



Ulster Bank



Women in
**Business
Magazine**

AUTUMN 2020 | ISSUE 23



 Young
Women's
Network
In Partnership with
 **Ulster Bank**

LAUNCH OF YOUNG WOMEN'S NETWORK

THE FUTURE OF ENERGY

NEW EVENTS SCHEDULE



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Chair's Message

At the beginning of the year, we could not have predicted such an impact to our personal lives and the economy of Northern Ireland. It is with reassurance that Women in Business will listen to the voices of our members and continue to deliver our dedicated support throughout 2020. Now, more than ever, our members need us. We will work together to ensure that the Northern Ireland Assembly meet the obligations that they have towards us all, both socially and economically.

On reflection of the first months of 2020 for Women in Business, we had the success of our Women in Tech and Annual Female Entrepreneurs Conferences. The team quickly adapted to the needs of our members and launched a wonderful online events schedule, which we will continue to deliver upon throughout the year.

Our 'Yes You Can' programme continues to offer a platform for female entrepreneurs from across Northern Ireland to flourish in the start-up stages of business.

We are also delighted to welcome outstanding corporate members to our network such as NI Fire and Rescue and leading law firm, Tughans.

From the official summer launch of the Young Women's Network, in partnership with Ulster Bank, we will continue to encourage, educate and evolve our future female business leaders who follow us.

I am passionate about leading our team to help all women in business recover and grow from the sets back that they have faced. Together we will rebuild and come back stronger.



**Procurement Director
Bombardier Aerospace**

Chair of Women in Business

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Take a Break. Your wellbeing and leadership depend on it

Dear Readers,

There is no doubt that at the moment, we need continuous improvement, things are extremely challenging and many of us have been flat out since March. Back in March we all thought we were looking at 2, max 3 months of a total new environment, who knew, we would be still in state of unprecedented change and challenge 22 long weeks later. Even now we sit in fear of a second wave of Covid-19, this continued state of heightened alert and delivery is unsustainable and without a break, we will break. Dr. Covey talked in his book about the need to sharpen the saw; which means preserving and enhancing the greatest asset you have--you. It means having a balanced program for self-renewal, it means, if the saw is blunt it won't work very well!

A recent survey from Aviva revealed that the UK's workforce is at risk of burnout due to being unable to switch off from work, even at the weekends. The research found that 72% are checking their emails outside of work hours in what should be downtime.

As we grow increasingly more connected through technology and social media, it is becoming more and more difficult to separate work from our personal lives. It is commonplace to check emails at all hours, take business calls outside of hours and work on our laptops on weekends. No big surprise there but it has to stop, or we will all become more and more "blunt"!

It is all our responsibility to look after ourselves but even more so our leaders, we need them performing at their very best now, making timely, decisive and clear decisions. These are decisions which will impact us all. So, look around, who hasn't had a break? Support and encourage them to take one, to take a proper break.



August is typically the busiest month for holidays, and due to current Covid-19 travelling restrictions, the majority of us will now be opting for a much well-deserved staycation on the beautiful island of Ireland instead of a trip abroad. This means closer to the home office than originally planned and an increase in temptation when it comes to opening the laptop to check in with the team.

We must take the timeout from work that allows us to rejuvenate and refocus, and we must stop ourselves from crossing the very thin line between work and life. It is tough for everyone in this fast-paced, on-the-button business world to disconnect and there is no perfect answer or solution. Business leaders, need to lead by example, they should take their 2 weeks break, they should leave their work phone at home and their Out of Office messages should include a note advising that emails received during the Annual Leave dates will not be reviewed or will be deleted. Any message that is important enough will be resent when you are back.

Work is about achieving results, however, if you don't allow yourself to relax and unwind in your off time, these results will feel far less achievable. All our jobs and roles require us to be present and productive, all our jobs and roles are important, it's not money that makes the world go around, it's people... so I take a break!

Roseann Kelly MBE
Chief Executive Office
roseann@womeninbusinessni.com



Young Women's Network launched - Join today!



Women in Business have announced the launch of an innovative Young Women's Network, (YWN), in partnership with Ulster Bank. Available to all young women age 18- 25, the initiative will provide an exclusive platform to come together to encourage, educate and evolve. With an annual membership fee of just £20, the professional tools and crucial networking opportunities the young women will receive will be key to achieving their personal development goals.

Speaking of this unique network, Head of Membership Clare Gallagher, Women in Business explained, "We are delighted to be launching our Young Women's Network in partnership with Ulster Bank as we want to support young women to connect, grow their network, reach their full potential and to achieve all their ambitions. Young people (under 25 years of age) are critical to the future economic development of our economy. Empowering young people to establish

and grow their careers or set up their own business is part of the solution."

Joanne Wilson, Customer Experience Lead at Ulster Bank, highlighted the importance of supporting the Young Women's Network, "At Ulster Bank we recognise the value in having access to strong mentorship and guidance throughout all stages of your career, however this can be especially important for graduates and new-recruits.

"Working with the Young Women's Network allows our colleagues to pass on their expert skills and advice and pave the way for the next generation of female business leaders to thrive. Supporting female entrepreneurship is a key priority for our teams across the business and we have introduced a series of measures to support women and their businesses through our Entrepreneur Accelerator Programme and the Back Her Business initiative."

Margarita McNally, 23, Membership Executive at Women in Business and Francesca Morelli, 23, Co-Founder at

VAVA Influence will lead on this exciting initiative and look forward to welcoming all new YWN members. Francesca commented, "I am delighted to be invited as a representative of the New WIB Young Women's Network. This is phenomenal support for young women and brilliant to have that experience, guidance and mentorship only an email intro away."

Women in Business believe it is never too early for young women to begin making useful connections and understand the difficulties they may face when trying to do so. The YWN will offer much needed guidance and first-hand knowledge and experience that can only motivate and turn thought into action.

YWN members will be able to avail of all WIBNI membership and will gain additional benefits from exclusive events and programmes, from invaluable mentoring opportunities to a seat at the YWN committee table.



Leading Private Client Lawyer, Fiona Kirkpatrick of Tughans



Everyone needs a lawyer and Tughans' newly appointed private client specialist and director Fiona Kirkpatrick is the kind most of us should reach for when life events require sensitive managing.

As a private client lawyer, Fiona advises on areas from personal wills to family businesses and succession planning. In Northern Ireland's economy, three quarters of businesses are family-owned. Therefore, succession planning, wills, personal wealth, estate planning, trust structures and power of attorney where mental capacity requires it, are key priorities. For many people, these are areas which sooner or later, if they have not already arisen, will appear on the to-do list.

"The kind of work I do is as relevant to a sole trader running an artisan food production firm or a tech start-up as it is for larger employers and corporates," says Fiona. "At some point in everyone's life the law is something we have to engage with and for which people need expert advice. This could be anything from residential conveyancing to selling off the shares in your family business."

Because areas of small and family businesses can be so sensitive, the need for objective expertise to resolve certain issues can often become an opportunity for growth and expansion.

"I enjoy this one-to-one interaction with private clients because on occasion I will be their first introduction to the legal world but more often, they may find comfort and

relief in being able to manage a life event or business decision with the help of an objective perspective," she says.

As a qualified Trust and Estate Practitioner (TEP) and a full member of STEP (Society of Trust and Estate Practitioners), Fiona acknowledges that fresh challenges lie ahead for us all and that could mean greater demand for private client legal advice.

Get in touch with Fiona at:
fiona.kirkpatrick@tughans.com or
visit [website www.tughans.com](http://www.tughans.com)



Jennie Wallace of Beyond Skin Clinic Reflects on a Challenging Year

It has been an usual time for many businesses having to close their physical premises. Some fortunate businesses were able to pivot and trade online during lockdown. One such business was Beyond Skin Care, a specialist aesthetics clinic.

Just as the clinic was gearing up for traditionally its busiest quarter and planned fourth birthday celebrations, the Covid-19 pandemic presented challenges that meant client treatments were suspended for four months. The business was forced to furlough 85% of their staff and find new ways of doing business and connecting with their customers.

Beyond Skin Care managing director Jennie Wallace is no stranger to operating under pressure. After being made redundant at six months pregnant she saw an opportunity to open a new kind of aesthetics clinic, and Beyond Skin opened its doors just six days after the birth of her daughter.

Jennie said, "We're primarily a hands-on service and due to the Covid-19 pandemic

we were forced to pull down the shutters on our physical location but we wanted to keep a connection with our customers". Rising to the challenge, Jennie saw lockdown as an opportunity to grow the digital side of the business, partnering with new suppliers and growing a new revenue stream. The Clinic hosted online interactive workshops through Zoom encouraging discussion around common skincare concerns including acne, rosacea, menopausal skin changes and a live stream lunchtime #FridayFacial treatment demo.

"I began by promoting free online video consultations and offering free skincare advice which were popular, and we are continuing to offer these for people who might not feel ready to come into the clinic. I also reviewed products that we sell in-clinic alongside how-to guides and at-home treatment demos", said Jennie. "We were able to take advantage of digital mentoring support to forge ahead with a digital first offering. We brought a senior aesthetics therapist back from furlough offering the opportunity to upskill and train in digital consultations and facial demonstrations.

We invested a small amount in an iPad and a tripod and are so pleased our new way of working has paid off".

Beyond Skin, who are multi-award winners, including the 2019 Women in Business Small Business Award for Best Marketing Campaign and Best Clinic in Ireland title at the 2019 Aesthetics Awards, have seen their videos viewed over 8k times. With over 5k new users on their website between April – June, this helped to generate over £9k in online sales in 13 weeks. Jennie thanks her Clients who have been embracing online too with glowing feedback! Jennie concluded, 'Throughout lockdown we had to be bold and dive in at the deep end. My advice to anyone is to don't be afraid to try new things and challenge the way it's always been done. It has definitely paid dividends for us at Beyond Skin".

Visit the Beyond Skin Care website:
www.beyondskinclinic.com or
 @beyondskinclinic on social media
 Call 028 9033 3858 for more info



We've made it our business to support yours

Small businesses get free access to Business Builder, our online learning programme with a range of learning tools and a community of like-minded business owners.

Jacqueline says:

"Business Builder gave me the opportunity to gain knowledge about business strategies and

techniques, and helped me build my confidence in growing my business. The modules were flexible, and I could complete them in the evenings when my children were in bed. My business has grown rapidly this year and I feel this is testament to the support and advice I have gained from this excellent programme."

See how the programme can help your business.

[Search Ulster Bank Business Builder](#)

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Jacqueline,
founder of Jacqueline
Rooney Art and Ulster
Bank customer

The future of energy



With a target of net zero carbon by 2050, NIE Networks is putting sustainability and decarbonisation at the forefront of their business plans. The company are demonstrating their commitment to reducing their own energy consumption through the recent appointment of Judy McElroy to a newly created role for the business of Sustainability Manager. We talk to Judy about her career progression and what it means to be involved with the future of energy in Northern Ireland.

Sponsored by NIE Networks, Judy McElroy graduated with a 1st Class (Hons) Masters degree in Electrical and Electronic Engineering from Queen's University Belfast in 2012, before moving into a permanent role with the organisation.

"NIE Networks sponsored me through their annual scholarship programme in Electrical and Electronic Engineering. Whenever I graduated I went straight into the role of Cable Asset Investment Engineer which really kick started my career and I've climbed the career progression ladder at every opportunity. Working across different roles and managing large teams meant I was ready to take on this new challenge as Sustainability Manager."

NIE Networks places huge emphasis on the growth and development of their employees and Judy's career development within the organisation is the perfect example.

"My previous roles had sustainability at the core because they looked at how our underground cable electricity network performs and the longevity of operating that network for the future. So right from the start my roles, supported by ongoing mentoring and training, have led to where I am now as Sustainability Manager."

Electricity has a key role to play in decarbonisation and NIE Networks is leading the way with connecting renewable generation to its network, with over 23,000 customers in Northern Ireland now generating energy from renewable sources. As an organisation they are also striving to reduce their own energy consumption and have appointed Judy to devise and implement a Sustainability Action Plan.

"I have an opportunity to put my stamp on the future of this aspect of the business for NIE Networks and that's a really exciting

place to be. The important thing is that we are doing what we are asking other people to do and can be shown to be leading the way. It's a great opportunity for me at this stage in my career to be part of a campaign that is putting behavioural change at the forefront of people's minds, allowing them to be more mindful in their choices.

"We are looking at everything from the efficiency of our buildings to changes to our fleet and supply chain. Paper reduction, waste recycling and how we can give back to the environment. Last year for example we picked up the Platinum award at the Northern Ireland Environmental Benchmarking Survey for the third consecutive year and we continue to lead the way in the industry, having been the only utility to have received the Platinum accolade.

"We've also established a dedicated partnership with The Conservation Volunteers (TCV) and have committed to planting hundreds of trees across Northern Ireland, as well as supporting the growth of native trees by training staff to identify and collect locally sourced seeds that will then be grown at the TCV Tree Nursery."

Although the pandemic brought challenges, NIE Network staff have adopted new behaviours and Judy believes the restrictions played a fundamental role in kick starting the organisation's sustainability measures.

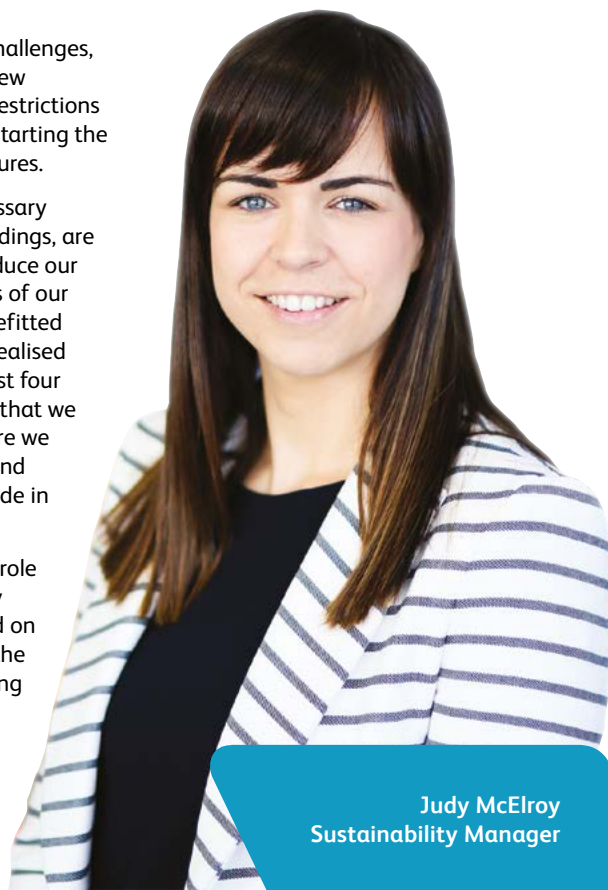
"The reduction in mileage, unnecessary travel and working from office buildings, are all contributing to our target to reduce our business carbon footprint. In terms of our sustainability targets we have benefitted from the slow down and we have realised energy reductions targets in the last four months that superseded anything that we were expecting. I want to make sure we are working in the right direction and we don't lose the strides we've made in recent months."

As Judy gets to grips with her new role and sets out the new sustainability framework, she is also still focussed on mentoring those coming through the industry behind her and encouraging others to consider an engineering career. NIE Networks recognises there is a shortage of skills within the electrical engineering industry, particularly amongst females, and are striving to increase awareness of STEM

subjects and of the careers on offer within the energy industry particularly to attract more female employees. Although Judy acknowledges she is a minority in the field, it has never held her back and she encourages others to do the same.

"I never seen it growing up as a 'man's job'. I just knew that my dad was an electrical engineer, I was interested in what he did, and there were never any barriers to me from a personal perspective. I would encourage people to recognise it's an industry for everyone and it will thrive on diversity. NIE Networks has afforded me an opportunity that I maybe wouldn't have found elsewhere. They share the same underlying values as I do, that your performance should speak for itself and if you perform well, there is no reason why anything else should play a part in your growth.

"Saving our environment and our planet has grown to be one of the most critical aspects of our future and I'm working at the heart of that. For anyone reading this who wants to be part of that too the opportunity is there for the taking."



Judy McElroy
Sustainability Manager

Women in Business Events: Ahead Of The Crowd

At the beginning of the year Women in Business delivered two key conferences and four networking events including a VIP Screening of Little Women, a business card swap at Babel, an insight into social media law with Cleaver Fulton Rankin as well as a resilience masterclass with Allstate NI.

Our annual conferences included the Women in Tech Conference which, for the first time had all content provided by the steering group. This change in format revealed the power of the female talent in the tech industry in Northern Ireland. The conference was held at Titanic Belfast and welcomed over 330 delegates for a day of panel discussions, breakout sessions and keynote speakers.





Later in the year Women in Business and Enterprise Causeway took the leap and moved the fast-growing Female Entrepreneurs Conference to the Tullyglass Hotel in Ballymena. With numbers of over 240 attendees and 21 exhibitors within the market area, this conference was an empowering day of female entrepreneurship where we heard from local and international businesswomen. The Yes You Can £20k pitching competition also took place live during the conference and the day encompassed support with the unique "Ask & Share" interactive wall.

Women in Business was able to get a month into the newest live events schedule when the global pandemic hit our shores. With businesses all but coming to a halt, the team at Women in Business were quick to react and placed as many events from the schedule online as possible. Not only did Women in Business deliver those events online, Women in Business also went above and beyond to include much needed networking, social and wellbeing events. Some of the fabulous events included the WIB Quiz nights with Emer Maguire, a cookalong with Suzie Lee and evenings of craic and conversation with Pamela Ballantine and her wonderful guests.

From April to June Women in Business welcomed over 720 attendees online at 34 events over the course of the three months. Looking ahead Women in Business have a new opportunity to further include as many members regionally as possible with the new virtual schedule of events and cannot wait to see you all online soon.



Our brand new online events are ready and waiting for you to book today!

In our continued support for our fabulous members and friends across NI, both personally and professionally, we cannot wait to see you all virtually soon!

To book, please visit: www.womeninbusinessni.com or let us know how we can help via email: info@womeninbusinessni.com

START NEW

September

Women in HR & People Management Round Table

Date: Thursday 3rd September
Time: 10.00 - 11.00

An Evening with Women in Agriculture

Date: Tuesday 15th September
Time: 19.30 - 20.30
Speaker: Kelda Crawford McCann

Social Selling

Date: Thursday 17th September
Time: 10.00 - 11.00
Speaker: Camilla Long

Positive Mindset - Positive Result

Date: Tuesday 22nd September
Time: 10.00 - 11.00
Speaker: Tove Kane

The Worries, The Wonders, The Wins

Date: Thursday 24th September
Time: 10.00 - 11.00

October

Young Women's Network Round Table

Date: Thursday 1st October
Time: 14.00 - 15.00

Women in Finance Round Table

Date: Tuesday 6th October
Time: 10.00 - 11.00

New Members' Online Networking

Date: Thursday 15th October
Time: 10.00 - 11.00

Good Mood Food

Date: Tuesday 20th October
Time: 10.00 - 11.00
Speaker: Claire Feldman

The Worries, The Wonders, The Wins

Date: Thursday 22nd October
Time: 10.00 - 11.00

Colour Key

- The Worries, The Wonders, The Wins** - A series of interviews with inspirational female trailblazers who have paved the way for many within Northern Ireland.
- Round Table** - an online forum to meet other professionals within your field and discuss important current themes.
- Business Development** - A range of business webinars led by industry experts. Topics include sales, communication and networking.
- Well Being** - A series of webinars that will focus on topics such as stress, nutrition and positive mindset
- Young Women's Network** - a newly launched network in partnership with Ulster Bank open to women aged 18-25.
- Conference** - a new virtual conference focusing on female leadership

November

Women in Construction Round Table

Date: Tuesday 3rd November
Time: 10.00 - 11.00

Voices of Leadership Virtual Conference

Date: Thursday 5th November
Time: 09.30 - 11.30

The Power of Strategic Communication

Date: Tuesday 10th November
Time: 10.00 - 11.00
Speaker: Deborah Loughran

Steps to Stress Less

Date: Tuesday 24th November
Time: 10.00 - 11.00
Speaker: Dr Siobhan Graham

The Worries, The Wonders, The Wins

Date: Thursday 26th November
Time: 10.00 - 11.00

December

Women in Energy Round Table

Date: Tuesday 1st December
Time: 10.00 - 11.00

Young Women's Network Round Table

Date: Thursday 3rd December
Time: 14.00 - 15.00

Online for the Bottom Line

Date: Tuesday 8th December
Time: 10.00 - 11.00
Speaker: Janice Muldoon

Be Kind to Your Mind

Date: Tuesday 15th December
Time: 10.00 - 11.00
Speaker: Sinead Welsh

The Worries, The Wonders, The Wins

Date: Thursday 17th December
Time: 10.00 - 11.00



Maria Bradley appointed to Human Resources Director at Gilbert-Ash



L leading construction, refurbishment and fit-out contractor, Gilbert-Ash is delighted to announce the internal promotion of Maria Bradley to Human Resources Director. Maria brings a wealth of experience to the role, dedicating a thirty-year career to Gilbert-Ash.

Welcoming Maria to her new role, Ray Hutchinson said, "This is a very well-deserved promotion for Maria. In growing and developing our team throughout the years, Maria has played an unquestionably fundamental role in our growth and success as a company". Maria has also led the Gilbert-Ash sponsorship of Womenstec, which provides training for women in non-traditional skills. Her work on this and many other initiatives led to a key award for Gilbert-Ash last year in the Northern Ireland Equality and Diversity Awards. Outside of Gilbert-Ash, Maria is also a CITB NI board member and has been at the core of a number of wider industry initiatives and improvements throughout the years.

"I am very proud to have worked for such a progressive company for so long and I am looking forward to playing a further role in Gilbert-Ash's continued development.", said Maria on her new position. One area which Maria is passionate about is diversity in the workplace, a passion she shares with board members at Gilbert-Ash. Females currently make up 21 percent of the workforce at Gilbert-Ash. Coupled with an employee retention rate of 80 percent, the company is dedicated and committed to its employees. Maria added: "I've learned that diversity in the workplace is an asset for businesses - in its capacity to foster innovation, creativity and empathy in ways that homogeneous environments seldom do. And that's not just my opinion. Many studies show how diverse groups and teams lead to better outcomes, better products, with broader deliberations, more opinions, alternative ways of approaching scenarios."

Last year Gilbert-Ash took the opportunity to pause and reflect on the business. Maria said: "During this time, we spoke to lots

of people. People who work with us and others who work for us. We found that what sets us apart is our ability to work as one. We foster a culture of teamwork, a culture of collaboration and a culture of togetherness. We're open to working in partnership which gives a platform for a free-flowing exchange of ideas. It's about openness and trust. This culture of collaboration and togetherness doesn't depend on your gender, every voice is heard and is valuable. But we appreciate that we need to work together as one with our industry partners to attract more women and encourage exciting career paths for females. This is something the construction industry has not been traditionally good at, but I see real change taking place."

Visit the Gilbert-Ash website:
www.gilbert-ash.com



Lisa McIlhone of Virgin Media Business

Lisa McIlhone is the recently appointed Enterprise Account Manager for Virgin Media Business. Having joined the company in 2016 as Channel Manager, Lisa successfully developed and led a new partner channel in Northern Ireland and is now helping Virgin Media's largest enterprise customers achieve their business goals.

Lisa's background is in marketing and sales and in 2011 she was awarded her Masters in Marketing, Entrepreneurship and Strategy from the University of Ulster. Since then she has enjoyed a successful career in the telecoms and tech industries, having worked with large enterprise customers, developers and manufacturers in the UK and internationally. Lisa says "When I was studying for my Masters at the same time as working 2 jobs, I kept telling myself it would all be worth it for the career I would have. I was right- I love my job and I feel very fortunate to have been able to travel across the world and work with great companies and customers."

Based in Belfast with Virgin Media Business, Lisa works with customers all over Northern Ireland and beyond to deliver enterprise level network, security and communications solutions. In the current climate employees need more flexibility and customers want a more personalised experience across an ever-growing number of channels. The technology required to make this happen is increasingly dependent on the cloud. Lisa and the team at Virgin Media Business are helping businesses navigate these complex changes by providing consultation and advice on their journey to the cloud.

Lockdown for Lisa has also meant changes to her own way of working and adapting to working remotely with a one year old at home. "It has not been easy but it is amazing how fast you adapt and find a new schedule to your day. Luckily my business has been really supportive and I have all the tech I need to get my work done."



Lisa says; "It is an ever-changing situation for all industries at the moment and for my customers their challenge is trying to navigate their IT strategy in the context of Covid-19. It is a new challenge but one that I am committed to helping my customers succeed with. I am helping many customers accelerate their digital transformation, and I feel very lucky to be in the position to help affect real change and support their teams, no matter where they are working from."



BUSINESS

Lisa can help your business achieve it's IT goals! email: lisa.mcilhone@virginmedia.co.uk or connect with Lisa on LinkedIn



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Centre of Learning - Shaping your future through a series of NEW Virtual Programmes...

Our communication, resilience, adaptability and even our technical skills have been put to the test in recent months. Zoom, a word which would have been previously associated with that of a child describing a car, is now a staple within our workplace.

Skills which we may have always believed to be our strengths are now being re-considered, how do you lead a team whilst working from home, what does a presentation look like without seeing your audience?

And yet, this pandemic has also introduced opportunities to improve ourselves, find new interests and develop new skills.

This shows us how important it is to constantly stimulate your mind to become the best version of yourself, regardless of what stage you are at in your career or business journey.

With this in mind, our Centre of Learning will be piloting a range of incredible, bespoke virtual programmes to help you and your organisation to adapt to the current climate, overcome challenges, increase performance and retain high calibre employees.

So what can you expect from the new Centre of Learning Programmes?



4 advanced modules run online per programme



Delivery by industry leading facilitators



Workbooks and exercises to take away for your continued development



Limited spaces to ensure each session is intensive, interactive and engaging

Your Virtual Programmes...

Brilliant Communication



Andrew Toogood, Proclaim Consulting, Commences 4th November:

Build knowledge and confidence, tackle difficult conversations and explore rebel ideas in order to influence & create impact in a virtual world and become an exceptional communicator across every platform.

Modules:

1. Communicating with Impact in a VirtualWorld
2. Make better thinking your competitive advantage
3. Assertiveness - how can we adopt assertive behaviours
4. Crucial Conversations - How can we talk about what really matters?

Powerful Resilience Skills



Sarah Travers & Camilla Long, Bespoke Communications, Commences 13th

Explore your personal triggers and receive a suite of tools and techniques to fight your default responses to both life and work challenges. With the right mindset, you can turn adversity into opportunity.

Modules:

1. Looking through a different lens - introduction to resilience
2. Building Resilience and getting used to feeling uncomfortable
3. The Double Shift
4. Rust Out vrs Burn Out

Empowering Women in Leadership



Una McSorley, Marcomm Training Commences 11th November:

Performing brilliantly at any level involves more than just technical expertise; it requires excellent leadership skills, commanding presence, and supreme confidence. Become empowered to adopt leadership skills at all levels of your career.

Modules:

1. Understanding Behavioural Styles for Effective Leadership
2. Presenting in the Boardroom
3. Leading through Change
4. Leadership Presence

WIB Mentoring



Niamh Shiells and Debbie Cousins, Advance Coaching

Commences October & January:

This support programme sponsored by Advance Coaching allows Mentors to share knowledge, skills, information, perspective and networks to support Mentees in personal, professional and/or business development. It is through rewarding relationships built through positive connection with others that you can build resilience and see long term positive results. Our 12 month Mentoring programme returns: 9th October 2020 & 21st January 2021

Digital Performance



Alchemy Digital Training Commences 21st October:

The world has changed and one area that has come to the forefront is the importance of digital communication! Join us for our Digital Performance and Marketing programme and receive support on all the key digital ingredients for yourself and your organisation to move with the new world.

1. Instagram, LinkedIn, Facebook for Business
2. Blogging & Canva
3. Google Analytics and data driven marketing
4. Creating innovative video content for Business

Back to Business



Una McSorley, Marcomm Training Commences 22nd October:

Our Maternity Returners programme is back to support female employees as they return to a new environment and way of working, so that they feel supported, energised, empowered and ready to take the next step in their career whilst managing their new and exciting role as parent. This programme has received tremendous feedback from organisations in retaining their high performing staff and ensures employees are supported prior to, during and after they return to work. This programme includes 3 ½ day modules and 2 coaching session.

Grit & Grace



Joanne Kelly, Queens University, Commences Autumn:

Are you nervous about how to navigate the challenges and opportunities ahead? With so many current examples of the impact of leadership in today's society, the need for good leadership has never been more apparent. Upskill your leadership knowledge and behaviours with the Grit and Grace 4 1/2 day Leadership programme in partnership with the William J Clinton Leadership Institute at Queens University.



For members discounts and full details on each module, please visit our Centre of Learning page on www.womeninbusinessni.com or contact: nicky@womeninbusinessni.com





Virtual communication What matters most?



The way we now work, network and collaborate professionally may never be the same again. The virtual space we've created is uniquely set up to make it difficult for us to conduct our human business in the way that we've done for thousands of years. Although we think we've created something convenient and cost-effective, is it fit for purpose?

As we are changing to a virtual workplace, communication skills are more critical than ever before. UCLA Professor Albert Mehrabian says that 7% of our meaning in communication is in the words we use — 55% is body language and 38% is tone of voice. Your colleagues and clients may be able to hear you on calls and see you on a Zoom, but every online communication method misses out on some of the cues critical for connection. It is up to us to build our interpersonal communication skills in the era of the virtual workplace.

Jean-Baptiste Alphonse Karr said “the more things change the more they

stay the same” This is a great truth to help us become more impactful virtual communicators. The medium may be different but what makes us essentially human has not changed. People are the same at the other end of the Zoom call and so we must be more deliberate in leveraging what we know about how people give and receive information. The aim remains the same - the root of the word communication is communis - meaning to get in common with.

How do we then get in common with people virtually? John Dykstra said “If you understand how the real world feels and looks and sounds it is much easier to create a virtual version of the real world.” There are 3 critical areas to consider - emotion, empathy and feedback. In the “real world” we have greater impact when there is good connection and rapport. Online communication can quickly become transactional. We are wired to make an emotional connection with others and emotions are a vital part of our communications as we base our

decisions on emotion. Feedback matters virtually - In the real world, there are two kinds of feedback: implicit and explicit. Implicit is the 93% that Mehrabian talked about. Explicit feedback is the straightforward communication we get from others. In the real world, there is a mix of the two but in the virtual world, implicit communication is almost non-existent so we must work harder to over-communicate that we have heard and understand what the other person is saying.

Now that the medium has changed, the people have not. The future belongs to those that can adapt and meet the most important challenge of all - human connection.

By Andrew Toogood, Managing Director at Proclaim Consulting Ltd
Email: andrew@proclaimconsulting.com
Visit: www.proclaimconsulting.com
Check out the latest WIB Communication Programme facilitated by Andrew- limited spaces available



MEMBER'S PROFILE



Tierna Byrne Marketing & Design

Tierna Byrne made the leap into self-employment in Winter 2019 after spending her career to date working in-house on design, branding & marketing. Her passion is helping small business owners to improve their marketing and visual brand styling.

Only a few months into self-employment, she had to think on her feet to pivot her offering once lockdown arrived.

“My turning point happened when I arranged a live webinar for a group of small business owners via zoom, to help them with their marketing strategy & brand styling. It was so clear that there was a strong desire to independently create their own online marketing content in a professional manner”.

Tierna's popular 90 minute styling sessions were born. The sessions take place online and allow her to refine the clients Canva brand colour palettes, logos or graphics in real-time while answering any questions they might have. Another change that has

come out of lockdown is that Tierna has started sessions with a London-based life & business coach: “I've found my coaching sessions hugely valuable as they gave me a sense of encouragement, camaraderie and focus in this very challenging environment.”

Even though Tierna received no government help as a startup, by the end of lockdown, she had her busiest month to date thanks to determination, coaching and a switch to online consultations. When reflecting on the impact of lockdown on her business she said:

“The ongoing situation has given me a natural pause. I've come out the other side with an enhanced online presence, a new approach to doing business, new clients in London, Manchester, Edinburgh & beyond and, ultimately, a more successful and fulfilling business.”

Women in Business NI Small Business Marketing Finalist 2019
Website: www.tiernabyrne.co.uk
@hellotierna



CORPORATE MEMBER

Resilience and Continuity during Covid19

Margaret Allen, Director of Procurement at Mount Charles describes the challenges she faced while steering Ireland's leading facilities management company, through the pandemic challenges.

Mount Charles currently services over 400 clients across the UK and Ireland providing cleaning, vending, security and facilities management for business, industry, retail, education, government and healthcare organisations.

The pandemic has disrupted business around the world. We have seen changes in demand for products and services. My role changed quite dramatically as myself and senior colleagues reverted back to grass root levels, to contact our entire supply chain, ensuring that we could meet the demands of the business.

Challenges around Covid-19 safety meant that we all had to learn very

quickly to ensure we had the correct PPE and protocols in place to guarantee staff were protected and felt safe to continue working. Fortunately, we had recently implemented a new buying system so were able to navigate the major challenges experienced when sites closed. Many of our suppliers faced challenges in their supply chains but overall, we have been able to deliver to sites, as they continue to reopen.

I am really looking forward to getting our operations team back to full capacity and getting all our sites up and running again. The big positive I am taking away from this unsettling time, is that I couldn't be prouder of our team on the ground, who worked continuously throughout lockdown. Similarly, we can't deliver our award-winning service without the collaboration of an excellent supply chain and I would like to thank everyone in that chain, who were faced with the same difficult circumstances as we were.



Bringing Value to the Business Community

Women in Business NI has seen an increasing demand in membership over recent months from progressive employers wishing to provide staff with support in their personal wellbeing and professional growth through Corporate Membership.

Women in Business offers Unlimited membership to organisations providing all staff the opportunity to utilise all the benefits that WIB provides. This is what some of our Corporate Members have to say...

Investing in the health and wellbeing of staff has been vital during these times for many organisations as we look to build a strong economy and get back to business.

“WIB has provided a great forum for our female colleagues across the Dale Farm group to develop their business network both internally and externally. As we navigate our way through 2020 and beyond, we look forward to engaging further with WIB to find innovative ways to connect, develop personally and benefit from shared learnings.”

CAROLINE MARTIN
HEAD OF MARKETING, DALE FARM

“Membership of Women in Business has proved to be invaluable not only for me as Chief Executive of Mid and East Antrim Borough Council, but for our wider team of officers and Elected Representatives. We have derived great value from the rich portfolio of opportunities WIB provides for members to listen, learn, be inspired, network and develop new relationships. In particular, the opportunity to engage with other, like-minded female leaders in business has been very worthwhile.”

ANNE DONAGHY, CHIEF EXECUTIVE
MID AND EAST ANTRIM BOROUGH COUNCIL

“This is our first year of membership with Women in Business NI, and it most definitely will not be our last! The network has been an inspiring and supportive community of women, offering a wealth of knowledge, new contacts and a varied programme of events. Women in Business NI is such an extraordinary group of businesswomen changing the world - one woman at a time!”

SARAH CAIRNDUFF, HR, RECRUITMENT & SITE CO
ORDINATOR, SIGNIFYD

“Progressive Building Society has invested in long term corporate membership of Women in Business so that all of our female staff can avail of the opportunities to develop themselves through the programmes on offer. Our female staff have told us how much they value the Women in Business networking events, training courses and conferences both in terms of confidence building and opportunities for personal growth. We would recommend Women in Business to any organisation that has set goals for the development of their female workforce.”

AILSA MCNEILL
HEAD OF HUMAN RESOURCES
PROGRESSIVE BUILDING SOCIETY

You've heard from the professionals, now let Women in Business help your organisation develop and grow. For more information on Corporate Membership contact Head of Membership, Clare Gallagher: Clare@womeninbusinessni.com





We are here Supporting all our Members

Although we have all missed our members networking and getting out and about meeting with each other over these past few months Women in Business has successfully transitioned onto the virtual stage and we are here working hard for you all, providing all our members with that much needed support in these difficult times.

It's been said that we all need to take time to invest in ourselves and at Women in Business we are here to help you make that all-important step. It is vital now more than ever to keep building your network and enhancing your personal wellbeing and professional growth. We are providing in depth online webinars on a range of topics suitable for all members from young

Women starting out on the ladder to senior managers and budding entrepreneurs. WIB have a wealth of opportunities for you to develop your career and promote your business. Let us be your friend in business and help you achieve your ambitions.

We would love to hear from you with any of your good news stories to share! Email: membership@womeninbusinessni.com

Make the most of your membership through:



FREE Online Webinars covering professional development & health and well-being topics



Centre of Learning professional programmes at members only discounted rates



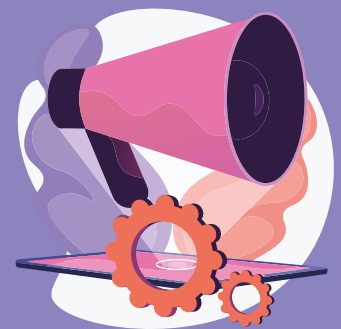
Industry based online Forums to connect women within their sector and opportunity for discussion



Membership directory to over 4,000 members



Learn from business experts and gain peer support.



Opportunity to promote you or your business profile via monthly ezine and 40,000+ followers on social media platforms



Find the option that suits you!

At Women in Business we know that one size doesn't fit all so we have various membership options to suit all levels. For young women, business owners, employers, employees, managers and CEOs find the option that suits you!



Individual Membership

Individual Membership is available for all Women in Business from senior executives to business owners and entrepreneurial start-ups. We are here to help develop your career and business. Individual Membership costs as little as £45 per year!



Young Women's Network In Partnership with Ulster Bank

Available to young women under 25 years of age. For only £20 per year young women can build connections to the top employers in Northern Ireland. WIB provide mentoring opportunities to best prepare young women for roles in the business sector.



Corporate Membership

Corporate Membership provides organisations with unlimited membership for all employees to avail of. This provides a unique opportunity to invest in staff and to provide professional and personal health and wellbeing development leading to increased productivity. Access to industry-based networking and the opportunity to raise the company profile.



Women in Business Ambassadors

WIB Ambassadors are Business Leaders and Role Models and will have the profile and recognition as such by becoming an Ambassador. They are women who now have a fabulous opportunity to give back, to help support those that come behind and who understand the work and need for Women in Business.



Welcome Marguarita New Team Member

We have a new addition to the Women in Business team! Marguarita McNally joined us in late February in a new role as Membership Executive. Marguarita is here to support all of our members with any of their needs, no matter how big or small.

"I am grateful to be part of such a supportive team who are clearly so passionate about the work that they do for businesswomen in Northern Ireland. It is also exciting to be joining the community at such a busy time for the growing network and I cannot wait to meet more of our amazing members in person when the timing is right!"

As a recent graduate from Queen's University, Belfast, Marguarita will also be the point of contact for all things marketing and communications, with her MSc Marketing. With previous experience in marketing within the non-profit sector, we look forward to helping Marguarita develop her professional and personal skills with us at Women in Business.

✉ membership@womeninbusinessni.com

Facebook [@WomeninBusinessNI](https://www.facebook.com/WomeninBusinessNI)

LinkedIn [Women in Business NI](https://www.linkedin.com/company/WomeninBusinessNI)

Instagram [womeninbusinessni](https://www.instagram.com/womeninbusinessni)

Twitter [@wibni](https://twitter.com/wibni)



LEARNING PIECE



The business of risk: How much can you afford to put on the line?

Research and human experience show that we are a deeply risk-averse species and suddenly the world seems a much riskier place

How much risk can we take?

Investing money has always involved taking on risk factors – inflation, currency, timing, market or liquidity risks. If we want to earn higher returns, we must be able to accept a level of risk. When it comes to putting our money on the line, it can be done by developing what's known as 'risk literacy' which is the capacity to deal with uncertainty in an informed way.

Developing risk literacy- A framework that helps us make sensible decisions when the outcomes are uncertain. How much risk can you afford to take? You will first need to look at your needs and goals, to understand the real impact of market events on what matters most to us. When it comes to short-term objectives, there is little risk affordability. With long-term goals you should be taking on more risk in order to grow your pot over time. Then, if the

market declines during that period, you'll likely have time to make it up. However, conversations around diversification and asset allocation are necessary.

Adopt a long-term, consistent approach

Taking a long-term, consistent approach is generally the best investment approach. Getting the right balance of risk and return is not easy. When deciding your risk budget, you should bear three key points in mind: what amount you could afford to lose; how much growth you are targeting; and the time span you want to get there. The 'right' balance is a strategy that diversifies and that you can adjust when your investment horizon shortens or as markets and goals change. Overall, if you are in the business of investing, then taking some risk is essential.

By Kerry Dwyer, Associate, Davy Private Clients and Leanne McCrystal, Assistant Wealth Manager, Davy UK, www.davyUK.co.uk



How to address the money concerns of different generations in the workplace



Benenden Health's recent employer survey revealed that 89% of employers felt financial worries could have an impact on the performance of their team. Taking the time to understand the financial concerns of each generation can help to shape a valuable package of benefits.

Generation Z

Having grown up in a recession this group values job security. Consider incentives such as a cash back plan on everyday healthcare costs. Your youngest employees may be interested in learning modules on personal finances, budgeting, and debt management.

Millennials

Mortgage rates and an overall lack of affordable housing concern Millennials. Private healthcare benefits will resonate with this generation. Similarly, generous maternity and paternity pay will ensure

loyalty and retention as this generation start families.

Generation X

Generation X's financial concerns focus around mortgages, childcare, and the investing in their children's education. This cohort may also be caring for elderly dependents, as well as considering their own retirement. Flexible working policies make a huge difference to engage these colleagues, to help balance caring responsibilities.

Baby Boomers

Some Baby Boomers have worries about retiring – providing a mental health helpline can help them manage this emotional transition. Retirement planning workshops and access to financial advisors are superb initiatives to offer.

By Melissa Hunter, Business Development Manager at Benenden. For more info email: melissa.hunter@benenden.co.uk or visit: www.benenden.co.uk



Ulster University Business School Helping Businesses Bounce Back

A challenging business and economic landscape has brought a great deal of uncertainty to businesses across Northern Ireland. The past six months have been all about adjustment, re-thinking priorities and re-imagining the future with the pandemic adding new dimensions to how we work, learn and communicate.

Working intimately with industry affords Ulster University Business School (UUBS) a unique insight into the real and immediate pressures business leaders are facing. With business continuity and survival a key priority, UUBS has been supporting organisational response efforts through a new Business Support Initiative. Designed to specifically address the present circumstances, the new portfolio of business services harnesses the expertise and knowledge of leading academics and networks to offer realistic and practical support solutions to organisations. Businesses needing expert support are encouraged to consult the UUBS dedicated COVID-19 website.

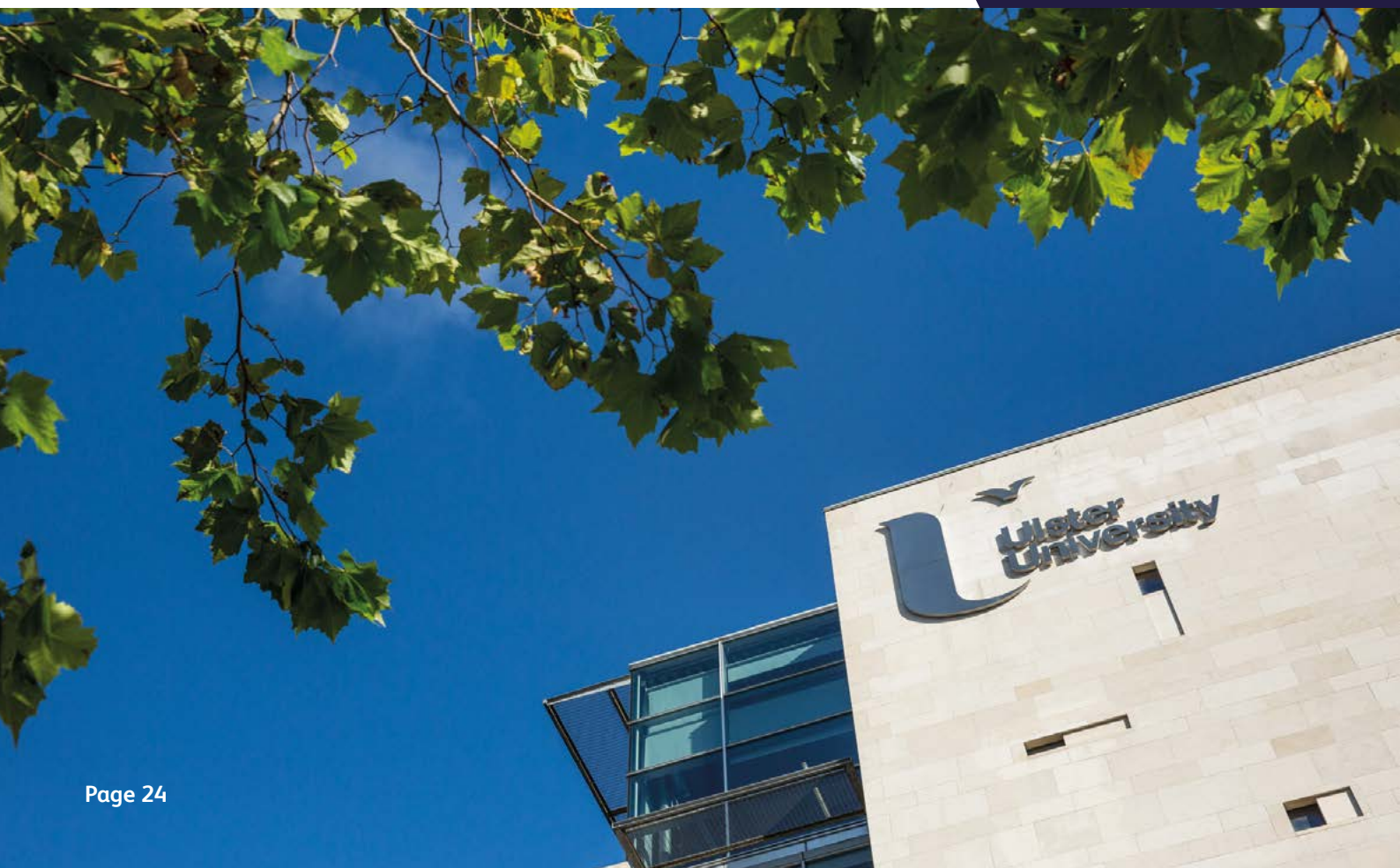
As business sectors begin to implement recovery and growth plans, UUBS's free one-to-one business support sessions can help guide businesses in a range of key business areas such as Marketing, Digital Strategy, Competitiveness, International Business, Leadership and Management. The support package extends to a free webinar series where detailed economic analysis on the impact of COVID-19 is provided by UUBS Economic Policy Centre.

With the digital skills gap expanding, UUBS has also partnered with global marketing agency Marvel Marketers with a series of digital marketing bootcamps. Continuing into the Autumn, the bootcamps cover Digital Transformation, Automation, Digital Strategies and Insights and are available to all organisations. A new UUBS podcast series The Business of Possibility has also launched, as veteran broadcaster Wendy Austin explores the world of business in NI.

Now more than ever, businesses require entrepreneurial leadership, business and management skills to help them emerge from the crisis. There has never been a

better time to upskill and in July, workers who were affected by the pandemic participated in fully funded places on Postgraduate business courses from UUBS, with funding from Department for the Economy. Through an extensive portfolio of management development and executive education, UUBS is shaping future growth and leading the way in educating business executives, senior leaders and managers. Those wishing to upskill and take their business and career to the next level should refer to the School's full suite of executive education, accredited programmes and short course options. Strengthening business competitiveness across NI is at the cornerstone of UUBS's activity and collaboration with UUBS can help bring a clarity of thought and action to help turn complex obstacles into meaningful change.

To access the UUBS COVID-19 resources, services and economic analysis please contact engage@ulster.ac.uk or visit www.ulster.ac.uk





Levelling Up - Queen's Role In Northern Ireland's Economic Recovery

A recent report by Nesta highlights not only how far the UK lags behind other countries in terms of Research and Development Investment, but also that R&D spending is regionally unbalanced. Both of these factors result in the UK's productivity gap, making our economic bounce back from the current COVID-19 pandemic even more difficult. Northern Ireland (NI) is challenged as it must increase both its public sector and private investment in R&D to reach the level of other areas of the UK. Beauhurst's 'COVID-19 Business Impact' report highlights that NI is particularly exposed with a high proportion of companies likely to be severely and critically impacted. Yet we can take solace as the same report suggests that Northern Ireland is home to a large proportion of high growth businesses which are potentially positively impacted by the crisis.

Universities have a critical role to play in 'levelling-up', addressing regional inequalities, as they have demonstrated a long-running growth effect on their

local economies. The 'levelling up' agenda is essential for economic recovery, and Queen's University Belfast is playing a full role in ensuring that existing, and future, R&D spend is most efficiently converted into positive economic impact.

Queen's contributes £1.9 billion to the NI and UK economy, with every £1 million invested in research generating an additional £3.9 million (London Economics 2018). The University has a strong track record of turning R&D into economic impact and was named the UK's #1 University for Entrepreneurial Impact. We are on our way to creating nearly 100 technology start-ups with 2,700 jobs via our spinouts and 1,800 via the cyber security cluster based around Queen's Institute of Electronics, Communications and Information Technology

Queen's is also driving regional economic development as a key partner in the Belfast Region City Deal (BRCD), which is predicted to generate up to 20,000 jobs over the next 15 to 20 years. The innovation projects created by BRCD focus on the data-driven knowledge economy of the future through new open-source facilities for R&D. They

will serve as a catalyst that will drive forward investment and help embed a culture of innovation to act as a driver for increased productivity.

We recently announced the launch of an online innovation programme 'Adapt4Growth' which extends our support for new start-ups to support for existing SMEs – specifically innovation-intensive companies that could be disrupted by the current crisis. Through this programme we support companies to test their business models and search for new opportunities. We use our networks with InvestNI, InnovateUK and IntertradeIreland to support and guide companies to be better placed to maintain a competitive position in global markets, secure funding, and increase productivity. Whilst the long term local and global impact of COVID-19 remains unknown, for many of us, the crisis has brought our priorities into sharp focus. This is true at Queen's, where driving innovation, supporting business and supporting society shape everything we do.

By Professor Emma Flynn,
Pro Vice-Chancellor for Research and
Enterprise at Queen's University Belfast.



Diversity Mark NI recognise many progressive companies throughout 2020

ALLSTATE NI – THE FIRST COMPANY TO BE AWARDED THE SILVER DIVERSITY MARK

Allstate NI are the first company to receive the Silver Diversity Mark from awarding body Diversity Mark NI Ltd. The software company have made significant progress on initiatives to advance Gender Diversity since joining Diversity Mark NI three years ago. Allstate's Silver Award application was assessed by the Diversity Mark NI voluntary independent assessment panel and it included new challenging targets on Gender Diversity, LGBTQ+ Inclusion and Age Diversity.

John Healy OBE, Vice President and Managing Director, Allstate NI said: "This award is a credit to all the hard work that is done here at Allstate NI to make it a workplace where our employees can be themselves and where the strengths and talents of each individual are recognised."



During 2020 Diversity Mark NI have presented Bronze Diversity Mark certificates to recognise commitment to advancing Gender Diversity to the following organisations: Northern Ireland Civil Service, NIE Networks, IQ & Co, fscm, Exploristics, MJM Marine, Northern Ireland Housing Executive, Holy Evangelists' Primary School, Catalyst, Bombardier, Vox FP, Energia Group, Encirc, NantHealth & IQ-EQ

Organisations congratulated for their progress on Gender Diversity, maintaining the Bronze Diversity Mark for a second year included: Queen's University Belfast, Northern Ireland Water, Business in the Community, FinTrU, Baker McKenzie, Liberty IT and Slice.

To find out more about how your organisation can benefit from the Diversity Mark contact: christine@diversity-mark-ni.co.uk or visit: www.diversity-mark-ni.co.uk

「Glandore」

Creating Space
For Business To Grow



Keeping Your Workspace Safe

As we return to the office, the safety of our staff and member businesses is paramount. At Glandore, we have taken a number of steps to make sure that the transition of our member businesses back into the office is as smooth as possible. From hand sanitizing to social distancing and protective screens - You're safe in our hands!

glandore.co | info@glandore.ie | [@glandorenetwork](https://www.instagram.com/glandorenetwork) | +353 (0) 1 669 4700



Yes You Can – It works!

Yes You Can, the female enterprise programme delivered by Women in Business, celebrated an outstanding year engaging with over 1,200 women—many of whom have not only turned their idea into a reality, are now trading or expanding their business and have made life-long connections with other female entrepreneurs within their area. One of last years delegates Vicky Blades of Generally Speaking summarised it beautifully – “Something magic happens when women get in a room together”.



Conference
360 attended



Pitching Competition
258 Applied



Networking
408 registered



Bootcamps
430 registered



Sell It Residential for
Established Entrepreneurs
64 Applied



Yes You Can Facebook
Group
131



Women engaged in
enterprise
1200

Numbers speak volumes, but the key to the success of any programme is its impact on those who took part. Hear what some of last years incredible delegates had to say about Yes You Can:

“I found Yes You Can to have a tremendous impact on my business. The training was clear and concise, and the buddying has had a huge influence on my growth this year. In addition to its effect on my business, I have met friends for life and we continue to help each other on our journeys.”

Ellie Francis
Nepturnal Ltd.

“I feel more confident after the Explore It programme; before it I didn't really consider myself an entrepreneur... You could really be yourself and everyone was out to help each other”

Donna Dorothy
Donna Dorothy
Permanent Makeup

“I made lovely friends and a great support network... I would highly recommend this program to anyone planning to start their own business”-

Sharon Campbell
Mrs C's Home Kitchen



Yes You Can has continued to enjoy a successful year with the Pitching competition and in response to the ongoing pandemic, Explore It and Imagine It Bootcamps have now moved online. We have received an outstanding number of applications for our online Explore It programme which commences in September and look forward to our upcoming Imagine It Bootcamps which will continue throughout Autumn, providing a virtual platform for women to meet, share stories and ask important business questions.

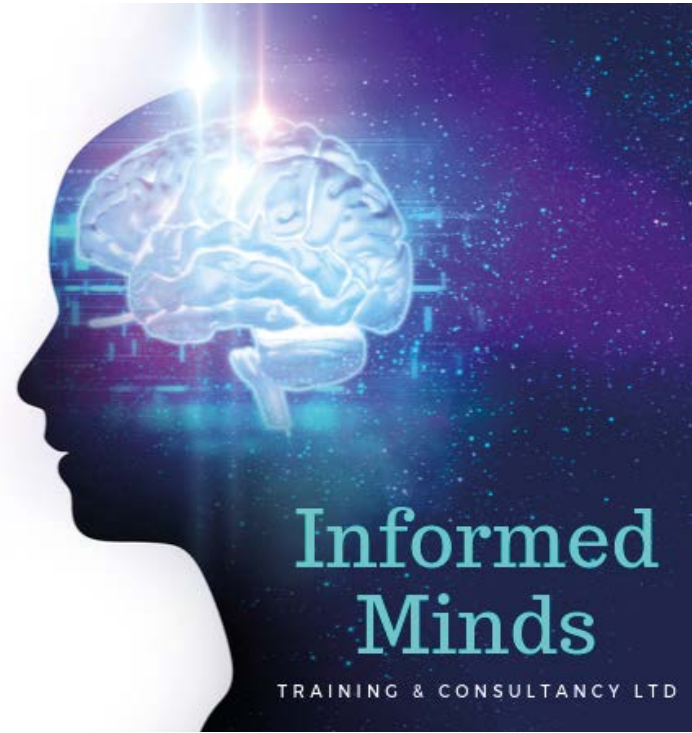
Now more than ever we must support each other and encourage the entrepreneurial mindset of seeing opportunities in every challenge. Believe in yourself and say Yes You Can today.



For enquiries and support email
yyc@womeninbusinessni.com



Mental Health Wellbeing: Surviving & Thriving During This Time Of Change



This is a time of change that is accompanied by a large degree of uncertainty. For some, change and the unknown can often create a level of anxiety or fear. When we perceive things as being out of our control it may lead to increased stress or worry. This can cause poor Mental Health Wellbeing and can have a detrimental impact on all areas of our life. However, we can also perceive this time of change as a time for fresh starts, a time of opportunity and as a time to thrive, not just survive.

At Informed Minds, we believe that we can all learn tools and strategies that will help us cope with change and the challenging situations that we face as a part of daily living. It is vital for us all to take time to prioritise our own Mental Health Wellbeing. This means taking the time to reflect, refocus, find your calm and, most importantly, to be kind to yourself first. When you invest in your mind, when you become more self-aware, when you allow yourself time to be kind to yourself first, you will witness a transformation in your own Mental Health Wellbeing. This will have a ripple effect to your health, to your relationships and to your overall life.

TIPS: WORKING FROM HOME

If you have others there to support you **USE THEM!** This could be babysitting, doing the cleaning, making dinner etc.

BREATHE! - Give yourself regular breaks and if you are feeling overwhelmed, or stressed or tired, allow yourself time to breathe.

SCHEDULE - have clearly defined working times, rest times & play times & try to have an allocated space for work so that you can move away from that when your working time is complete.

PLAN & PRIORITISE - Be kind to yourself. Set some daily targets & focus on what you can realistically achieve.

TIPS: RETURNING TO WORK

BE SAFE! - Follow the safety guidelines and take the necessary precautions to look after your own health and the health of those working with you.

BREATHE! - Wherever you are working, you need to be kind to yourself. Take regular breaks, drink water, get some fresh air and learn to recognise your own personal stress triggers.

ADAPT - You may need to change your previous working arrangements - this could be your working hours, your working environment or your working responsibilities. Discuss this with the necessary people & adapt to your new working circumstances.

By Sinead Welsh, CEO of Informed Minds
Training and Consultancy Ltd
Email: informedminds2019@gmail.com



Can a growth mindset help us trade in harmony with the internet?

If you were to list all of the big retailers who have pulled the shutters down in the last 24 months, it certainly is a cause of unnerve for those of us in retail and let me tell you that Covid-19 is not the only culprit. Cost price rises are inevitable and who knows what the further impact will be when we leave the EU and when the effects of the pandemic really make themselves known. Customer habits are changing and who can blame them; it's their prerogative to spend their hard-earned cash where and how they see fit.

Is the high street dead and should we all shut up shop to let the internet swallow us whole?

It is easy to think that the internet will replace bricks and mortar and delivery firms will go into meltdown because suddenly folk start littering every square inch of their homes with Amazon dash buttons.

You can be a success in today's shopping centres and high streets, but it will require a growth mindset. Persistence, effort and good old-fashioned hard work are important, but not as important as having an underlying belief that you are in control of your own destiny. If you think the internet and Covid-19 has killed the highstreets and there is no way that you can compete - you are right! If you think you have something better to offer customers than an online or retail park experience - you are right!

Darwin told us that it is not the strongest of the species that survive, nor the most intelligent. It is the one that is most adaptable to change. He may have been born in 1809 but the man clearly knows a thing or two about retail.

2020 is the year that we need to step out of our ego, stop bemoaning the internet and take some personal responsibility. We have to challenge ourselves each and every day to change, to innovate, to offer something different, to create an experience for customers.



Sound easy? Cross your arms across your chest. Now cross them the other way. It's uncomfortable. Human beings habitually do not like change. Change is difficult, just ask Robin Sharma "Change is hard at the start, messy in the middle and gorgeous at the end"

High street retail is far from dead; boring high street retail is dead.



By **Nikki Gardiner**,
Regional Manager at Specsavers
and Board Director for
Newtownards Business Hub



Pinsent Masons named 'Top 50 Employer for Women 2020' by The Times



Pinsent Masons has been named as a top 50 UK employer in 'The Times Top 50 Employers for Women 2020' report, marking the tenth anniversary of the awards. This is the fourth time that the firm has been listed. The 50 organisations were selected following a comprehensive assessment process by gender equality experts at Business in the Community and have been selected for their commitment to transforming the experience of women in the workplace.

Charlotte Woodworth, Gender Equality Campaign Director at Business in the Community said: "Business in the Community's Times Top 50 Employers for Women list is the longest running and most widely respected award for employers committed to achieving equality for women at work. This year marks ten years of the awards, and the bar was especially high."

The recognition is further endorsement of Pinsent Masons' market-leading approach to diversity and inclusion and follows their top five ranking, for the fifth consecutive year, in Stonewall's Workplace Equality Index of the most LGBT inclusive employers in Britain.

Pinsent Masons has been acknowledged in particular for its work on increasing transparency around career progression for women and implementing a number of initiatives to promote gender balance across the business. These include a reciprocal mentoring programme between men in senior roles and women in junior roles, gender balanced shortlists for promotion and lateral hiring, training to support line managers in driving the gender equality agenda, building bias checking in to salary and promotion reviews and their continued commitment to promoting agile and flexible working.

In 2013 the firm launched their gender balance initiative, Sky, which aims to remove obstacles to female career progression. Since its launch, the firm has seen an 10% increase in female partners to just under 28%.

Andrea McIlroy-Rose, Head of Office Belfast and Chair of the Firm's Diversity Board, at Pinsent Masons, said:

"It is fantastic to have been recognised, once again, as an employer dedicated to creating a workplace culture that is truly gender-equal. We know that across the legal sector, gender imbalance at senior levels remains a challenge and its one that we face too. We must continue to use our position as a business to drive positive change. We get the best out of our people when they feel enabled and when they are properly recognised for their contribution. Creating an environment of inclusivity where everyone is able to flourish is critical to this."



Jo Rourke of Willow & Weeds



Working as a content writer for (more than a) few years should really have prepared Jo Rourke for pivoting to full time artist and poet. But it didn't. It turns out that putting her own work out there, rather than being able to hide behind a company profile or publication, was scarier than a toddler having a late nap.

But like all good heroines (writing about yourself in the third person is fun!), Jo battled through the fear and did it anyway. She set up Willow & Weeds and started putting her original poetry out into the world, in the form of cards, wall art, home decor and stationery.

Initially, Jo focused on sharing the poetry that she'd written for her own children. Bedtime rhymes which she paired with artwork. Turning these creations into cards was the next step, as Jo came up with her signature Keepable Cards; with a verse

on the back, artwork on the front and a perforated middle fold so the recipient could easily separate the two sections and frame them in a double 6 x 4 frame. Eco-conscious, keepable and saving us from the horror that is The Card Drawer.

Next up was a move to other types of verse and artwork, the most important of which has been Jo's quest to increase awareness and change the conversation for women who have experienced miscarriage or the loss of a child.


Jo is thankful every day for the four beautiful children she has. Not all of her friends have been so fortunate. It was that which moved Jo to create her miscarriage cards, as when a close friend suffered a miscarriage, there was nothing appropriate to send. A regular grief card didn't seem appropriate for the life that had been lost. A further step was to enclose a verse to help friends communicate their support, that they'd hold space for the grief,

whether it came in waves or all at once.

The cards and wall art have been met with overwhelming support; this support is made all the sweeter knowing that 20% from each sale goes to the Little Forget Me Nots Trust, which fundraises to support families who have experienced the loss of a child.

For Jo, lockdown has meant a curious bubble of together time, nursing a newborn and developing Willow & Weeds. She has also developed Art Activity Books for kids and to help frazzled Mums grab 5 minutes to go to the loo in peace. Jo has also recently been selected as one of the Small Business 100, a well-deserved acknowledgement for herself and Willow & Weeds!

Visit: www.willowandweeds.co.uk
or say hello on

 @willowandweeds



MEMBER PROFILE



Ellie Irving, Founder of Junior Dragons

Ellie Irving founded Junior Dragons in 2018, becoming Northern Ireland's first business and life skills activity provider for children and young people. With a holistic approach, the Junior Dragons workshops and after school sessions for primary school children combine having fun and learning new entrepreneurial skills through games and challenges, all whilst emphasising personal development and well-being.

"While people tend to think of entrepreneurship as being about encouraging people to set up their own business, its about more than that", explains Ellie. "Being entrepreneurial is about being innovative, resilient and having original ideas and the confidence to implement them. In a tech obsessed age, there is demand for people who can do what new technologies like AI cannot - think creatively and unconventionally".

Children attending the Junior Dragons workshops are introduced to business,

allowing them to practice teamwork and communication skills, financial literacy, independent thinking and resourcefulness. Alongside developing an entrepreneurial mindset for children, Junior Dragons also include strategies for coping with stress, building self-confidence and personal well-being.

"We see children getting really enthusiastic in the sessions, the activities are created to be fun and engaging, so the learning flows naturally from that. My belief is that if kids can learn to work well with other people from a young age, it will stand them in good stead in many areas of their lives growing up." As some children are faced with everyday pressures, at Junior Dragons we believe in helping children find the strategies to thrive in today's world.

For more information about Junior Dragons visit: www.juniordragons.co.uk



Sinead Campbell, The Art and Design Factory

At the start of lockdown, I soon realised that if I was going to continue teaching children with my weekly Art and Design lessons, that I would have to learn new skills myself. So, with the help and patience of my very talented fellow Women in Business member, Samara Prentice of Evolve Personal Styling Consultancy, I began to learn new skills required to teach virtually.

I knew that participating in art lessons would benefit children's mental wellbeing during the challenging time. With 20 years of experience as an Art and Design Teacher, I knew how demanding teaching could be, so I wanted to ensure that parents felt supported as they adjusted to the demands of home schooling. As a mum I also know how worrying it can be for parents concerned about their children's education, therefore, I embed the National Curriculum into all of my lessons to ensure that children receive reinforced learning. With fantastic success, I also offered free

lessons for the children of Allstate and Citi staff during business hours as people got used to working from home. Within a few weeks of teaching on Zoom, I had 300 children all participating in the same lessons from all over Europe and the US. Going forward I will continue to teach on Zoom as it enables me to reach children far beyond the Belfast area, as I now offer Family, Birthday, Graduation, and Corporate Zoom Art lessons.

At the Art and Design Factory we have just celebrated our 2nd year in business and for me, the biggest highlight of lockdown was being selected as artist of the week for the BBC Radio Ulster, alongside a live interview about how my business was able to diversify during lockdown. I love teaching Art and Design, whether it is online or in my studio, it doesn't really matter as long as I get to share my passion with others!

Email: info@theartanddesignfactory.com and visit the website: www.theartanddesignfactory.com



MEMBER'S NEWS

Cancer Focus NI - Sing for life raises its voice



Voices are raised once more as Cancer Focus Northern Ireland's community choir goes online.

The Sing for Life choir, which supports people affected by cancer, was temporarily silenced during the coronavirus lockdown - but now members have been reunited via Zoom.

The choir, which has over 100 members, are learning new songs and reconnecting with each other.

Our Women in Business Member, Dervilia Kernaghan, Head of Care Services, Cancer Focus NI, said: "It's well-known that music and choirs are therapeutic. Our choir was created to help give patients and people recovering from cancer a chance to meet others in a similar situation and to share time together in a friendly, supportive environment.

"Our new practice sessions are working very well so far and everyone is enjoying being back in contact again. It's a positive

step to getting back towards some kind of normality."

"The first session was a bit of a disaster, at least until I found that magical 'Mute All' button," choirmaster Keith Acheson laughed. "But certainly over the past few weeks the members, including myself, have become more and more comfortable with the format.

"It certainly is a very different type of choir practice but, most importantly, it has allowed the majority of choir members to meet up and have a bit of fun. The response has been fantastic with members just loving the fact that they can see each other again."

Cancer Focus NI has also recently re-opened its 12 charity shops all over Northern Ireland.

For more information about Cancer Focus NI visit www.cancerfocusni.org.



MADE in Mourne

Located on Greencastle Street in Kilkeel, MADE in Mourne is a Social Enterprise which encourages entrepreneurship and creativity, providing the community and local businesses with a unique and inviting space to grow their business, learn new skills and collaborate with inspiring and talented individuals.

Lockdown gifted many of us with extra time and opportunities to learn a new skill. So, MADE in Mourne found a way to encourage children to embrace their inner artist whilst at home. From this, 'Once Upon a Lockdown', a new and exciting children's storybook packed with imagination and beautiful illustrations from local children throughout the Mourne region has successfully hit the shelves in Made in Mourne over the summer.

The team at MADE in Mourne would like to thank everyone who contributed to 'Once Upon a Lockdown' which is now available to buy on the MADE in Mourne website:

www.madeinmourne.com

If you would like to know more about the book contact our wonderful WIB member Jenna Stevenson, Email: jenna@madeinmourne.com



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