



# Surrey Business Club NEWS

**CHANGE  
OF VENUE!**

www.surreybiz.net

APRIL 2004

## EVENTS

www.surreybiz.net/events

**April 6<sup>th</sup> Royal Sch. of Music, DORKING**

### PRINCIPLES OF SUCCESS

Improve your success in personal and business affairs through applying these principles.

**May 4<sup>th</sup> University of Surrey, GUILDFORD**

### GET AN APPOINTMENT WITH ANYONE!

Methods of getting through to those hard to reach ideal clients and contacts!

**June 2<sup>nd</sup> NESBOT, EWELL**

### MAKING YOUR OFFICE MATCH YOUR BIZ

An untidy office is an inefficient one, so what can you do to improve it?

**July 6<sup>th</sup> Reigate College, REIGATE**

### ?WAYS LADIES CAN DRESS TO IMPRESS

Unconfirmed chance to see the work of two members who help ladies dress for occasions

## 6<sup>th</sup> APR: R. SCH. C. MUSIC, DORKING

### 6:00pm NETWORKING

Strengthen your networking abilities, tell us about your business, seek help with your problems & opportunities, and establish new contacts. All are welcome for this hour-long session. Please try to get to this event on time to avoid interruptions.

Joe Gelona, 01932 223959 networking@surreybiz.net

### 7:00pm BUFFET

Informal stand-up networking, chatting & eating.

### 7:30pm PRINCIPLES OF SUCCESS HOW TO APPLY THEM TO YOUR LIFE & BUSINESS

In business, we are all entrepreneurs, and most of us will be striving to better the money and enjoyment we gain from our work. However, as you'll know, it's not that easy wearing several hats whilst trying to juggle your personal and business life. We tend to end up in the trenches, perhaps unable to concentrate on the important issues, meaning that we are unable to improve matters. The irony is that if we had the time to apply more careful thinking to the way we conduct our lives, then a lot of the deep-seated problems may not have arisen in the first place.

Our speaker is Len Goss of Changing Lives Ltd, helping people to get better results from their personal and business lives. His talk will be interactive, with workshop sections to involve the audience. You will be invited to choose one aspect of your personal or business performance you find limiting and would like to change or improve, and work on it during the workshop. Len will then explain in an interactive question and answer session some fundamental principles including:

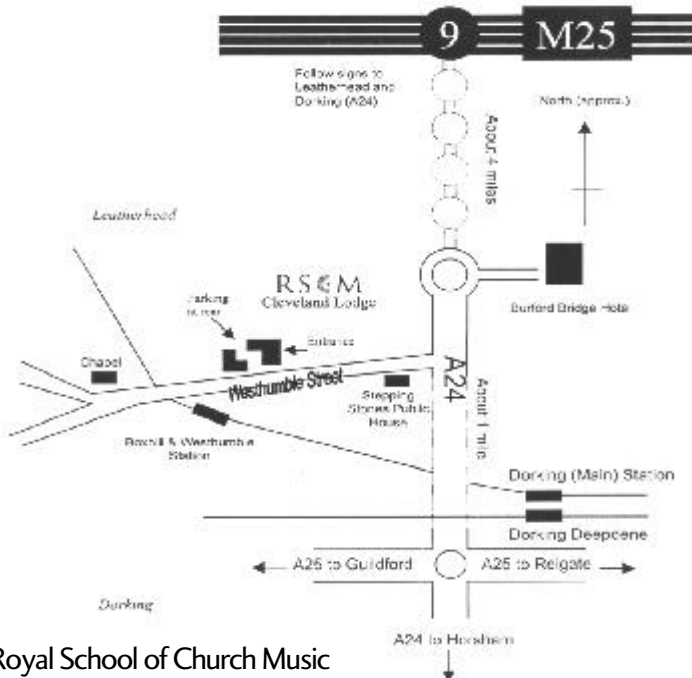
- The Ultimate Success Formula
- The 2 forces that drive human behaviour
- The fundamental human needs
- What stops us performing as well as we're capable

### "YES, I AM GOING TO THIS MEETING"

E-mail: meeting@surreybiz.net or Tel: 01372 800820

by FRIDAY 2<sup>nd</sup> APRIL

GUESTS WELCOME - please ask for an invitation:  
E-mail: guest@surreybiz.net or Tel: 01372 800820



Royal School of Church Music  
Cleveland Lodge, Westhumble St.,  
Westhumble (near Dorking)

Cleveland Lodge is to the west of the A24 between Dorking and Leatherhead, some 4 miles south of Junction 9 on the M25. The sign on the A24 just past the Burford Bridge roundabout states that "Westhumble Station" is 450 yards on the right. For those coming from the south, the sign for Westhumble Station is after the Denbies Vineyard roundabout on the A24 (not shown on map). Cleveland Lodge is situated diagonally opposite the station on Westhumble Street and the entrance for cars is set back on the right as you drive into Westhumble Street off the A24. Follow the drive and parking is at the rear. You should be able to enter through the rear entrance accessed down a short flight of steps.

As we're talking about the above, you'll be able to apply these principles to your chosen performance area. You'll then find out why you are doing what you are doing, and why you have not been able to improve or change it up 'till now. We'll then go through a simple but powerful system of how to change any pattern of behaviour and some techniques you can apply to change to a preferred way of performing. The power of these principles and process is that it can apply to any area of people's personal and business life. All people need to do is to apply it!

Len started off as a Chartered Civil Engineer and then moved into the IT Industry, ending up as Sales and Marketing Director. In the last 12 years he has coached more than 2,000 people to help them get better results in their personal and business lives.



## SPRING REVIEWS

As the mornings and evenings grow lighter and as the last of the winter frosts disappear (hopefully!), there is a great feeling of a new beginning. The first trees are in blossom and others have green buds. The grass is starting to grow faster than even the most avid gardener can mow. So now is the time to review all the New Year Resolutions we made for our lives and our businesses.

### STAGE COACH

These resolutions were made in the midst of a cold grey winter and this made our emotions and optimism pretty cold and grey as well. But with the natural world now bursting with the promise of spring and the warmth of the summer to come, this is an ideal to start over again and put right anything that we feel needs correction in our lives and our businesses. Unless humans interfere with nature, it has its own graceful balance - The old and the used makes way for the new and the vibrant. We can do the same with our

thoughts and our attitudes - perhaps these fondly held beliefs that served us well in the past are due for an overhaul - perhaps it is time to restore our own natural balance - in our lives, and in our businesses.

As we go through life it is worrying how many of us work very very hard in our businesses - so hard that it seems that we have so little time to enjoy what the business is actually giving us. In springtime, we all have the mental attitude to take a fresh look at this - we should all look at the way we are working to see how we can work less hard and more effectively, so that we have more time to enjoy our business achievements and to share with our families. We would have to be very cold individuals indeed to ignore totally the promise of Spring - so we should take some of the promise for ourselves and then make sure we act on it - we all deserve nothing less.

Peter Reed, Peter Reed Coaching Ltd.

Tel: 01306 627496 peterlifecoach@yahoo.co.uk

## LEARNING FOR SUCCESS

From the recent survey and members meeting last month, one of the main reasons for attending our meetings is to learn from others with similar or more experience in running a small business. The SBC Meeting Organisation Group selects topics which they consider are of general interest to be presented at the monthly meetings, but several members expressed a wish to have a more in-depth approach.

Rather than the Club become a 'training provider', the committee invited me (Hazel Bennett) to kick-off the Club's "Training & Professional Development" initiative with a Government and EU-funded 'WorkingSkills' programme. You will be able to take part in four 3-hour sessions to take place before December. In order to organise them, I need the names of people who would like to take part. You'll decide on the topics addressed, and expert speakers or facilitators will be brought in to maximise the course's value to you.

These training schemes are being promoted as a means of increasing the skills in Surrey businesses, giving us access European funding to cover most of the cost. A nominal charge of £25 will be made to cover all 4 sessions. As manager of the WorkingSkills project, I will give you a short overview of the proposal and will be taking names at the coming April Club meeting. The group will be limited to a maximum of twelve participants, and it will be first come first served - so be there with your cheque books! You can contact me by phone or E-mail if you are unable to attend the meeting.

Hazel Bennett, Active Personal Learning  
info@activepersonallearning.co.uk Tel: 01483 574692

## ENTERPRISING WOMEN'S DAY

I was asked by Events Team UK Ltd. (based in Brighton) to promote their "Successful Enterprising Woman" event to be held at Epsom Grandstand on 23<sup>rd</sup> April. The event has support from Business Link and South East England Development Agency (SEEDA), and sponsorship from Microsoft, Southern FM and Lloyds TSB. Their press release says that the event is one of several designed to boost the economy through increased female business start-ups. The Surrey event features local women Lena Benjamin and Natalie Smith from Passionet, the leading UK on-line black bookstore. Melanie Taylor from Orchard Communications is an experienced business owner, who will also be sharing her story. The programme covers financial common sense, on and off-line marketing, networking strategies and achieving the elusive work/life balance. This 'motivational event' is directed by Diana Horner and Justine Avis of Events Team UK, ensuring that the sessions are interactive and practical, as well as entertaining. Justine says, "As well as expert professional advice, delegates have an invaluable opportunity to network and develop the relationships that are so vital to up and coming businesses today."

In return for this advert, we're hoping that they will promote our Club to women at this event. It costs £50, including lunch and VAT, and the doors open at 8.30am, finishing at approximately 5pm. You can find out more from their website [www.enterprisingwoman.co.uk](http://www.enterprisingwoman.co.uk) and click on the "Surrey" index button. To book: [info@eventsteam.co.uk](mailto:info@eventsteam.co.uk) or phone 0773 4979355/0845 6442940.

## ADVERTISING YOUR BENEFITS

Following on from last month's article "Writing to gain clients", this takes the thinking to the next stage. Having established that you need to write about your business from your clients' point of view, hopefully you've worked out what benefits you have to offer them. This isn't as easy as it sounds, as people tend to put 'features' forward as 'benefits'. Features are the number of bristles on a brush, the benefits are that the brush works more efficiently. Now to the advertisement. Think not of car adverts, where they spend multi-millions on promoting a 'lifestyle image'. Instead, think

of a simple eye-catching headline that you feel happy to work with: "Reach your Acme in double time", for example. Then think of simple ways to list the benefits without making it too obvious: "Your money could be working harder for you if your marketing was promoting your products more efficiently". It could be written better, but see that I've got in two oblique references about saving money. Keep your business name until near the end, and make sure your contact details are easy to read. Even better if your advert stands out in some way, and carries the message in as few words as possible. That's where your designer comes in...

Stephen Lewis, Stephen Lewis Design Consultancy

© Stephen Lewis



LEFT: Clockwise from top: John Alves, Chris Evans, Andy Bleach, Karen Ford and John Rankin in deep discussion.

BELOW: Heather Godfrey explains to Andrew Hughes that size isn't everything!

CEN UPPER: Sue Owen and Michael Daykin scan the newsletter with a critical eye!

CEN LOWER: Keith Grover tells Andrew Hughes and Philip Jones that he's up to here in it!

BOTTOM: Gerry Brierley chatting to Deryck Svensson over a bite to eat.

## YOUR TAKE ON YOUR CLUB

Our navel-gazing meeting in March took place at our friends in Farnham, the Surrey Institute of Art and Design University College. As your Chairman, it proved an interesting meeting, as I ended up running the networking for the first time, and leading the meeting. Like many, I don't find networking an natural thing to do, but I do have the Club to thank for giving me confidence to at least have a go at saying what I do! Whilst the networking session is about selling your services, it is just as much about developing your abilities to describe and promote your business.

Having devoured our fill of tasty grub, we decided to use the common room to host the main part of the meeting. A flip chart was found, and your Chairman set about explaining what the evening was about. We don't often hold meetings about the Club, but it's all part of a cunning plan! The survey came first, giving a good idea of the general feeling amongst members. This meeting followed up on that, trying to find new ways we could further develop the Club.

Six committee members said a bit about their areas of responsibility in the Club, introducing their ideas and concerns into the forum. Sue Owen oversaw the timekeeping with an iron fist, varying the time in direct proportion to the speaker's tendency to waffle - Keith Grover naturally got the shortest time! Then the audience, already sitting at tables, were each given the survey results and a sheet of questions, and half an hour to discuss them. Of course, I couldn't possibly comment on what was said, mainly because I was 'floating' and taking pictures! However, the other committee members took part, contributing their ideas into the ring.

Discussions were halted at eight thirty and each group's spokesman told us what had been said. Your Chairman scribbled down comments on the flipchart; here are a few: Newsletter and reminder E-mails earlier in month, and greater newsletter circulation/distribution; breakfast meetings for new members, more debates, workshops and 5-minute slots; web noticeboard, on-line adverts and members' site hosting; directory of members providing training, cooperative training sessions and/or at low cost; networking could be at end of meeting, help more with developing skills, link with other networking groups, and offer training to help people network more effectively. These comments went towards the follow-on management event (see back page). Afterwards, Keith led the stalwarts to Howard Kay's nearby Wheatsheaf pub.

Stephen Lewis, Stephen Lewis Design Consultancy

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© Iain Howell



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**WELCOME NEW MEMBERS**

**JOHN CATON ASSOCIATES**

Mr. John Caton

If you need someone to help you to sort out a management problem, cope with project management or to help you devise ways to measure the quality delivered, then John's your man.

Tel: 01932 242641

Fax: 01932 883016

E-Mail: john.caton@pgen.net

Address: 29, Terrance Road, Green Lane,  
WALTON-ON-THAMES, Surrey. KT12 2SR

**COTECNA INSPECTION LTD.**

Mr. Peter Terry (Business Manager)

You may not be aware of it, but as a business people, we all have a responsibility to fulfil the requirements of Health & Safety at work, even for sole traders. Peter can help sort you out.

Tel: 020 8277 7710

Fax: 020 9277 7809

E-Mail: peter.terry@cotecna.co.uk

Web: www.cotecna.co.uk

Address: 4th Floor, 1 Lampton Road,  
HOUNSLOW, Middlesex. TW3 1JB

**FROM YOUR EDITOR'S CHAIR...**

As always, a warm welcome to our two new members. Here are my thoughts on the SBC Management Afternoon:

**THE WAY FORWARD**

Last month you saw the pretty, if somewhat small, results of the members' survey - this month you can read about how we've tried to digest all that information. This is all part of a four-stage process working towards developing the Club: Stage 1 was the survey, Stage 2 was the 6<sup>th</sup> March Club workshop, Stage 3 was the 24<sup>th</sup> March SBC Management Afternoon, and Stage 4 will involve drawing up a plan based upon all this information.

Your Chairman devised the Management Afternoon as a way to focus the minds of all those involved in running the Club (eight committee members and five support 'staff'). Eleven of us met at my pad in the depths of Hampshire, naturally starting with a buffet! Having learnt a lot from members, we were able to discuss what we should be concentrating on in order to strengthen and develop your Club. Before we were five-minutes in, Joe Gelona asked what we exist for, highlighting one of our key issues: what members expectations are when they 'Join the Club'. Joe says he joined in the hope of gaining more business, and many of us agreed that we had initially joined for the same reason. However, whilst it is true to say that some of us do business together, it is not the mainstay of the Club's benefits. Sue Owen's discussion group coined the strapline: "Forum for SMEs to develop business relationship skills within a supportive and social community" Although a bit jargony, it is saying that we are a place to learn and develop both yourself and your business. Joe says that developing the networking aspect of the Club is a challenge because of the problems of time and attendance. We are in agreement that we do not want to compete with BNI/BRE. Thus, we need to think carefully about our benefits,

**DINING CIRCLE**



In March, we met on Tuesday 16<sup>th</sup> at The Star pub in Malden Rushett (near Leatherhead). Nine of us enjoyed a meal together - full marks for commitment go to Joe Gelona who, despite having forgotten about the meeting and eaten, came late to make us ten. It was good to see a few new faces, as well as the usual devotees of SBC leisure. There were no games this time, but we were none the worse for it, leaving Paul Cawthorne and Mike Waller to discuss horse boxes!

In April, we're having an 'Easter Special' meeting at The Cricketers pub in Horsell, near Woking on **Monday 12<sup>th</sup> April**, 7pm for 7.30pm meal (last meal orders 8.30pm). This month's venue is local to Philip Jones, offering a Jazz accompaniment to our grub. You'll find details on [www.waverleyinns.co.uk](http://www.waverleyinns.co.uk) and it is located in Horsell Birch road, joining the north end of Horsell High Street (GU21 4XB). There is a map link from their 'Contacts' page. Please book now on:

[dining@surreybiz.net](mailto:dining@surreybiz.net)

**BOWLING**



Six of us met to play on Monday 22<sup>nd</sup> March, reverting to our usual venue, the Spectrum Leisure Centre in Guildford. Whilst your Chairman came last as usual (although improving), the evening was won by Brian on 250 for his two games, closely followed by the Svenssons (Deryck and Linda). For the many that don't attend, you are missing the friendly networking chats between playing, the chips and the peanuts! Yes, there's a licenced bar and a pizza joint, all within a few yards. We then went to the 'Parkway' Brewer's Fayre restaurant nearby for an enjoyable meal, seated round a large circular table.

Next bowling event: Tuesday 20<sup>th</sup> April at Spectrum Leisure Centre in Guildford, costing about £10 including shoe hire. As usual, we'll be playing from 7pm until about 9pm, with a meal out afterwards. To book: [bowling@surreybiz.net](mailto:bowling@surreybiz.net)

**GOLF**



The golfers played in March, but have no details. The next date is Friday 23<sup>rd</sup> April at Milford Golf Course, with places for 8 people, so book now. For details of times and price, please E-mail Deryck Svensson on: [golf@surreybiz.net](mailto:golf@surreybiz.net)

and make them clear to prospective members. We also need to work hard to retain members, as it's much better use of your money to spend it on servicing your needs. We are keen to develop the training side of our work without competing with members, as is said elsewhere in this issue. The website needs work to make it a tool for members and the meetings programme needs careful thought to keep up our quality standards. There are lot of ideas rattling round in our heads, and we shall be feeding them into our plan, stating both what we are now, and where we want to go. This in turn will benefit you through helping us to provide more effective and wide-ranging services. Watch this space...

 <p>Surrey Business Club <b>OFFICIAL MONTHLY NEWSLETTER</b></p>	<p><b>CLUB SPONSORS</b> Iain Howell Photography <b>Unidirect</b> <b>Nesect</b> <small>The Surrey Institute of Golf &amp; Leisure University Course</small></p>	<p><b>NEWSLETTER &amp; CHAIRMAN</b> Stephen Lewis, 4 Archery Rise, ALTON, Hampshire. GU34 1PG <a href="mailto:sbcnews@surreybiz.net">sbcnews@surreybiz.net</a> 01420 594644</p>	<p><b>MEMBERSHIP:</b> Elaine Wright 40 Cannon Grove, Fetcham, LEATHERHEAD, Surrey. KT22 9LH <a href="mailto:membership@surreybiz.net">membership@surreybiz.net</a> 01372 372038</p>	<p><b>SECRETARY:</b> Philip Jones Comrie House, Grange Drive, WOKING, Surrey. GU21 4BU <a href="mailto:secretary@surreybiz.net">secretary@surreybiz.net</a> 01483 772698</p>
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