



SUMMER 2018 | ISSUE 19

Women in
Business
Magazine



Launching the 8th
Annual Virgin Media
Business WIB Awards 2018

Acknowledging | Rewarding | Celebrating



BUSINESS



UNLEASH YOUR BUSINESS

Voom Fibre.

Up to 350Mbps from £32 per month.

Visit virginmediabusiness.co.uk and search 'Voom Fibre' or contact businessNI@virginmedia.co.uk

*CABLED AREAS ONLY. Further legal stuff applies, see virginmediabusiness.co.uk

VMBO912-0118

CHAIR'S MESSAGE

In the run up to our annual awards and as we launch our calendar of events, it's inspiring to see how much we have to be proud of as females in business in Northern Ireland. Our Awards are entering their 8th successful year with growing recognition annually. Our continuing collaboration with Tech Companies province wide, an ever growing following for our Female Entrepreneurial Conference, 7 empowering programmes and numerous networking opportunities, make us excited for 2018!!

Yes, despite the negative environment we find ourselves in today (I won't mention Brexit or Trump), WIB will always focus on the positive. Positive leadership and a positive attitude is what is required to deliver the economy we all deserve.

We need to be proactive in empowering each other daily, committing to achieving each other's goals and being steadfast in our integrity as women in business. At Women in Business we have over 2500 members, and deliver countless networking and educational events. We are a support to female leaders, entrepreneurs, and also an ally to male counterparts in business. We are focused on supporting like minded individuals at any point during their varied careers.

We are here to encourage, motivate and support personal development through investing in yourself. Our programmes are tailored to meet your needs and our events are varied to offer maximum support. Our network is vast, so if you have questions, just ask and we will point you in the direction of who can help best.

Now is the time to be an enabler, whether you are male or female, show your support and make a difference with Women in Business.



Imelda McMillan

**Director, O'Reilly Stewart Solicitors
Chair of Women in Business**



Contents

3	Chairs Message	22	Upcoming Events Schedule
5	WIB Awards 2018	24	WIB Programmes
7	Female Travellers	30	Gender Diversity Charter Mark NI
8	Wonderful Women in Business Events	32	Ulster University
17	Corporate Social Responsibility Leadership	35	Member Benefits

Chair: Imelda McMillan
Chief Executive: Roseann Kelly

T: 0845 6076 041
E: info@womeninbusinessni.com

Designed by: Kaizen Brand Evolution
womeninbusinessni.com

Material from this magazine is not necessarily endorsed by WIB

Key Partner



Partners



Educational Partners



*CABLED AREAS ONLY. Further legal stuff applies, see virginmediabusiness.co.uk

VMBO912-0118

WELCOME NEW BOARD MEMBERS



ANNE CLYDESDALE

Anne Clydesdale has been a leading figure in the world of learning and development in Ireland for the past 31 years. She was Director of Training and Corporate Development for B.I.C. Systems for eighteen years. Following the sale of the company to BT in 2004, she went on to work in PwC before joining Queen's University to establish the William J Clinton Leadership Institute. By 2018, when she retired from Queen's, Anne had successfully developed the Institute to be N Ireland's premier provider of high-end executive education.

Anne has run a number of businesses during her career and has sat on a number of boards and advisory committees in both the public, private and third sectors. She brings significant experience in Finance, Marketing, PR and corporate governance. She continues to work in the field of executive coaching and training consultancy.

Relevant Qualifications include: BA Hons Modern Languages, Diploma in Strategic Marketing (London Business School), Prince II Accredited Practitioner; Diploma in Executive Coaching (AoEC); 360 Degree Assessor using Human Synergistics 360 Tool;

MAIREAD MACKLE

The driving force behind the HCIL ethos and vision, Mairead is an award winning, female entrepreneur/CEO. HCIL is a leader in care, support and housing solutions with a 1,200 strong team across Ireland. In an era of emerging technologies, Mairead recently founded 'iCare Digital', a progressive solution focused on improving the delivery of social care for the future.

Alongside her many business interests, Mairead is a loving mother to seven children... after all, multi-tasking does tend to be a women's prerogative. Despite the demands of business, Mairead has made it her priority to fulfil her passion for philanthropy and giving back to her community, highlighted in the number of charities & mentoring initiatives she is involved with. As a founding member of iCare in 2010, the fantastic work of the charity is close to Mairead's heart.

Mairead is also the founder of EVOLVE, a women's network that inspires and supports strong female leadership across the community. She is also a founding partner of LIFT Ireland, which focuses on character and value-based leadership for future generations.

A finalist in Ernst and Young Entrepreneur Of The Year® Award, Mairead has been recognised for her innovation in Business and recently received a National Special Recognition Award for her commitment to family business and impact on the local community. HCIL has also been recognised as an industry leader in both business and CSR winning several prestigious industry awards. It is also one of the first companies in NI to achieve the Gender Diversity Award.



ANDREA MCILROY ROSE

Andrea McIlroy-Rose is a Real Estate Partner and Head of the Belfast Office at international law firm, Pinsent Masons.

Andrea leads the Belfast property team and in addition she is head of the firm's UK retail property team. Andrea acts for clients in both Northern Ireland and England and has been named as a "Leader in the Field" for real estate for over 10 years in the Chambers Guide to the Legal Profession and Legal 500 directories. She specialises in development and investment work and has been involved in a large number of the major developments in NI including the new HQ buildings for Allstate Insurance and Concentrix, the recent acquisition of Belfast International Airport and shopping centres such as Victoria Square, Junction One and Bloomfield. In the last week Pinsent Masons has been named "Law Firm of the Year" at the Lawyer Awards 2018.

A mother of two teenagers, Andrea has a special interest in diversity and inclusion and since 2013 has been the international chair of the firm's female networking group, Female Futures whose membership spans all of the 24 Pinsent Masons offices. She is a regular speaker at corporate events on diversity issues and the promotion and empowerment of women and is very much looking forward to working closely with the Board of Women in Business to help achieve their objective to equip women with the business skills they need to succeed and have a positive impact upon the lives of all of its members.

AWARDS LAUNCHED



Achievements of Northern Ireland's top business women are to be celebrated at the 2018 Women in Business Awards. The Awards were launched in Belfast by Women in Business Chief Executive, Roseann Kelly, Awards title sponsor representative, Head of Sales and Presales Northern Ireland at Virgin Media, Seamus McCorry, and media partner representative, Business Editor at the Irish News, Gary McDonald.

Now in their eighth year, the Women in Business Awards are an annual celebration of the outstanding achievements of female business leaders in Northern Ireland. The 2018 awards will take place at the Crowne Plaza Hotel on 8th November, where all sectors are invited to join for an evening of celebration.

Women in Business Chief Executive, Roseann Kelly commented, "We are delighted to be launching the eighth Women in Business Awards with our new partner Virgin Media Business. We believe that it is imperative for the business sector to lead the way by showing their support for an inclusive business community.

"As leaders, women are a valuable and integral part of our community and business life. The Women in Business Awards brings people together to acknowledge women's professional achievements and to celebrate and reward them for being amazing role models for current and future generations.

"The Awards recognise business women from a diverse range of disciplines through 11 awards categories. Over the past seven years, we have seen winners from tourism, media, technology and the public sector and I would encourage women to nominate themselves or a colleague."

All finalists will join the Women in Business Award Finalist Alumnae, which offers the opportunity to network and engage with like-minded business women enhancing both personal and professional development.

Seamus McCorry, Head of Sales and Presales Northern Ireland at Virgin Media commented, "Women in Business Northern Ireland are a fantastic organisation striving to encourage, empower and enlighten women. Our partnership together sees a merging of creative thinking with a plan to facilitate growth and support of business women across Northern Ireland.

We're thrilled to be working with Women in Business as we build a diverse and gender balanced workforce which reflects our customers and the communities we serve and ensures our people can be their best selves at work. We look forward to sponsoring and attending this year's annual Women in Business Awards!"

For a full list of awards, entry forms and to book a ticket to the event visit:
www.womeninbusinessni.com



Pictured: Gary McDonald, Irish News, Roseann Kelly, Women in Business and Seamus McCorry, Virgin Media Business

DANSKE BANK WOMEN'S PREMIERSHIP GOING FROM STRENGTH TO STRENGTH

With the introduction of an extended season this year and a strong representation of Danske Bank Women's Premiership players taking to the international stage with Northern Ireland, the local women's game is enjoying unrivalled success. This season has also seen the introduction of a new Business Development Toolkit that should further strengthen the Women's Premiership.

The Toolkit, developed jointly by the Northern Ireland Football League and Danske Bank, in consultation with clubs, was introduced at the official 2018 season launch at the National Football Stadium at Windsor Park.

Launching the new club toolkit, Nicola McCleery, Head of Marketing at Danske Bank said: "At Danske Bank we're committed to advancing gender equality in our business and this is also reflected in our support for both men's and women's top tier football in Northern Ireland.

Nicola added: "As we approached the 2018 Danske Bank Women's Premiership season we wanted to really support the clubs as small businesses and help support their growth plans.

2018 Danske Bank Women's Premiership facts

-  Seven clubs compete in the Danske Bank Premiership
-  13 Premiership players were announced in the Northern Ireland Under 19 team for Home Nations Tournament.
-  13 Premiership players were also included in the Northern Ireland international team who took on Holland and Norway earlier this year.
-  For the second consecutive year, Linfield Ladies will be representing the Danske Bank Women's Premiership in the Women's Champions League.

We wanted to go further than badging our logo and see what we could really do to make more possible for Women's Premiership Clubs.

"The Danske Bank Women's Premiership Toolkit was therefore designed to offer additional support, advice, workshops and resources to help club development throughout the season. We're really delighted with the success of the Toolkit to date and hope our support will continue to give Northern Irish women's football at all levels the status and recognition it deserves, helping to grow the game and develop the next squad of international footballers."

Commenting on Danske Bank's partnership, Steven Mills, from the Northern Ireland Football League said: "Danske's support over the last three years has assisted in raising the profile of women's football locally. The business aspects of the toolkit has allowed the Northern Ireland Football League and women's clubs assess how they operate and identify areas for improvement. This was evident in the pre-season desire of clubs to extend the Premiership season to ensure there are more matches and more opportunities to showcase the women's game."



FEMALE BUSINESS TRAVELLERS - WHAT WOMEN WANT

As the percentage of women in senior and board positions continues to rise, the female traveller is one of the fastest growing segments of the corporate travel market. One that cannot be ignored.

The Rise of the Female Traveller

In the last decade the number of women on boards of FTSE 100 companies has increased from 11% to 28% and a recent report revealed that the UK's most successful companies usually have a large percentage of females in senior management roles. It is also true that the majority of all travel decisions are made by women. A recent piece of research, carried out by Forbes, found that 80% of all decisions around travel, including booking flights, restaurant reservations and hotel choices are made by the fairer sex.

Business Advantages

A report from the Cornell School of Hotel Administration found that hotels which considered women's needs and preferences experienced increased profits and more positive customer feedback. Growth in business was achieved when hotels introduced features such as female only floors, covered parking close to the hotel lobby and female 'networking tables' for women who prefer not to dine alone.

What Women Want

Research and our experience in the local travel sector suggests that women are influenced by two main factors when booking business travel. Comfort and safety.

Comfort

- **Good night's sleep:** Research conducted by National Sleep Foundation and Hilton Hotels found that women are 20% more likely to be concerned with their quality of sleep than male colleagues. They expect decent pillows, a quiet and relaxing room and a comfortable mattress.

- **Quality toiletries:** To appeal to female guests, bin the combined shampoo and conditioner. Women do remember extra touches and are often loyal to chains who make them feel valued. Provide separate products, of a good quality and refills when needed.

- **Healthy dining options:** Many reports have found that women will check a hotel's dining options before booking and are often looking for wide menu (restaurant and room service), with clean eating options. Also, some mention that they prefer a discreet dining area for lone travellers.

Safety

Research conducted by Premier Lodges found that 42% of female corporate travellers are worried about their safety when on the road. Many have reacted positively to hotels that have offered the following services:

- Providing an escort to hotel rooms, especially in the evenings.
- Providing rooms close to lifts.
- Discreet check-in, with unnumbered room keys.
- Well lit and secure parking areas.
- Beep holes on hotel doors.

Beyond Business Travel Can Help

As a female led travel company, we value our all our clients and ensure their needs are met during each business travel trip. The focus of our team of Account Managers is to find ways to give you the best possible value, whatever your travel budget and specialist requirements or preferences are.

For a confidential and no obligation conversation and to access our discounted and negotiated hotel and flight rates, contact hello@beyondbusinesstravel.com.

By Edel Doherty, Managing Director,
Beyond Business Travel

WONDERFUL WOMEN IN BUSINESS EVENTS

Our latest schedule of events was a huge success and Women in Business welcomed 723 women to and non-members to our networking, masterclasses and Spotlight on Success series. This programme hosted over 20 events and covered various topics including GDPR, MailChimp, Content Management to name just a few. In early 2018 we held the first Women in Tech Conference, the Annual Female Entrepreneurs Conference as well as the first Spotlight on Success Conference. We evaluate all of our events and over 88% were rated very good or excellent for speakers, venue and format. Below are a range of images from the latest Women in Business events programme:

Women in Business welcomed 723 women to our networking, masterclasses and Spotlight on Success series.



GDPR Training with Brian Grimshaw



Women in Tech Conference



Planning for Success Roadshow, Gillian McLean, Thrive Marketing



MailChimp Masterclass with Simon Harper, SRH Design



Spotlight on Success Series



Spotlight on Success Conference



Planning for Success Roadshow at Omagh Enterprise Company



Women in Tech Conference



Rise and Shine with Confidence with Sinead Sharkey-Steenson, Generation Women



June Networking at House Belfast

10 MEET THE WIB TEAM



NIAMH MCCARTHY



As Administration and Marketing Assistant, Niamh manages the day to day administration of Women in Business including the events, memberships and programmes, along with all the social media content for the organisation. Niamh has a particular passion for working with women at the business start-up stage.

Niamh holds a First Class Hons degree in Textile Art, Design and Fashion from University of Ulster and has her own Embroidery Business 'Niamh Designs,' which specialises in embroidered family trees on the finest quality of Irish Linen. She also has an OCN qualification in Business Development from the Belfast Enterprise Academy.

JACQUIE HENRIETTE



As Business Development Manager, Jacquie is responsible for identifying and developing the strategic growth within Women in Business. Maintaining and growing the network's membership and optimising revenue streams as well as exploring opportunities for development and key partners.

Jacquie is experienced in sales and project management. Her recent positions include Commercial Sales Manager at Citybeat Radio for over 10 years and more recently Industry Partnership Manager at Visit Belfast. She is looking forward to meeting and working with members, as well as recruiting new members to join our network.

CHERYL MC NEILL



As Programmes Manager, Cheryl is responsible for planning and managing our current programmes, developing new initiatives and sourcing the best facilitators to deliver all of our projects. She is vital in nurturing our strong relationships with our partners, corporates and members. Our Programmes mission is to equip women with the skills they need to grow their business or develop their careers.

Cheryl is an experienced Project Manager, Sales Manager and Entrepreneur. Her recent positions include Company Director/Owner and Management Consultant as well as continuing to run her own business. Cheryl is new mum and is keen to encourage and support women within our network through all aspects of their careers.

NEW EVENTS NEWS



We are now looking forward to our **Autumn/Winter** schedule and have many interesting events planned. Taking on board all your feedback we have changed how we present our events so that you can very easily target events types and topics relevant to you. This year there will be three types of events within the schedule, see below. Within this schedule we will also feature our Gala Awards Dinner and another Spotlight on Success event.

1.NETWORKING EVENTS

A series of structured networking events to bring together Women in Business members, kindly hosted by our partners, members and local businesses.

2.INSIGHTS

The Women in Business Insight Events will give attendees an overview into business topics. These 2 hour insights will be delivered by expert speakers on current themes and also provide a networking opportunity with other members.

3.MASTERCLASSES

Our **Masterclasses** will last up to 3 hours and will provide in depth presentations and learnings on a range of topics suitable for all members from senior managers to budding entrepreneurs.



See page 22
for the full new
schedule

Big Offer for Small Business

£500 CASHBACK

- First £250 paid after 10 transactions
- Second £250 paid after 12 months active banking

Offer available to Start Ups and Switchers who open and maintain:

- Small Business Current Account
- Mastercard Business Debit Card
- Business eBanking

Reward your Business:
[visit danskebank.co.uk/smallbusiness](https://www.danskebank.co.uk/smallbusiness)

CURRENT ACCOUNT
SWITCH
GUARANTEE

Danske Bank

Making more possible

To qualify for the cashback, you must be either a new to bank Start Up trading less than 6 months or complete a full switch of your business banking from another financial provider using the Current Account Switch Service. To qualify for the first instalment you must complete 10 eligible transactions on your Danske Small Business Current Account or Danske Small Business Digital Current Account. The first payment of £250 will be credited to your account in the subsequent month. To qualify for the second instalment you must maintain an active banking relationship for 12 months. This means you must complete an average of at least 10 transactions per month during the 12 consecutive months from the date the account is opened (which equates to at least 120 transactions). The Bank reserves the right to vary or withdraw these terms and conditions at any time. You can get details of fees, service charges, interest rates and terms and conditions that may apply to our products from all our branches and on our website at www.danskebank.co.uk. Danske Bank is a trading name of Northern Bank Limited. Registered in Northern Ireland R568. Registered Office: Donegall Square West, Belfast BT1 6JS. Northern Bank Limited is a member of the Danske Bank Group.

FUJITSU

With news of skills shortages never far from the headlines, Louise Hull, apprentice programme manager at Fujitsu, Georgia McGonigal, a Fujitsu apprentice who was recently awarded the 'ICT Learner of the Year' award by Belfast Met and apprentice Flora Barnes who works in the Application Development team, explain how the company is harnessing the power of diversity in the workplace.

"It's well known that with low levels of unemployment and the ever-evolving needs of businesses due to ongoing digitalisation, the talent pipeline in the technology sector is one that is continually on the lookout for talent," explains Louise Hull, Fujitsu's apprentice programme manager. "The latest NI Skills Barometer Report forecasts that we need at least 400 engineering and technology graduates – and a similar number of maths and computer science graduates - each year to match the jobs expected to be added to the sector by 2026. A key aim of many local businesses, industry bodies and educators is therefore to attract talent into the industry and showcase the benefits of a career in a STEM related field. One way that we do this in our business is through ongoing collaboration and co-creation with Belfast Met on apprenticeship programmes."

"We work closely with Belfast Met to shape the apprenticeship programmes we help deliver to ensure our apprentices are studying not only the topics most pertinent to the future of the IT industry, but that they gain the transferrable skills to help future-proof their careers. Along with school leavers and graduates, apprentices are also attractive to those looking to change career paths or to move into a different industry. Indeed, many of our own employees started their careers in accountancy, pharmacy, retail and even physics.



Pictured left: Louise Hull, apprentice programme manager, Fujitsu and Flora Barnes, Fujitsu apprentice

While apprentices benefit from gaining practical, hands-on experience from the very start of their career journeys, we benefit from their diverse background and varying experience. It is this diversity that generates additional creativity; crucial to enhancing innovation.

This is a sentiment echoed by apprentice Georgia McGonigal, who was recently awarded the 'ICT Learner of the Year' award at the Belfast Met Skills and Apprenticeship Awards. Speaking about her experience, Georgia says, "Fujitsu is a melting pot of ideas and that is very much down to how it empowers all its team members. As an apprentice you get to work with and learn from different teams across the business – from network and applications support to infrastructure and the service desk. It was great to see how Fujitsu as a business welcomes the input of everyone including apprentices when brainstorming ideas and solutions."

Shining light on what it's like to be an apprentice, Georgia adds, "for me, an apprenticeship was an opportunity to step onto the career ladder while furthering my education and gaining valuable qualifications. It also allowed me to get exposure to life in a real workplace and discover what it takes to work in the ICT industry. One of the most rewarding aspects about the apprenticeship programme, is seeing just how far you can come if you put your mind to it. Many of the tasks I was daunted by at the start of the programme are now second nature. I have also made some friends for life at Fujitsu and from my time studying at Belfast Met. I was also impressed by the level of support offered by the course tutors at college – they were always on hand to offer advice and support and took a genuine interest in the progress of all the apprentices. It is a challenging programme.

Inspiring and nurturing the next generation of technologists is essential if we are to establish the talent pipeline needed for our local technology sector.

You must strike the right balance between college and work responsibilities and be willing to use your personal time to revise for exams and complete coursework. Once you get that right however, you give yourself the best possible platform to further your career."

While some people might think it's too late to move into a different sector, particularly one perceived to be technical, Flora Barnes, an apprentice in Fujitsu's application team, says that while the thought of changing careers might be daunting, in reality it's a smooth and exciting process. She explains, "Previously I worked in financial reporting and database administration but I always had an interest in computers and finding out how programming worked. The difficulty for me is that I didn't have any IT related qualifications! I got in touch with Belfast Met who advised that I apply for the Foundation Degree in Software Engineering. From there the opportunity came up to join Fujitsu. For me, the most beneficial element of an apprentice is being able to put the theoretical into practice in a work-place environment."

As well as ongoing mentorship and internal networking and development opportunities, Fujitsu team members are often part of industry, business and community groups. Here, apprentices and senior team members can meet with like-minded people to discuss a range of topics including digital advancement, diversity in the workplace and educational outreach. Flora says, "Through Fujitsu I have been able to join groups like Women who Code, Women's Business Network and Code Club. I think it's important to give back where you can, and I'm able to take what I've learnt at Fujitsu and help inspire others to move into a STEM field."

Louise adds, "Inspiring and nurturing the next generation of technologists is essential if we are to establish the talent pipeline needed for our local technology sector. Shining a light on the success of apprentices like Georgia and Flora is a great way to reach students and career movers and showcase how beneficial a career in the fast-paced world of technology is. At Fujitsu, it's equally important for us to harness the creativity and diversity that comes from hiring not just women, but those from different backgrounds and careers. This strategy is standing us in good stead and we were delighted to be named as one of the Times Top 50 Employers for Women 2018. Making the Times list is a fantastic achievement, because it's a benchmark for diversity and inclusion excellence across every industry and as a business, we will be focused on maintaining this momentum in the months and years to come."



Fujitsu's latest apprentices enjoy a course that includes a focus on emerging trends such as Internet of Everything and cybersecurity as well as a focus on developing transferable skills to prepare them for a career in the transformation digital and technology sector. Pictured are (back row) Steven Guiney; Stephen Dawson; Shauna Dornan; John Mallon; Flora Barnes; Stephen Curry; Adam Caldwell-Harper; Owen Bradley. Seated: Georgia McGonigal; Valerie Lam and Adam Donnell. Missing from photo, Gary Martin.

Dear Member Your Personal Invitation To Get Involved



We have all signed up for memberships with expectations of sorts. Most of the time we give it little heed or attention, which ultimately defeats the purpose for joining initially. A typical example is gym membership, which I'm sure we've all done at some time or other. We start off with good intentions, but somehow life gets in the way and we end up paying for something that we don't use.

Here at Women in Business we positively encourage you to ENGAGE with us. We understand that from a practical viewpoint you can't attend every networking event, masterclass or programme. However, you need to take time to see where you want to go in your career or business and when doing so consider what we have to offer you as a member that may help you reach your goal.

Networking opportunities

With women just like you, or women who have reached where you would like to be. Our membership is very varied from across the spectrum of sectors, with potential clients in every quarter.

Mentoring

As a new member, our Mentoring Programme is available to you. Sign up and you will be allocated a mentor for a year to help you with wherever you are in your journey. Our mentors are all experienced senior business executives and business owners who will challenge or encourage you as required.

Programmes/Masterclasses

Invest time in your future, look out for the opportunities that Women in Business offer to educate or increase skills sets.



So make up your mind to engage, we have over 2500 active members waiting to meet you!



Delivering Real Value For Money

How many things in life deliver real value for money?

There are many people who boast just that, but how many can actually deliver?

We here at Women in Business are very proud to do just that!

For less than the price of a calorific donut or a glossy magazine per month our membership offers a range of top class benefits. Among them are opportunities for PR/Self Promotion, whether it is you or your business that you would like to profile, we have a variety of different platforms to help deliver this. E.g.

- **Member's Monday** – your profile sent out on social media to 19,000 followers
- **Tuesday Guest Blog** – send us a taste of your knowledge and experience along with a snapshot about you/your business. Whether you want to explain the benefits of switching a service provider; expounding on the new GDPR regulations; promoting

STEM at schools and how to encourage more girls into IT; whatever your subject, we would be happy to add you to our guest blogger spot.

- **Monthly Ezine** – send us your business news and we will send it out to over 8,000 subscribers.
- **Bi-Annual Magazine** – for a small charge, send us an advertorial, news updates, an upcoming event or an article you would like published via 2,500 hard copies, 8,000 emails and 19,000 social media followers

And that's just the marketing opportunities, on top of that you have top class events and programmes.

So wherever you are on the business ladder, there is a benefit to being a member of Women in Business. No wonder it's the fastest growing women's business network in Northern Ireland today.





Ards Peninsula Tours will take you off the beaten track and recharge your batteries!

Ards Peninsula Tours is a small tourist business founded in 2017 by WIB member Brigid Watson. After a successful career in education Brigid decided to combine her love of landscapes and sharing knowledge to become a fully qualified tour guide in the stunningly beautiful Ards Peninsula, County Down.

Ards Peninsula Tours offers you memorable experience in this scenic peninsula. Your guide, Brigid Watson has carefully selected and researched the most interesting and beautiful sites for you to visit. Brigid offers Geo tours covering all aspects of the heritage of the Ards Peninsula including social and maritime history, culture, geography, geology, environment and wildlife, Christian Heritage and more...

Brigid is a Chartered Environmentalist and also has a joint honours degree in Geography and History from Queen's University, Belfast and two Masters degrees.

The walks/tours are designed for people who enjoy a good story and enjoy learning about the natural and historical landscape in areas undiscovered by most tourists.

Guided Walking tours available weekly as follows:

Wednesdays	11.00 - 12.30pm	Cloughey Village & Kirkistown Castle
Fridays	11.00 - 12.30pm 1.30 - 3.00pm	Portaferry Strangford Lough & Ballyhenry island
Saturdays	11.00 - 12.30pm 1.30 - 2.30pm	Kearney NT Village & Quintin Castle Slanes Graveyard & Souterrain

Why not give your business visitors a new experience in this hidden gem? We can cater for corporate clients. For more information www.ardspeninsulatours.com



You can keep up to date by visiting our facebook page, [www.facebook.com/Ards Peninsula Tours](http://www.facebook.com/ArdsPeninsulaTours).

T: 07763898074

Ards Peninsula Tours 



IF Consulting & Marketing Expand Due to Continued Growth

WIB member Suzanna Hall of If Consulting & Marketing is delighted to be expanding her team due to continued growth. Suzanna is a multi - award winning marketing consultant with extensive experience in the B2B sector. Suzanna works with some of the biggest names in the construction and engineering sector as well as SME's. As a marketing consultant Suzanna provides marketing and PR support and is delighted to have supported clients through gruelling awards processes including EY Entrepreneur of the Year and the All Star Ireland Business Awards. With the appointment of a Marketing Co-ordinator, this will provide back end support to allow Suzanna more time on site with both new and existing clients.

We recently caught up with Suzanna and asked her a few questions:

What makes If Consulting different to other marketing agencies?

I specialise in the B2B sector in particular I have extensive experience within the construction and engineering sectors. I am very focused on giving these companies return on investment and putting in place strategies that will work for them and increase their business profile, whether that be online or off line.

What gives you the most satisfaction in business?

Seeing my clients get return on investment. I love seeing my clients succeed and am blessed that my clients become my friends as a result of this. I genuinely excited getting up every morning (even if that's at 5am!)

Work-Life balance: is it possible? How do you achieve it?

That's an interesting question. I think when you love what you do, work-life all moulds together. I am so passionate about my job – I eat, sleep and breathe what my clients do. I work very long hours but I love it and wouldn't change it for the world. I believe we have a 'work – life choice' when you put in the hours and make sacrifices you reap the rewards.

If you are in the B2B sector and are interested in discussing marketing support get in touch with Suzanna via suzanna@ifconsulting.co.uk

CORPORATE SOCIAL RESPONSIBILITY LEADERSHIP WHEN DOING GOOD IS GOOD FOR BUSINESS.

Much has been written about Corporate Social responsibility and whether there is a connection between doing the right thing versus creating profit and can the two be intertwined? Professor Michael Porter theory of "shared value" argues that companies should use their interactions with society and address society's problems to drive new business opportunities.

Recently I explored whether Corporate Social Responsibility (CSR) has potential to improve Northern Ireland's small to medium enterprise (SME) business performance through ensuing business benefits. The research was made up of twenty-five SME leaders from across several sectors broadly representative of the NI economy. Results showed that the effective and successful leaders displayed higher than average emotional intelligence with a strong moral compass that guided their ethical and responsible business style. Good news for women in business who tend to have higher levels of emotional intelligence based on self-awareness, managing our emotions, empathy, and social skills.

In the study, the primary motivation for effective leaders was not largely financial but rather ethical in keeping with their authentic leadership style making them natural advocates of CSR and they were able to articulate the business benefits and see the strategic value to the triple bottom line. The top four drivers for adopting CSR were closely grouped in two, first, ethics in business decision making and business reputation, secondly supporting employee education and training followed by community involvement.

A clear connection was made by the business leaders on how their CSR practices had created a positive organisational culture where staff better understand the needs of customers, stakeholders and the wider community. It should be noted that conversely it cannot be said that if CSR is not adopted that the leader is not ethical or have values but rather that they do not see a direct connection between the two or the resultant benefits.

Top four business benefits that emerged during the research:

1. Creating new products, skills and new markets
2. Corporate reputation and brand
3. Meeting change in customer behaviour
4. Attraction and retention of employees

In conclusion, the wider debate must now take account that there is a growing tangible connection between CSR practices and business benefits which ultimately leads to improved competitive advantage. Consumer, employee and stakeholder behaviours and expectations are changing, companies who fail to embrace CSR practices are at substantial risk of alienating them to the detriment of the business. Doing good really is good for business.

Jo Watson, Director of JW Associates NI and provides consultancy and coaching services. She lectures at the Ulster University and conference speaker on CSR and the social economy. JW Associates NI help businesses integrate their CSR strategy with their business development opportunities and develop innovative income strategies for charities and social enterprises. Contact jowatson@jwassociates.org



By Jo Watson, Director of JW Associates NI and provides consultancy and coaching services.

LOCAL WINE SCHOOL OPENS FIRST NI FRANCHISE

Local wine enthusiast, Seana Hackett, is toasting her new business venture ahead of bringing an exciting new concept in wine education to Northern Ireland - the Belfast Wine School which promises a fascinating range of engaging, interactive tastings and courses for those who are keen to have fun and learn more about wine.

Owned and managed by chief wine tutor, Seana Hackett, the Belfast Wine School is the 26th wine school franchise for the popular and rapidly-expanding www.localwineschool.com – a network of wine education businesses operating across the UK, founded in 2000 in Newcastle Upon Tyne by entrepreneur Chris Powell.

Originally from Derry but now living in Belfast, mum-of-three, Seana, has spent most of the year preparing to bring the first Local Wine School in Northern Ireland to fruition. The school will offer tastings at all levels from introductory evenings to 8-week courses, and Saturday wine experiences including Champagne and lunch. Food and wine matching workshops as well as unique wine tasting experiences for corporate and private clients will also feature at the school.

Commenting on launching their first wine school in Northern Ireland, Chris Powell, Founder and Managing Director of Local Wine School, comments: “Belfast’s rapidly-growing reputation for its bustling food & drink scene made it an obvious location to open a new wine school. But it was also Seana’s drive, passion and enthusiasm as well as her wealth of knowledge and local experience that convinced me this was the right choice.

“Our ethos is to work with local businesses including local suppliers of great food & wine, local restaurants, and local independent wine merchants, to help promote and champion the quality of their offering.”

The Belfast Wine School is totally independent and not affiliated to any retailers or producers. Wines from across the world will be carefully selected by Seana from local stockists in Belfast for all the tastings.

Speaking ahead of her new venture, Seana Hackett adds:

“We look forward to bringing a fresh and unpretentious approach to our wine tastings – everybody is welcome, whatever their level of knowledge. As a holder of the WSET Diploma (Wine and Spirit Education Trust) – I am also especially keen to bring these world-leading professional wine courses to keen enthusiasts, as well as wine professionals wishing to further their careers in this great industry.

“We will also be helping to train future generations for careers in our flourishing hospitality sector – it will truly be ‘wine tasting for everyone!’”

Courses at the Belfast Wine School will give hands-on, enjoyable learning through tasting sessions. The courses are designed to broaden knowledge of the world of wine, boost confidence in selection, and most importantly offer a great, fun experience to anyone wanting to learn more about wine.

The Belfast Wine School will host its first classes in October 2018, located at two popular Belfast city centre locations, The Mac and Bullitt Hotel.

Tastings and courses are available to book now. For further information about Belfast Wine School, visit www.belfastwineschool.com email info@belfastwineschool.com or call 028 9050 4731 / 07810 482084

Belfast’s rapidly-growing reputation for its bustling food & drink scene made it an obvious location to open a new wine school



THE BRIGHT SIDE OF GDPR

by Janine Muldoon

On May 25th, the way we have been marketing online changed dramatically. Although the deadline for compliance to the new GDPR guidelines was announced in 2016, most businesses didn’t really plan ahead, or even understand the impact it could have on their bottom line.

You see it is so much more than how we store data, or how clear our privacy policy and terms of use are. It is about something called “explicit consent.” This means that businesses that have spent years building “their lists” have seen them cut in half... or worse!

Pub chain J.D. Wetherspoon just deleted it’s entire database... on purpose!! Apparently the threat of a hefty fine was just not worth it to them. Instead of sending out monthly newsletters, they are making people aware of specials and offers via their website and social media channels.

But, can we find a bright spot in all of this chaos? Well I believe we can!! People that have chosen to stay on your list are the people that are the most likely to do business with you. They have shown their loyalty and have said “yes” I want to continue to hear from you.

Another positive is, because so many people have been dropped from mailing lists, our in-boxes aren’t quite as crammed as they used to be, so we can actually get around to reading our emails again. I don’t know about you but sometimes I really wanted to check out something I saw coming in, but just never got around to it because it got lost in the shuffle.

As a certified partner with Infusionsoft, we take our email marketing seriously and work with our clients to make sure their marketing campaigns have an impact.

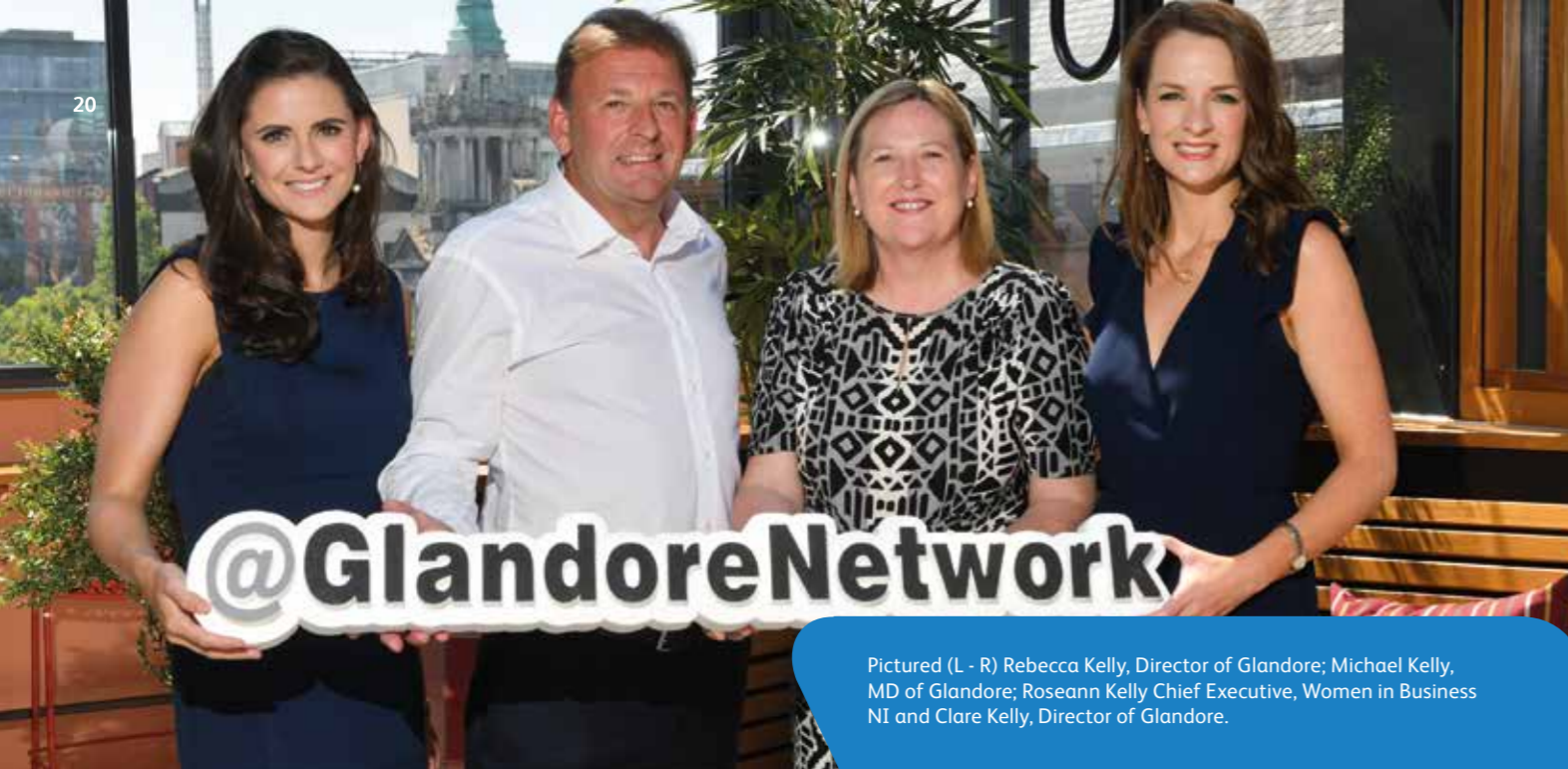
Here are a few top tips to make sure you are getting the best roi on your marketing efforts:

- 1. Keep a clean list.** Having a huge list of contacts means nothing if you are not getting engagement. Low open rates and lots of bounces can severely reduce your deliverability. Make sure you clean your list regularly to ensure you are communicating with the people who want to do business with you.
- 2. Send good content.** Be thoughtful about your messaging, not every email should be a call to action. Customers get bored if you inundate them with sales emails. Sharing useful articles and helpful information will go a long way to building rapport with your audience.
- 3. When you are offering your audience something, keep your messaging simple.** We are living in a world of distractions, so it is hard to keep anyone’s attention for very long at the best of times. Don’t be too wordy, don’t be too technical or use jargon. People want the straight goods. How can what you have make their life better or easier? Now that will get their attention.
- 4. Get fresh leads.** If you aren’t already doing this, having a good lead magnet can be a valuable tool for your business. Having people opt in for a free report, download, training or whatever fits your business, will ensure that you always have new traffic coming into your funnel. You can follow up with them through an automated email marketing campaign. It is so important to keep in contact with prospects, as reports show that over 60% of business comes from the follow up. You don’t want to miss out on a golden opportunity to do business because your prospect forgot about you and ended up doing business with someone else!

So, whether you are in a position where you have lost a significant part of your list, or you are just getting started with building one. You now have a unique opportunity to start as you wish to continue. Some things will never change. People will always do business with people they know, like and trust.

So whether you are communicating face to face, over the phone or online. Building rapport and trust with your customers will always be time well spent.

If you would like assistance with your marketing efforts, I can be reached at 028 9073 6078 or email janice@one-result.com



Pictured (L - R) Rebecca Kelly, Director of Glandore; Michael Kelly, MD of Glandore; Roseann Kelly Chief Executive, Women in Business NI and Clare Kelly, Director of Glandore.

FEMALE-LED FAMILY BUSINESS GLANDORE INVESTS £1M TO CREATE NEW COWORKING SPACE IN BELFAST

Ireland's leading provider of flexible workspace, Glandore, has this month opened a new co-working space at Arthur House in Belfast, following a £1m investment. The new home of Women in Business NI, this new Belfast co-working space will provide desk space for up to 70 members and is aimed at startup entrepreneurs, small businesses and FDI companies taking their first steps into Northern Ireland.

Established in 2001, Glandore is a family owned business led by three sisters who are Directors of the company, alongside their Managing Director father, and has a total of more than 2,500 desks between eight office locations in Belfast and Dublin.

International companies who started their Irish operations in Glandore workspace include Worldpay, Rapid 7, Facebook, Twitter and Dropbox, while overseas investors such as Tullet Prebon, Cayan, Bamboo Rose and Bazaarvoice are among the current or former members of its offices in Belfast.

Clare Kelly, Director of Glandore, said: "We have been providing flexible workspace in Belfast for 12 years and in Dublin for over 17 years. The co-working industry is rapidly expanding and the demand for more of this sort of flexible space in Belfast is increasing. By opening this fantastic new space we are now able to offer the full spectrum of office accommodation to our members, from one part time desk right through to offices for up to 70 people.

"We know from experience that long-term leases don't work for some fast-growing companies who want speed to market with minimal risk and upfront costs. For many of them, whether they are local entrepreneurs or the first staff from an international company that has set up here, a vibrant co-working space is more desirable than sitting alone in an office."

Clare Kelly believes that one of the attractions of Glandore's co-working offer is this opportunity for startups to rub shoulders with FDI companies at the early stage of their journey in the market. The new space, on the 5th floor of Arthur House, will also be available for social and networking events and meetups. She added: "As a family business, our aim is to give our members the very best start to their operations but also enable them to achieve their growth ambitions. From the quality of the working environment and service, our holistic wellness programme to the unique networking events for our members and alumni, we strive to support the growth and success of our member companies." Many Glandore-based companies are international, often requiring more than just work space, and find invaluable the assistance offered in accelerating their network and local connections. It is estimated that as many of four million people worldwide will be co-working by 2020 from more than 14,000 spaces.

"When we found ourselves needing a new home in Belfast, we knew that a female-led business like Glandore, with three sisters at the helm, was the best way to go," said Roseann Kelly, Chief Executive, Women in Business NI. "At Women in Business, it's our mission to equip women with the skills they need to start and grow their own business or develop their careers – which is something Glandore prides itself on offering all of its members. As an organisation that values the importance of networking, having a space in Belfast like Glandore who facilitate connections, as well as offer flexible space, is invaluable. Growth and enterprise is rising in Northern Ireland and at this crucial time, companies need to have the flexibility to expand with ease."

For more information visit www.glandorebelfast.co.uk



Flexible workspace that works for you in Belfast & Dublin

glandorebelfast.co.uk | info@glandorebelfast.co.uk
[@glandorenetwork](https://www.instagram.com/glandorenetwork) | +44 (0)28 9044 7100
 Arthur House, 41 Arthur Street, Belfast, BT1 4GB

OUR NEW EVENTS SCHEDULE 2018

Networking Events

A series of structured networking events to bring together Women in Business members, kindly hosted by our partners, members and local businesses.

Network in Style

Date: Tuesday 4th September

Time: 18.30 - 20.30

Venue: Hobbs, Victoria Square, Belfast

Grand Central Networking

Date: Tuesday 18th September

Time: 08.30 - 10.30

Venue: Grand Central Hotel, Belfast

Female Entrepreneurship Networking

Date: Tuesday 2nd October

Time: 09.30 - 11.30

Venue: Glandore, Arthur House, Belfast

Challenge your Imposter Syndrome

Date: Thursday 11th October

Time: 09.30 - 11.00

Venue: Hyster-Yale, Craigavon

In the Hot Seat

Date: Thursday 15th November

Time: 09.30 - 11.30

Venue: Santander, Belfast

Harmonious Networking

Date: Thursday 13th December

Time: 11.45 - 13.00*

Venue: Ulster Hall, Belfast

*Followed by lunchtime concert by Ulster Orchestra

New Members Networking

Date: Tuesday 29th January

Time: 17.00 - 18.30

Venue: Glandore, Arthur House, Belfast

Key Events



Spotlight on Success Conference

Date: Tuesday 5th December

Time: 09.00 - 14.00

After a very successful Spotlight on Success conference in June, we welcome a host of speakers for another fantastic event along with excellent networking opportunities with some truly inspirational women.

Insights

The Women in Business Insight Events will give attendees an overview into business topics. These 2 hour insights will be delivered by expert speakers on current themes and also provide a networking opportunity with other members.

The Art of Persuasion

Date: Thursday 27th September

Time: 17.30 - 19.30

Venue: Resolution Centre, Belfast

Getting to Know Google Ads

Date: Tuesday 16th October

Time: 09.30 - 11.30

Venue: Loud Mouth Media, Belfast

Your Year of Wellbeing

Date: Friday 4th January

Time: 09.30 - 11.30

Hosted by Natural Roots Wellness and Soulful Yoga

Instagram Insight

Date: Thursday 17th January

Time: 09.30 - 11.30

Venue: Clayton Hotel, Belfast

Speaker: Denise Hamill, Digital Den



3rd Annual Chair's Lunch

Date: Thursday 24th January 2019

Time: 12.00 - 14.30

Join over 250 of Northern Ireland's senior business women for our Annual Chair's lunch.

For more info please see www.womeninbusinessni.com

Masterclasses

Our masterclasses will last up to 3 hours and will provide in depth presentations and learnings on a range of topics suitable for all members from senior managers to budding entrepreneurs.

Grow Your Network, Build Better Connections

Date: Thursday 20th September

Time: 09.30 - 12.30

Venue: Malone Lodge Hotel, Belfast

Speaker: Lisa Strutt, Asentiv Ireland

Coaching Yourself for True Leadership

Date: Thursday 18th October

Time: 09.30 - 12.30

Venue: Crowne Plaza, Belfast

Speaker: Mark Hayes, Qualified Trainer and Executive Coach

GDPR - Your Compliance Journey

Date: Wednesday 7th November

Time: 09.00 - 13.00

Venue: Pinsent Masons, Belfast

For Tweet's Sake

Date: Tuesday 4th December

Time: 09.30 - 12.30

Venue: Stormont Hotel, Belfast

Speaker: Simon Harper, SRH Design

Next Level You Breakthrough to Executive

Date: Tuesday 15th January

Time: 09.30 - 12.30

Venue: Grand Central Hotel, Belfast

Speaker: Sinead Sharkey-Steenson, Generation Women

Regional Events

Women in Business is collaborating with key regional partners to continue providing opportunities to all our members Northern Ireland wide. These partners, old and new, include:

- A - Antrim Enterprise Agency**
18th September / 20th November
- B - Causeway Enterprise Agency**
20th September / 13th December
- C - Craigavon Industrial Development Organisation**
22nd November / 22nd January
- D - Omagh Enterprise Company**
15th November / 10th January
- E - Women in Enterprise, L/Derry**
9th October / 22nd January



VITAL NUTRITION

jane
mcclenaghan

Good food has been a lifelong passion for Nutritional Therapist Jane McClenaghan. She is known throughout Northern Ireland as the voice of nutritional reason on U105 and BBC Radio Ulster and is the author of The Vital Nutrition Cookbook and Vital Nutrition: How to eat for optimum health, happiness and energy. In 2014 Jane was awarded the UK CAM (Complementary & Alternative Medicine) Award for outstanding practice - the first time this award has been given to someone from Northern Ireland.

Vital Nutrition specialise in developing workplace health programmes for companies across Ireland to help employees get healthy. Vital Nutrition can develop a workplace health strategy to help your company achieve optimum business performance. Whether you are interested in workshops or seminars, advice on what to serve in the office canteen, or one-to-one consultations for employees, we can develop a bespoke corporate health programme to suit your needs.

Vital Nutrition

Jane is an engaging and motivational speaker and these are just some of the services we offer:

- Practical nutrition workshops and seminars
- Cookery demonstrations
- Healthy canteen audits
- One-to-one consultations for employees
- Keynote speaker for conferences and events
- Interactive and engaging exhibition stands
- Healthy goody bags and incentives to encourage positive change

Vital Nutrition is unique in that we offer a complete range of corporate and wellbeing solutions. We work closely with other healthcare providers to ensure we develop exactly the right plan to optimise your company's corporate health. We take a fresh look at nutrition to suggest simple changes for workday breakfasts, healthy lunch boxes and nutritious, fast evening meal ideas to inspire positive change. Vital Nutrition's workshops include; Healthy Shift Workers, Working Well, Eating for Energy, Stress Less, Good Mood Foods and Six Weeks to Super Health. No crazy diets or quick fixes, just good sound nutrition that works!



PROGRAMMES



Mentoring Programme Boosting career development and progression...

The Women in Business Mentoring Programme, sponsored by Advance Coaching, is now entering its fourth year of supporting and aiding the progression of careers for women. Our programme is exclusive to Women in Business members and is proven to significantly contribute to each mentee's career development. Our team of expert mentors have a vast knowledge of industries and businesses, and work with expertly paired mentees for approximately 12 months.

The benefits of the programme have been significant not only for our mentees but also the mentors. Mentees are given direct access to a supportive mentor who challenges ideas in order to aid advancement, a confidante and sounding-board, as well as continuous support and professional development. Mentors report on how rewarding aiding another female's advancement is as well as improvement to their own interpersonal and leadership skills. Mentors can also advance to an optional ILM Certification in Introduction to Mentoring.

Niamh Sheills, Managing Director at Advance Coaching delivers training for new mentors and mentees. Advance comprises of a team of expert career coaches and mentors, who have been supporting career development and transition success for over a decade.

If you would like direct access to a supportive mentor who challenges ideas in order to aid advancement, a confidante and sounding-board, as well as continuous support and professional development, our mentoring programme is ideal for you.

Alternatively, would you like to aid another female's advancement, as well as improving your own interpersonal and leadership skills? Mentoring could be the perfect next step.

To find out more or to register your interest for our next programme please contact cheryl@womeninbusinessni.com

Your Voice Creating effective communicators...

Your Voice has been designed especially for Women in Business Members and is facilitated by Andrew Toogood, Founder and Principal of Proclaim Consulting. This 2 day training course aims to develop exceptional presentation and communication skills and improve the performance of leaders, executives, business owners & managers through a combination of learning and practical application.

The purpose is simple: to build knowledge, skills & confidence in order to influence & create impact through exceptional communication and presentation.

"Inspiring, exciting and enjoyable; this course has been invaluable in building my confidence levels and has empowered me to grasp opportunities I previously would have shied away from. I am no longer afraid to present and I can now influence audiences all thanks to Your Voice" - Rebecca Watterson

To register your interest for our next programme please contact cheryl@womeninbusinessni.com

Back to business Re-energising the return to work...

Our return to work programme, in association with Marcomm, is a combination of group workshops and 1-2-1 coaching. The programme was developed to aid the transition back to work after maternity leave feeling inspired, energised and ready to influence.

The aim of the programme is show how becoming a mum doesn't mean we stop being driven or motivated, if anything we focus our drive and are even more ambitious for our employers, but only with the right type of empowerment.

Women in Business run Back to Business programmes numerous times throughout the year, as it is a highly sought after programme. It has proven invaluable for both staff and employers at retaining valuable, talented staff who are driven to fulfilling their professional roles through tailored support.

PROGRAMMES



Bold Women Leaders Handle Bold and Productive Conversations with Ease

WIB together with Anne Dargan of Rapid Change Consultancy have developed a programme specifically for hard working, positive and motivated professional women. This programme is for those who are determined to make a difference, are ready to take positive steps and have those inevitable bold conversations to get there. The purpose is to build the core leadership skills necessary to improve relationships, gain positive outcomes and say what has to be said and is ideal for experienced or aspiring leaders as well as business owners.

Anne Dargan is an award winning specialist in leadership development for women and has over 10 years' experience in helping females thrive in their work and lives. Anne is dedicated to working with ambitious, successful professional and executive women.

Bold Women will help participants understand how to confidently deliver their messages, achieve their best outcomes and manage and maintain effective relationships. The programme will give practise in real life situations and leave feeling more confident in saying what needs to be said.

Grit & Grace Developing empowering female leaders...

Grit & Grace was designed in conjunction with the William J Clinton Leadership Institute at Queen's University, Belfast. The course is delivered over 3 days in Riddell Hall and is highly participative and engaging. Over the course participants consider how their personal values, beliefs and behaviours impact their leadership identity and brand and gain insight on how to make the right changes to progress and improve their leadership styles.

It has been described as "A must for any aspiring female leader" and participants have shown significant growth through self-awareness and self-confidence.

Please visit www.womeninbusinessni.com/Programmes/Grit-Grace for more information.

Choir Release some happy hormones...

Women in Business choir is available to all of our members and they meet every Tuesday 6-7:30pm from September to June. It is led by Katie Richardson, a talented musician, composer, musical director and facilitator. The choir is for all abilities and is a relaxed and informal way to meet some of the other WIB members.

WIB Choir have performed at Tedx Talks, WIB Awards, Strictly Come Dancing events, Belfast Culture Night and also in a pop up choir in Procession celebrating one hundred years of voting rights for women in the UK.

Choir members have said how this time each week is their wind down from a challenging work day and helps for a mid-week relaxing refresher. If you'd like to come along have some fun, make some music and some new business connections, we would love to see you there.

Ambitious Entrepreneurs Educating entrepreneurs for success...

Are you self-employed? Want to develop and grow your business? Want to meet like-minded, ambitious females?

Women in Business offer a range of networking and educational events as well as programmes tailored to help you excel. Our members can benefit from 1-2-1 mentoring, specialised training events and conferences with experienced professionals and entrepreneurs.

We're launching a new Female Entrepreneurs Programme this year and want you to be part of it.

To register your interest contact cheryl@womeninbusinessni.com or call us on 0845 607 6041



8th Annual Women in Business Awards 2018

Call for entries to the following categories:

Excellence in IT

Best Customer Service*

Best Exporter

Best in Professional Services*

Best Marketing Campaign*

Best New Start Up

Best Small Business

Outstanding Innovation*

Advancing Diversity in the Workplace

Outstanding Management and Leadership

Young Business Woman of the Year

For terms visit our website. *There are individual and corporate levels within these categories.

Enter online today
womeninbusinessni.com

Title Sponsor:



Category Sponsors:



Organisations succeed or fail one conversation at a time



HANDLE BOLD AND PRODUCTIVE CONVERSATIONS WITH EASE

WIB is teaming up with Anne Dargan of Rapid Change Consultancy to deliver this transformational programme. Having experienced the difficulties facing women in a male dominated industry, Anne helps 'Bold Women Leaders' step into their own power and know the difference they want to make in the world, which inevitably means having those bold conversations. Whether you are a business owner or an experienced or aspiring leader, building this core leadership muscle is crucial to being able to say what has to be said, improving relationships and getting good outcomes - with confidence and ease.

"Extensive and well-documented research across different cultures, has shown that people display a number of predictable reactions and behaviours, regardless of gender, experience, job or position (ref Chris Agryss, Harvard Business School). That said, women are also cursed with the double bind – they are either 'too nice' and are considered ineffective, or 'too aggressive' and so aren't liked. It's not hard to see how either option holds women back when having those conversations they have to have. This can go from 'dancing around the handbags' so the point is never made to 'taking people out' and nothing ever changes. Just consider the cost or lost opportunity in having these ineffective conversations!" says Anne.

Whether you disagree with some-one, really want to change the way they think, act or behave or are dealing with poor performance, many of us fear having these conversations. Some of us worry about hurting the other persons feelings. Some of us can't find the words. Others find the conversations easy, and yet little change is observed in the other person.

BOX "Organisations succeed or fail one conversation at a time"
Susan Scott Fierce Conversations.

Outcomes you can expect from this programme:

- Know how to prepare for a bold conversation and gain clarity, peace of mind and motivation to carry it through
- Learn a proven and effective structure for having a bold conversation
- Recognise and overcome the barriers to having the conversation you've been putting off
- Feel more confident to say what needs to be said
- Develop skills to counter resistance, manage conflict and stay calm
- Work through your situation and gain insight and feedback from your peers

This programme will be such a revelation you'll realise why your attempts have been failing to date. You'll gain confidence in delivering difficult messages and achieving good outcomes for your business or organisation whilst building and maintaining good relationships with the people concerned. During the programme there will be opportunity to practice a variety of real life situations.

To get more details or to register and interest on the next Programme please contact cheryl@womeninbusinessni.com or call 08456076041.

CHARLES HURST SUPPORTING WOMEN IN THE FAST LANE

Women in Business and Charles Hurst Jaguar Land Rover have announced a two-year partnership which seeks to support business women in Northern Ireland.

The new partnership is set to empower and encourage women across the country with Women in Business's suite of events and programmes including the annual Women in Business Awards, Spotlight on Success events and the Back to Business programme.

Roseann Kelly, Women in Business Chief Executive welcomed the new partnership commenting, "At Women in Business we strive to offer support for all business women in Northern Ireland, be they starting out in their career, at a senior level or self-employed. This exciting new partnership with Charles Hurst Jaguar Land Rover allows us to continue to offer and develop our range of activities and opportunities to help women in Northern Ireland reach their full potential."

"This partnership comes at a time when collaboration and cooperation are in the spotlight as we experience the lack of a working Northern Ireland Executive. As a leading business organisation we are committed to delivering programmes and workshops that will equip women to continue to support and grow our local economy."

Norman Fraser, Head of Business, Charles Hurst Jaguar Land Rover commented, "We are delighted to partner with Women in Business and embark on a two-year partnership with an organisation that encourages and empowers women to thrive and succeed in the workplace."

"In recent years, we have seen an increase of females working within the automotive industry, an industry which has previously been stereotypically male dominated. With our new state-of-the-art dual brand showroom, the first of its kind in Northern Ireland, now open, Charles Hurst Jaguar Land Rover aims to continue building a gender-balanced working environment and encourage more females to apply for the various job roles available."

"In the last five – ten years we have seen an influx of female customers visit our showroom. They are often the key decision maker in the vehicle purchasing process and we endeavour to continue creating an environment that is warm and inviting to everyone."

Women in Business strives to encourage, empower and enlighten women and this partnership with a leading employer and business in Northern Ireland offers a collaboration of powerful thinking, attitudes and approaches which will positively impact on the lives of women across the province.

We are delighted to partner with Women in Business and embark on a two-year partnership

RANGE ROVER EVOQUE

FROM £299 PER MONTH | £3,250 FINANCE DEPOSIT CONTRIBUTION | 5.9% APR



ABOVE & BEYOND



LOOKS JUST AS GOOD ON PAPER

The Range Rover Evoque Five-door will impress even the most demanding company accountant thanks to Ingenium engines. CO₂ emissions from 109 g/km and fuel economy is up to 65.7 mpg. The Range Rover Evoque is made for business.

Charles Hurst Land Rover
62 Boucher Road, Belfast, BT12 6LR
03301 086 559

charleshurst.com/landrover

Official Fuel Consumption Figures for the Range Rover Evoque Five-door range in mpg (l/100km): Urban 29.4-57.7 (9.6-4.9); Extra Urban 43.5-76.4 (6.5-3.7); Combined 37.2-67.3 (7.6-4.2). CO₂ Emissions 173-109 g/km. Official EU Test Figures. For comparison purposes only. Real world figures may differ.

*Important Information. Based on a 18MY Range Rover Evoque 2.0 eD4 150hp SE Manual with standard specification, non-maintained. Excess mileage charges (at 14p per mile +VAT). Must be returned in good condition to avoid further charges. Contract Hire subject to status. This promotion cannot be used together with other manufacturer's promotions and is subject to availability at participating Retailers only for new vehicles ordered by 30th September 2018. Contract Hire is provided by Land Rover Contract Hire, a trading style of Lex Autolease Limited, Heathside Park, Heathside Park Road, Stockport SK3 0RB. Model Pictured is 18MY Range Rover Evoque 2.0 eD4 150hp SE Manual with optional corris grey metallic paint and optional privacy glass.

NEW E-PACE ALL WHEEL DRIVE

**AND THE WEATHER FORECAST TODAY IS...
IRRELEVANT.**



**THE NEW JAGUAR E-PACE ALL WHEEL DRIVE
NOW AVAILABLE FROM £269 PER MONTH | £999 DEPOSIT***

The perfect drive doesn't require perfect driving conditions. Not when you have Jaguar's All Wheel Drive technology. Engineered for performance, the intelligent system constantly monitors and adjusts the balance of torque between front and rear wheels providing optimum traction for the ultimate drive, no matter what the weather conditions. Seamless composure in the blink of an eye, at all times. Perfect.

Contact us today to book your test drive.

Charles Hurst Jaguar
62 Boucher Road, Belfast, BT12 6LR
03301 086 559

charleshurst.com/jaguar

THE ART OF PERFORMANCE

Official fuel consumption for the Jaguar E-PACE range in mpg (l/100km): Urban 29.1-50.4 (9.7-5.6); Extra Urban 40.4-67.3 (7.0-4.2); Combined 35.3-60.1 (8.0-4.7). CO₂ emissions 181-124 g/km. Official EU test figures. For comparison purposes only. Real world figures may differ.

*From price applies to an E-PACE D150 AWD MANUAL. Vehicle shown is an E-PACE First Edition D180 Auto AWD in Caldera Red with an On The Road price of £47,800.



**Gender Diversity
Charter Mark NI**

Be an Employer of Choice

**Recognise your commitment to progress diversity in your workplace.
Be accredited with the Gender Diversity Charter Mark NI.
Improving gender diversity is good for business.**

There is a correlation between gender diverse companies and better bottom line results:

- Greater gender diversity on the senior-executive team corresponded to the highest performance uplift: for every 10 percent increase in gender diversity, earnings before interest and taxes rose by 3.5 percent.
- Men and women have different viewpoints, ideas, and market insights, which enables better problem solving, ultimately leading to superior performance.
- A gender-diverse workforce provides easier access to resources, multiple sources of information, and wider industry knowledge.
- A gender-diverse workforce allows organisations to serve an increasingly diverse customer base.
- Gender diversity helps attract and retain talented women. Companies cannot afford to ignore 50% of the potential workforce and expect to be competitive in the global economy.
- It's the right thing to do. Prioritising gender diversity shows commitment to social responsibility which brings considerable reputational benefits.

Find out more

This Charter enables organisations to apply for a charter mark which will recognise their commitment to, and progress on, gender diversity. The Charter follows a methodology of self-assessment, target-setting and review, and it prioritises continuous progression with goals set by, and appropriate to, each individual.

To find out how your business can benefit contact Christine White on **0845 6076041**, **Christine@womeninbusinessni.com** or visit the website at **www.diversity-mark-ni.co.uk**



**Gender Diversity
Charter Mark NI**



TOP LOCAL BUSINESSES RECOGNISED FOR THEIR COMMITMENT TO GENDER DIVERSITY

Eleven local businesses have today been acknowledged for their commitment to advancing gender diversity in the work place, receiving Bronze Gender Diversity Charter Marks.

Diversity Mark NI Ltd, was set up by Women in Business to deliver the Charter Mark, it is the first of its kind and awards organisations for their commitment to progress on gender diversity. Business who have been recognised today have committed to steps to address areas of unequal gender representation at all levels: removing obstacles faced by women at key points of career development; implementing structural and cultural changes that will help advance gender diversity; and putting in place a strategy and action plan to affect change.

Nichola Robinson, Chair of Diversity Mark NI, Director at Bombardier commented, "We are delighted to award 11 organisations with a Bronze Gender Diversity Charter Mark today. These organisations within their applications have shown a real commitment to implementing inclusive growth and cultural shifts within the workplace.

"The Charter has enabled organisations to identify and reflect on institutional barriers facing women which impact progression on the career ladder. Through this, organisations have also taken steps to progress the overall diversity and equality agenda and improve the working environment for all employees."

Roseann Kelly, Chief Executive at Women in Business commented, "In 2016 Women in Business launched its first manifesto and one of the four main pillars was Diversity. We appointed Male gender diversity champions who, together with Women in Business, have

delivered the Diversity Mark NI. We are inspired and reassured that such impressive progress has been made over the past year. I would encourage other innovative and progressive organisations to sign up, not only will they be doing the right thing, there is a correlation between gender diverse companies and better bottom line results"

Organisations who have been awarded a Bronze Charter Mark have been selected by the very distinguished Diversity Mark NI Independent Assessors panel which included Judith Gillespie, former Deputy Chief Constable of the Police Service of Northern Ireland, Kieran Harding, Business in the Community Director, Deborah Lange, Board Member at Invest NI and Belfast Harbour Commission and Dianne Foster, Baker Mc Kenzie.

Businesses who received the Bronze Charter mark include:

Allstate NI
Alexander Mann Solutions
Belfast City Council
Danske Bank
Gilbert- Ash Ltd
Homecare Independent Living
Northern Ireland Fire & Rescue Service
Progressive Building Society
Police Service of Northern Ireland
Ulster Bank
Sensata Technologies Inc.

Organisations can sign up to the Charter at **www.diversity-mark-ni.co.uk**





£3,000 worth of mentoring for the development of a New Product or Service from Southern Regional College for Small Businesses!

We can help you if you operate in the following areas:

- Food Production & Testing
- Engineering & Design
- Computing & IT Support
- Tourism Innovation

If you have less than 50 employees and have an innovative project idea in these areas we can help you!

A BALANCE IN GENDER ENHANCES THE PROFESSIONAL LEARNING EXPERIENCE

With steps to address the gender pay gap prominent across a range of sectors, Ulster University's Business School is playing its part in encouraging women to take on the challenge and reward of securing an MBA in support of their career progression. A recent report highlighted in *The Economist*, shows that four in ten MBA graduates in the USA are women. With women currently under-represented on Ulster's Executive MBA programme, Women in Business caught up with the University's MBA team and current students to explore how the programme is meeting the needs of experienced or aspiring managers and business owners.

Ulster University's Mark McCrory, lecturer in management, explains, "We recognise the role of business schools in supporting a confident balance of men and women in senior roles and in helping to close the gender pay gap. Our Executive MBA supports aspiring leaders with skills and insights that will advance their professional opportunities across a wide variety of sectors. The programme enhances knowledge, skills and confident leadership style for senior management roles. As more women consider studying for this globally recognised qualification, we might hope and expect to see the senior management structures adjust in the business community to more accurately reflect this pipeline of leadership talent."

Susan Fitzsimmons, Chief Operating Officer at a growing startup, AuditComply, is finishing her first year. For Susan, the decision to start the MBA was influenced by an inspirational woman in leadership: "I don't have a degree, and wanted a formal qualification to increase my credibility with clients and investors. I met Sarah Friar, Square's CFO, while in San Francisco and she mentioned that doing a MBA had given her a good foundation for business, I was inspired. I came back, did some research and submitted an application to Ulster University."

Jill Downing is a partner at law firm Magennis & Creighton Solicitors. Like so many, she developed her business skills on the job. In the final stages of the MBA programme, Jill explains, "The MBA covered a wide range of business areas including subjects which I thought were not initially relevant to my needs, but which actually offered new perspectives and approaches which I have been able to apply not just at work but in an organisation for which I serve on the Board."

Zeeola Moore is Practice Manager at Zen Orthodontics. Zeeola came from a teaching background and found herself dealing with several business issues for the first time. Approaching the end of her first year, she has some advice for other women consider the programme, "I most certainly would recommend completing the MBA at Ulster University. It has opened up new avenues for my career so far and I believe that had I not begun my journey, I would have been unhappy in my current job role and wouldn't have been as confident a manager as I am now."

Zeeola also remarks on the opportunity to learn from fellow students, building a network of colleagues, "Being open to meeting new people on the course is an important part of the Ulster University MBA experience, as they have a wealth of knowledge you can learn from, and that's even before you attend the classes!"

Mark added, "We are keen to encourage more women to join the programme. A balance in gender enhances the professional learning experience for those on the programme, extends business networks, and opens up career opportunities to support the representation of highly skilled women in senior leadership roles." If you would like to talk to the team at Ulster University Business School about furthering your career and personal development, or to speak with a current student or graduate of the MBA programme, contact **Mark McCrory** at sm.mccrory@ulster.ac.uk / 02890366092.

WHY DOES BUSINESS SUCCESSION TO THE SECOND GENERATION SO OFTEN FAIL?



Susan Dunlop, Partner at GmCG Chartered Accountants, discusses some of the key challenges faced by family business owners wanting to transfer ownership or management to the next generation.

Research has consistently shown that a high proportion of family businesses do not survive the second generation, and even fewer survive to the third generation. The reasons for this are varied but without doubt the principal cause is a lack of foresight and planning.

Succession planning is one of the biggest challenges that any family business may face but this is a process that can take years to implement. Unexpected events are often the trigger for succession planning, such as death or illness but this reactive rather than proactive approach may lead to the downfall of the business.

Common Problems faced when considering Succession

- Distinction between management succession and ownership succession.
- Lack of individuals in the succeeding generation with sufficient skills, experience, knowledge or motivation.
- Assuming that the business should be passed to children, when other options may be more appropriate.
- Owners' reluctance to recognise differing abilities of children working in the business.
- A dominant owner who is unwilling to contemplate "letting go" or plan for change.
- An over-reliance upon skills and knowledge of the owner.
- Tax implications.
- Identifying how the retiring family members' aspirations on retirement will be met, both financially and their future role in the business.

Management Succession

The business will have grown and prospered based on the family name and the continuation by a family member is synonymous with common values, commitment and loyalty. However, when deciding who is to be successor, it is important to be objective.

Some points to consider in choosing a management successor include:

- Does the proposed successor have the necessary commercial and sector experience?
- Does the proposed successor have credibility in the business and possess the necessary skills and characteristics?
- Will the successor be able to preserve the key success aspects of the business after succession? e.g. unique selling points, long-standing relationships with suppliers.

Difficulties often arise where siblings have worked alongside each other and one is 'chosen' above another to lead the business.

This can be challenging for business owners, where communication and forward planning are essential to avoid conflict.

If there is no suitable successor within the family, alternative options include consideration of individuals, either within or outside of the business or to sell the business to a third party.

Ownership Succession

The management and ownership of the business are not necessarily one and the same. Ownership succession often depends on the extent of other assets held by the owner, thereby enabling alternative financial arrangements to benefit other children.

It should not be assumed that everyone needs an equal share. It is common for the management successor to have a larger share than those who are less active.

Alternative arrangements can include equalisation of ownership with the differentiation in role reflected solely in the remuneration packages. In practice, this often leads to a resentful and disillusioned management successor, particularly where other financial arrangements are an option.

Actions

The following points should be acted upon well in advance of any proposed succession:

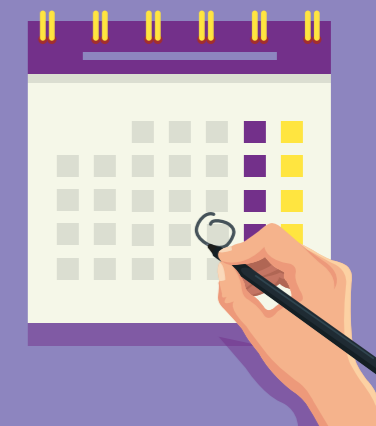
- A written succession plan covering distribution of ownership, identity of the new leader or leaders, training requirements, roles of other key members of the business during the transition, mechanics for the purchase or sale of stakes in the business, procedures for monitoring the process and dealing with disputes and problems and a timetable of the stages of transition.
- Discuss the tax implications of the succession process with your accountant at an early stage. Any transfer of a business may be subject to inheritance tax and/or capital gains tax.
- The founder of the business should plan for their source of income on retirement.

In conclusion, whatever path regarding succession is chosen, it is clear that the process needs detailed attention for many years preceding the retirement or death of the present owner. Failure is an all too common occurrence that can simply be avoided by forward planning, regular interaction with your accountant and thorough communication with family members and other employees.

Susan is a Partner at GmCG Chartered Accountants, an eight Partner firm with offices in Belfast, Lisburn and Portadown. E: dunlops@gmcgca.com | T: 028 9031 1113 | www.gmcgca.com



2500 business leaders and entrepreneurs for you to connect with



70 events per year attended by 3000 business women throughout Northern Ireland



120 business women mentored



Regional partners in Coleraine, L'Derry, Omagh, Craigavon & Antrim



7 Programmes inspiring and supporting over 1,000 women per year throughout NI



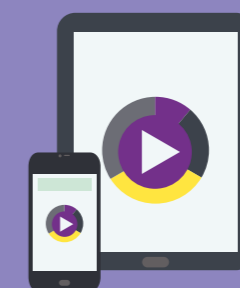
1 Awards Gala



1 Chairs Lunch



2 Inspirational Conferences



International Women in Technology Conference live-streamed from London



£35
Membership from only £35 per year

shaping tomorrow with you

FUJITSU

Proud to be
named in the
Times Top 50
'Employers for
Women' 2018



The place where women
come to succeed