



Surrey Business Club NEWS

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JULY 2005

EVENTS

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July 5th UniSdirect, GUILDFORD

'LEADING THE FIELD' EVENT
Special ESF/UniSdirect-sponsored event with two speakers - helping you to be a leader!

August 3rd (Wed) Village Hall, WOTTEN

BARBECUE & GAMES
Your chance to let your hair down, eat, drink, chat and perhaps play a game of boules.

September 6th Pine Ridge Golf C, FRIMLEY

PUBLIC SPEAKING MADE EASY
Details to be confirmed. This is a joint meeting with Lightwater Business Association.

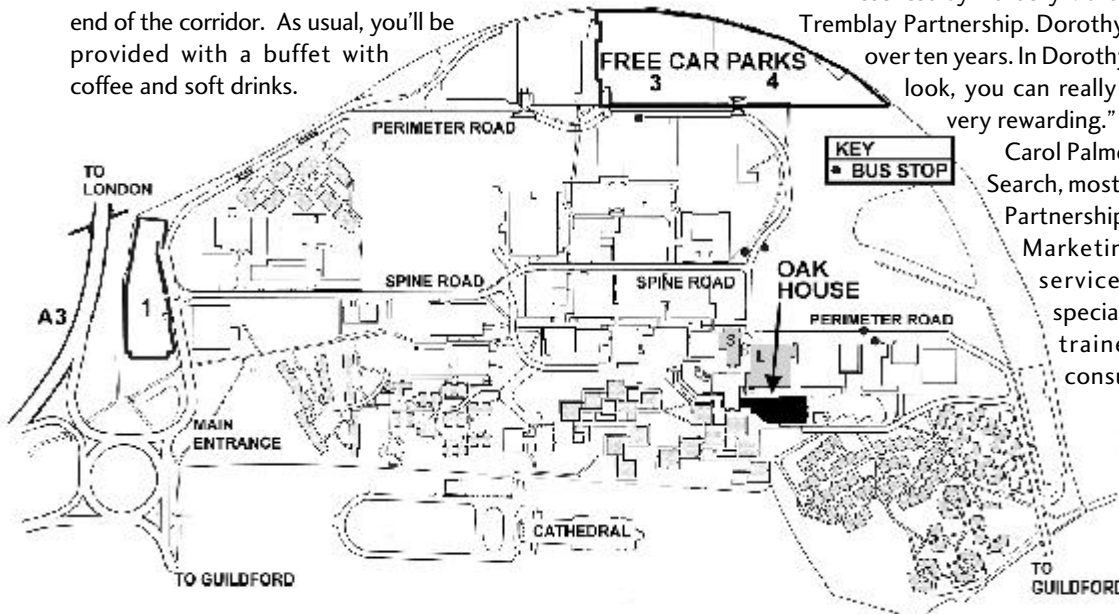
October 4th UniSdirect, GUILDFORD

'SPEED NETWORKING 100' EVENT
Another chance to promote your business to a room-full of people.

OAK SUITE, OAK HOUSE, SURREY UNIVERSITY, GUILDFORD

Entering from either end of the campus, follow the Perimeter Road to free car parks 1, 3 or 4. On foot, follow signs to Information and Security at Senate House. Once you are outside Senate House ('S' on map), take the nearby flight of steps up, and follow the alley ahead as it passes through the building. The alley takes you up another flight of steps; at the top take the nearby door into the Oak House building. Make your way up to the Oak Suite on the top floor using either the lift or stairs. Once you have entered the Oak Suite, please sign in at the reception desk and pick up your lapel badge.

The main event is in rooms 1 & 2 at the end of the corridor. As usual, you'll be provided with a buffet with coffee and soft drinks.



5th JULY: Surrey University, GUILDFORD

'LEADING THE FIELD' SEMINAR

Come and enjoy a productive and entertaining business-focused evening with a double bill of accomplished speakers who are leaders in their own fields. There'll be plenty of opportunities to network with other Surrey businesses over the buffet.

Pre-register by
FRIDAY
1st July

EVENT FREE

Register:
meeting@surreybiz.net
www.leadingthefield.co.uk
01737 555538

6:00pm **REGISTRATION & BUFFET**

7:00pm **PART 1: 'INNOVATION & CREATIVE THINKING'**

An interactive discussion session looking at leading through innovation facilitated by Richard Fox and Ray Lamb of The Learning Corporation, with plenty of audience participation.

Ray has worked with corporate clients VISA International, HP, Xerox, Armature, Aprisma and JBA in the development of their leadership and coaching skills.

8:00pm **BUFFET**

8:15pm **PART 2: 'OUT OF THE CLOSET...'**

The way you look and how you present yourself can make the difference between winning and losing in business situations. Dress to impress for business, whether it's in the boardroom, managing on the shop floor, or presenting in the Dragon's Den... and learn what not to wear! This light-hearted look at an essential business skill could have a serious effect on your bottom line.

Presented by Dorothy Murdoch and Carol Palmer of The Barney Tremblay Partnership. Dorothy has been an image consultant for over ten years. In Dorothy's words "By improving someone's look, you can really improve their whole outlook. It's very rewarding."

Carol Palmer spent over 20 years in Executive Search, most recently as a Partner in the Curzon Partnership, finding major Board level Sales, Marketing and Managing Directors for service-based organizations. She specialises in career counselling and is a trained style coach and image consultant.

9:00pm **BUFFET**

9:30pm **CLOSE**

SPEAK CONFIDENTLY, SPEAK POSITIVELY, SPEAKEASY!

Managers of SME's in Surrey and the surrounding areas are invited to attend a **free 2 hour seminar** on presentation and communication skills training, hosted by Guildford based training company Speakeasy4business. The seminars are on Tuesday 5th July from 3.30 - 5.30pm, and Tuesday 12th July from 6 - 8pm, at a central Guildford location. Local business people are invited to come along and explore key skills that will help them unlock their public speaking potential.

Speakeasy4business is headed by William Akerman, an accomplished lecturer and commentator. He regularly makes presentations to large city-based audiences in the UK and USA, as well as writing a weekly column in 'The Business' newspaper. William is a great believer in the power of effective business communication, but understands just how terrifying speaking in public can be for most people. "Most of us hate the thought of speaking in front of an audience, but it's something we all have to do at some point in our lives, whether it's attending an interview, making a business presentation or even giving a speech at a wedding. In fact glossophobia, or fear of public speaking, is one of the biggest worries for people at work, but it doesn't have to be daunting" says William. "Professional training can help transform even the most nervous speaker into someone able to communicate confidently at all levels and it's a life skill we all need."

Speakeasy4business specialises in training people in presentation and communication skills for businesses and organisations in Surrey. Our training courses are suitable for anyone who has to communicate information in a business environment. That can include almost any situation, from participating in a meeting to making a presentation to a large audience. Speakeasy founder William Akerman has many years international experience in lecturing and public speaking and his real life experience is a valuable component of the course curriculum.

William has put together an experienced team of trainers who are experts in business communication. This includes professionally-trained actors from the renowned Guildford School of Acting, specialising in body language and voice emphasis. Courses cover all areas including presentation and communication skills, public speaking, meetings, sales and negotiation techniques. Training is primarily workshop based, involving lots of hands-on exercises to build confidence, understand body language and unlock vocal potential. Practical information and advice includes presentation structure and development, delivery techniques, using audio visual aids etc. Group sizes are limited so that each person receives plenty of individual attention.

An individual training programme is created for each business, either by mixing and matching existing modules, or by building a completely bespoke package. Ideally, training is carried out at the company premises in order to minimize cost and avoid disruption. Following the training each participant receives an individual "Road Map" including an individual analysis, and plan of action to build on the skills they have learned.

To reserve your place on the free seminar please E-mail Sue Parks on sue@speakeasy4business.com. Further information on the company and the courses on offer can be found on the website www.speakeasy4business.com

NEW SCIENTIST: SEEING RED, EXERCISE & POSITIVE THINKING

Our next Club Meeting, Leading the Field, includes a presentation on what the successful business person should be wearing. You can get a head start on this from a recent report in the New Scientist which reports research from Durham University in which the results of four combat sports were reviewed. Contestants were randomly assigned either a red or blue kit, and of the 441 bouts, 242 were won by the red-kitted contestants, giving them a distinct edge. And five teams in the Euro 2004 competition which had predominantly red colours in their kit scored one goal per match more than their opponents. So it seems that for the power negotiation you should be wearing red, but maybe for the contact-making initial visit to a new client, some other colour will lead to a more relaxed atmosphere.

Need a fifteen percent boost in your concentration and reasoning abilities? Then go for a hike. A gentle half hour walk three times a week can have this effect, reports the New Scientist, and it works on people of all ages. The fresh air encourages the take up of oxygen and helps the generation of new brain cells. Even gentle exercise has a beneficial effect, though not quite as you might expect. Considering a variety of poses, researchers found that the best way to get a mental lift from Yoga is to bend over backwards. Furthermore, it works the other way round. When volunteers just thought about exercising their biceps for 15 minutes a week for 3 months they became 13% stronger. Its the power of positive thinking!

Philip Jones, Water Environment Consultants Ltd.

SET ACHIEVABLE TARGETS FOR YOURSELF EACH DAY

Are you the sort of person who just works until there's no more work or you're too tired? In other words, when you start each working day, do you muddle-on from the previous day's work? If so, you are just adding to your stress-levels because you never achieve anything other than finishing a job. It sounds logical to say, "I want to finish this contract by a week on Thursday." However, by working to these relatively long target-dates, it means that you don't often feel like you've got anywhere. And when you finish a job, you're often too tired and fed-up with the work to feel much pleasure of achieving the finished product.

I'm not going to say that I am the most perfect achiever - my clients, family and friends will testify to that. However, one thing I try to do is set a series of achievable targets each day. I don't generally write it down, I just decide that I want to do a set number of tasks. I then work to complete those tasks by the end of the day. If I achieve what I set out to do, which I often do, I can quietly rejoice in my success. Doing this as often as I can does give me the feeling of getting somewhere, even if the whole picture is one of unfinished work! Beyond this, I often plan several days in advance in my head, and if it looks like I'm not going to achieve all that needs doing, I reschedule before the event. This avoids a last-minute climb-down, and whilst you can't avoid letting people down, having notice helps to reduce the pain. This is effectively project-planning, and there's a lot involved in doing this well, but that's another story!

Stephen Lewis, Stephen Lewis Design Consultancy

SECURING FUTURE BUSINESS

It's never a dull moment with SBC! When NEScot told us at the eleventh hour that we couldn't have the usual room for our June meeting as it was needed for exams, we had to move fast to find an alternative.

Luckily, Paul Cawthorne, who was organising the event, managed to book a room at his golf club at Kingswood, where the SBC Golf Circle are regular visitors. A very smart place it is too - we certainly do find some excellent venues for our meetings. The catering was well up to SBC standards as well, even including vast platters of freshly cooked chips with mayonnaise, and smoked salmon sandwiches. What's more, the clubhouse bar meant we didn't have to head off in search of a pub afterwards.

After the introductory networking session, there were three presentations from organisations that Paul works closely with to provide IT solutions for SMEs. What might have been a fairly 'technical' subject area was brought to life by these experts, with a good dose of humour thrown in.

First up were Richard and Nick from TMC Data Management Services Ltd. showing us the INUV electronic filing system. This allows companies to scan every hard copy document they receive and file it alongside all the other document files they create themselves. It really is approaching the ideal of the 'paperless office'. Every document you deal with is stored forever, safe from fire and flood, instantly retrievable and searchable - and the whole thing actually works out cheaper than archiving real paper.

Then Andy from Inty showed us his 'internet solution in a box'. This cheerful-looking self-contained blue and orange device sits between the user and the internet to get rid of spam and viruses - and can generate reports on individuals' internet usage. Many employees use the company's time and broadband connection to 'surf as they work.' The statistics are alarming - 70% of email is spam, 50% of internet access in office time is personal, and there will be 200 billion virus attacks in 2006.

Finally Andy from Artemis 3 introduced another clever device - this time a more sober black box providing automatic data backup. It remembers to do those essential back-ups that we humans seem so reluctant to do ourselves, and stores copies of your data offsite. With this kind of protection, you can recover from a disaster in no time, and ensure your business survives.

All in all, the evening provided a fascinating insight into how technology which until recently was science fiction, or at least the preserve of mega corporations, has become an affordable reality in everyday use in businesses of all sizes.

Our thanks go to Paul for putting together an informative, entertaining and fun evening - and I think the first ever SBC venue where beer and chips were on offer!

Keith Grover, FreelanceCopy.co.uk

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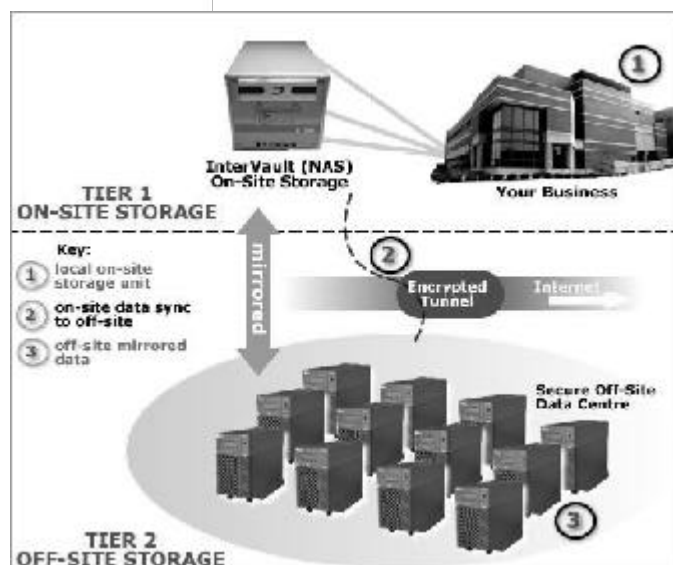
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WELCOME NEW MEMBERS

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Mr. John Thornely

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E-Mail: john@compass-point-properties.com

Address: 75 Lower Road, Fetcham,

LEATHERHEAD, Surrey. KT22 9HG

MATERIAL ALWAYS WELCOME...

I'm always glad of interesting articles to publish in SBC News. If you can manage to put finger to keyboard every now and again it helps to make the newsletter more interesting, and make it something more than a letter from Stephen Lewis! I'm especially keen to receive articles that offer specific help with a problem - perhaps to do with your field of expertise, or something you've read. It's a good way of keeping your name in the forefront of people's minds, and to help others.

Stephen Lewis, Editor



BOWLING

Eight of us were at the June ten-pin bowling session at The Spectrum, Guildford. We welcomed new member Richard Pawsey (above) and prospective member Shyam Muhandirange. Richard is a league player, bringing several balls and all the special gear - he won with 343 for his two games. Shyam had never played before (so he says!), but managed to get three strikes, four 'spares' and a respectable 228 for his two games. Deryck came second overall with 313, Brian Finley came third on 272 leaving Philip Jones behind on 252. We all did well - I think Richard's presence made us all a bit more competitive. We ate at the nearby Brewer's Fayre.

Join us for the next Bowling evening on **Tuesday 12th July** at the Spectrum Leisure Centre in Guildford, costing £9.20 including shoe hire. We'll be playing from 7pm until about 9pm, with a meal out afterwards. Book: bowling@surreybiz.net



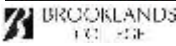
Our resident golfers Deryck Svensson (left) and Richard Jones (below) showing us the Surrey Business Club smile! Remember, life shouldn't be all work and no play - our Leisure Circle events are there to help you unwind, whilst also allowing for a bit of gentle networking over a pint.



GOLF

3 of our budding golfers played at Cuddington on Wednesday 22nd June. Richard Jones came top on 31, followed by Paul Cawthorne on 29 and Deryck on 26. Next month's golf will be on **Thursday 21st July**. If you'd like to play, E-mail Deryck on: golf@surreybiz.net



 <p>Surrey Business Club OFFICIAL MONTHLY NEWSLETTER</p>	<p>CLUB SPONSORS</p>   	<p>NEWSLETTER & CHAIRMAN Stephen Lewis, 4 Archery Rise, ALTON, Hampshire. GU34 1PG sbcnews@surreybiz.net 01420 594644</p>	<p>MEMBERSHIP: Linda Haynes Upper Lodge, Holmbury Hill Rd Holmbury St. Mary, DORKING, Surrey. RH5 6NR membership@surreybiz.net 01306 730074</p>	<p>SECRETARY: Philip Jones Comrie House, Grange Drive, WOKING, Surrey. GU21 4BU secretary@surreybiz.net 01483 772698</p>
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Surrey Business Club is a not-for-profit organisation providing a forum in Surrey for people owning or employed by a small to medium enterprise, helping them to develop professional skills and business opportunities in a supportive social environment.