living her life in 'black and white' Kathy Ennis shows how living your life in colour produces a positive impact in your business.



What's Your Visionary Message?

If you make a poor first impression it's going to take 42 subsequent meetings to improve the perception. Can you afford not to get it right the first time? It's time to develop your Impression Strategy so you control the visionary message you carry.

FIRST IMPRESSION FAST FACTS

55%

Of a person's opinion is driven by physical appearance

93%

Of our judgment of others is based on non-verbal input.

SIGN UP FOR MORE INFORMATION

Sign up to www.sistatalk.co.uk to get the latest updates, articles and information to support your business growth.



Mavis Amankwah MCIPR, CEO Rich Vision with Sonia Brown MBE, Founder NBWN, Let's Talk Business and Sistatalk

Use PR to Create a Positive Business Buzz

Mavis Amankwah is an award winning PR Guru and author

Mavis shared her business journey from leaving her IT career behind to start up Rich Visions without start-up funds or a business plan.

Today her company has enjoyed great success and Mavis puts this down to being passionate about her business and the power of PR and publicity. "It's a vital part of your business armoury and entrepreneurs don't know how to use it to the best of their ability especially when you are working on a tight budget and looking to grow your business" she told an eager audience of entrepreneurs.

"It's important that you get your name (and business) out to a wider audience and build up the right message about your business to outrank your competition, increase your sales and maximise your brand value" She advised. Her top 5 PR tips for entrepreneurs are:

1. Make sure your message gets to your target audience and paying clients
2. Create a buzz about your business by sending out press releases about anything that is good news. It's important to let them know what is happening in your business.
3. Learn to give commentary around your specialist areas whether it's through speaking opportunities; radio and press interviews; social media sites; networking – think big, wide and outrageously 'blue sky!'

4. Become a guru or expert within your industry sector. Enter awards and watch how you can earn money by improving your reputation within your own field. Then put all your success stories on your website by creating a press portfolio section!
5. Become friends with Google which is a great way of building your reputation and other social media platforms so you are on the top (left hand side).

Exercise:

What 3 great things that you have done in your business recently which can be promoted to your target market through social media platforms?

"The big secret in life is that there is no big secret. Whatever your goal, you can get there if you're willing to work." Oprah



Professional Poise is Key to Your Personal Success



Jacqui Oldham is the Operations Director for Reed Consultancy

She is a great advocator of women self-promoting their skills, experience and success and feels it is critical to start putting

“Don’t wait to be asked or for permission” she told a packed audience. “If I never asked my boss to do my MSc Change Management, I’d never of had that tipping point in my career.”

She believes women should develop their self-confidence to go after the things that are important to them and also ensure that they continually develop themselves for the job they are doing now and the one they want in the future.

Step up your performance

Make sure that you are leaving the right impression with people because people buy people. Find the right people to work with; network and make sure that your public persona matches what you are saying about yourself online.

Take control of your profile

It is vital that you do not let people hijack your public (online) profile so that you maintain your professional poise at all times. You should make sure you know what message you are trying to get across to the public and that social media content does not damage your brand.

Let other people promote you

Testimonials and recommendations are important because they give a good

breadth and diversity for added interest. Also remember that you are linked into other people who can give informal references about you, so make sure you are authentic.

Be authentic

Companies will validate your skills, qualifications and experience from your online profile and recommendations and this will support your application for any job, contracts or tenders that you are applying for.

Professional poise

Professional poise in business provides you with the confidence, value and consistency to market yourself successfully.

A well-crafted on-line presence will capture people’s attention; they will choose to network with you and they will choose to do business with you.

So be sharp, smart and focused if you want to develop outrageous success.

“With practice, we can make the impossible possible, the possible easy, and the easy elegant, until what we once thought impossible becomes so effortless that to others, it looks like magic.” Andrea J. Lee

Lloyds TSB Bank Announce £12 Billion Package

themselves forward in order to catapult their career and business goals.

Lloyds Banking Group has unilaterally promised to provide at least £12 billion of committed gross lending to UK SMEs in 2012. “In the first three months of this year we lent £3.25 billion, meaning we are on target to meet our pledge” advised McDowell.

Face to face networking continues to play a vital role in business success supported by online support and information provided by:-

impression. They should not only be from people in your immediate peer group or sector, try and go for Lloyds TSB Commercial – Business Guides Advice & Franchising www.lloydstsbbusiness.com

Free mentoring across the UK www.mentorsme.co.uk

Finance Providers www.businessfinanceforyou.co.uk

A new Small Business on-line forum which provides insights from business leaders live



Jenny McDowell and Trish Clarke

Q&As with industry experts and best practice exchange

www.guardian.co.uk/lloydstsb.

Branding Demands Commitment

Kathy Ennis shares her thoughts on why we cannot afford to take our branding strategy for granted.

"As I am writing this I am watching the sun go down over the Menai Strait in beautiful North Wales doing the final prep for a Presentation Skills training course I am running here tomorrow.

It seems a million miles from the fantastic conference I had the privilege of speaking at a few weeks ago – but perhaps not so far as the ability for us to speak about our business in a way that informs and engages our audience / target group is fundamental to business success. At the Women in Business Conference I was given the opportunity to run a workshop called "Dream BIG With Your Business Brand" which looked at the necessity of ensuring consistency and authenticity in all aspects of business growth and development to ensure success.

The method I outlined involved developing a personal brand that is synonymous with the brand of the company using a system I have created – The 4 Vs Principle© which is based on my Your Brand is You programme.

The 4Vs are the cornerstones of a successful business: Values – to ensure relevance and focus. Visuals – for recognition and differentiation. Vocals – to encourage rapport and build customer loyalty. Verbals – to showcase you as 'The Expert'

I am really happy to say that I have had some fantastically positive feedback from a large number of women that attended the conference – all saying how The 4Vs Principle created a 'system' for approaching the growth / development of their business."

If you would like a copy of the presentation I used during the workshop at the Women in Business conference, please feel free to contact kathy@kathyennis.co.uk

Jackie Groundsell took time out to share some of her tips for effective, successful networking both on and off line which she presented at the conference.

Most of us can chat for England, but when it comes to business networking, is that chat effective or is it successful for our businesses?

It is particularly important to be confident in a networking environment. This lively interactive workshop was designed to provide knowledge to enable that confidence and to help grow business.

Some jargon-busting first with the on-line networking – specifically identifying the social media channels of Twitter, Facebook, LinkedIn, Pinterest and their uses.

Twitter restricts us to 140 characters – a struggle for some, but a great discipline! Hot Tip – restrict the Tweet to 120 characters, because we want readers to ReTweet (RT) to their Followers which will include the text of their Twitter ID. RT is a bit like forwarding an email.

In business it's important to have both personal and business pages in Facebook. Social media moves quickly, Facebook in particular, so the Hot Tip here is to keep an eye on and become familiar with the changes.

LinkedIn is very much business focused. Recruitment agencies scour LinkedIn (and social media generally) for the good and bad things about potential candidates. Hot Tip – make sure it's all good! In social media, if you wouldn't want your mother to see it – don't post!

Pinterest is the latest kid on the block. Hot Tip – Pinterest is fun, visual tracking of thoughts and interests – it encourages followers, so again the network grows.

We looked at "why" it is important to business to network – to make money! Touching on Stats from a recent survey with face2face networking being the most successful at 73%. Hot Tip – always wear a name label on the right-hand side – on shaking hands (firmly), the eye falls naturally to the right-hand shoulder. The importance of the right clothes. Hot Tip – wear whatever you would wear to meet your most important client – because, you could be! And follow up, follow up, follow up!

The main focus and success of the workshop was for attendees to deliver to the room their 60 second pitch about their business, which they'd written during the session; and to leave feeling confident knowing that they were armed with the starter knowledge for their networking both on and off-line to be successful and effective = happy bunnies!

If you wish to stay in contact email

Jackie@1230.co.uk

WORKSHOP ROUNDUP



Value Your Brand Personal Brand

Kathy Ennis shares a moment with Sonia Brown MBE and Jacqui Oldham (Operations Director, REED Consultancy during the conference.



Workshop Panelists Share Tips

Our dynamic and well respected panelists provided great insights into how female entrepreneurs can use social media to innovate their business with surefire tips, ideas and bag of tips and tricks.



Bringing Humour to Your Pitch

Introducing Tracy Gittens (left), who captured the essence of the whole day with her entertaining and insightful wit. Seen here with Jackie Groundsell (founder 1230 TWC) and conference host Sonia Brown MBE

Mastering Business Means Mastering YOU!

Transforming lives through enterprise

London Met has a long track record for supporting entrepreneurship and this is demonstrated by their success in producing 5 businesses that have sold for over a £million pounds. Matthew Connelly explains why enterprise is at the forefront of what they do.

Our mission is to transform lives, build careers and meet needs. Supporting people to start entrepreneurial ventures fits perfectly with that mission.

We teach it in the curriculum and we house nearly 40 businesses in 'the Accelerator' our business incubator; as well as training and mentoring over 300 businesses per year through various programmes.

Get out of your own way!

We are now in a climate where people will lament a lack of finances, resources, talent and luck as a reason why their business is failing.

However, recent research shows that it's your attitude that has the biggest effect on the success of your business. Simply put it means that you have to learn how to 'get out of your own way!' so that you can achieve the level of success that you desire in your business.

Feed your mind

Think about spending time 'out' of your business to get a new perspective and passion on how to turn your business around. Look at your attitude, behaviours and rituals and see what impact it has on your business, especially if you are facing difficult challenges. Then take action!

About Matthew

Matthew was trained in entrepreneurship at the Smurfit Graduate Business School, University College Dublin.

He started his career with Mercer Consulting before going on to work in industry as a strategic development consultant for a mid-tier construction company.



Matthew Connelly, Student Enterprise Development Manager, London Metropolitan University

Over the past 5 years he has managed start up programmes and advised small businesses for Greater London Enterprise, Metropolitan University and the Knowledge East Enterprise Network. Matthew is also the programme director of the Accelerator Business Boot-camps.

Alongside his work supporting small business owners, Matthew is also the founder of www.ihateironing.com and a director at Suitcase Media, a social enterprise that works with people at risk of homelessness



SPOTLIGHT ON.....

Sonia Brown MBE asks Maureen Smith (Founder, Tropical Connections) why

Women in Business will help entrepreneurs pick up vital new skills

What was the most beneficial piece of information you received on the day that you have taken away and using in your business?

Placida's advice about the importance of online visibility and strategies to stay buoyant was the most beneficial piece of information I received on the day. I have since joined a new networking site and will be investigating two more that were recommended by her.

How did you feel the speakers complimented each other in terms of value?

Although the speakers talked about their individual experiences; each shared knowledge that once put into practice to the letter would lead to outrageous success.

Why are events like these important for business women?

These type of events are inspirational, especially for sole business owners who can sometimes be isolated. They allow business women to share experiences and learn from each other, hopefully for improved performance.

About Placida....

Placida Acheru (right) is one of UK's Top Business Transformational Coaches and Founder of "Coaching 4 Excellence" and is an internationally sought-after speaker, Business transformational and monetization strategist.



More than Just a Travel Agent

Putting family first

Donna Joseph is co-Owner and Sales and Marketing Director of SN Travel, a long standing family business bequeathed to her and her sister by their late father Leslie Joseph in 2005.

Starting her career in banking and finance in a major high street bank, Donna worked extremely hard to position herself into an Account Manager's role, and by the time she handed in her letter of resignation that her boss refused to accept, she was a Mortgage Advisor for her region.

By the time her father had passed away Donna was fully entrenched in the business with her elder sister.

Creating a new ethos

The first thing Donna did was rebrand the company moving from Stoke Newington Travel to simply SN Travel and up-skill the existing staff members to meet the new direction and ethos of the company. Donna was clear that she wanted the company to move from local to global, in order to be more competitive and extend its reach.

She then set about renegotiating her contract with a major airline which increased their bottom line and put them firmly on the travel map amongst their industry peers.

Currently SN Travel has developed:

- Open days for customers to take advantage of special offers
- Launched a flight club for loyal customers which provides a package of benefits
- Offer bespoke wedding packages in the Caribbean

Today SN Travel is utilizing social media to build relationships with their core audience; promote special offers and showcase their products and services.

Leading with a feminine spirit

Donna believes that women should have passion, drive and perseverance in order to succeed and not let challenges and barriers stop them going after their entrepreneurial dreams.

"I want SN Travel to be more than a Caribbean flight specialist but a major player in the market" says Donna. "We have stuck to my father's principles which was always "a great experience, leave it to us!" Simply put, this means exceptional customer service standards to ensure their customers keep coming back!

Charity and community

In addition to running the business Donna says "I am passionate about giving back and that is why I see charity and community as vital to the core business operations. My company flies thousands of people on holiday breaks to the Caribbean Islands, but outside of the luxury of the hotels and fantastic beaches there are natives suffering with very little or no support."

Some of the charities that Donna supports are the Montserrat meals on wheels charity. A small hospital and children's home near Montego Bay called the Noel Holmes Charity and the Fiennes institution in Antigua.

Her company also offers work experience via the Aspire platform to the young people in the local community and encourages them to further their education, knowledge and skills.



Women in Business Conference is supported by the following:-



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