



WINTER 2020 | ISSUE 22

Women in Business Magazine



Time to trust Time to lead

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a progressive Northern Ireland

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Chair's Message

As I reflect on another incredible year for Women in Business, with so many joyous occasions and achievements such as the celebration of 3,000th member milestone, I am filled with enthusiasm for the new year. 2019 was an excellent year for Women in Business, we hosted many exciting events and our 9th annual Women in Business Awards saw our biggest celebration to date, with over 500 business women and men in-attendance.

We launched our wonderful Centre of Learning and following the success of the 'Yes You Can' programme in 2019, we are excited to welcome female entrepreneurs from across Northern Ireland onto the 2020 cohort, launching with the return of the 20K Pitching Competition. With the Assembly up and running again the political future for Northern Ireland is looking bright. Women in Business remains optimistic and we look forward to working with the new assembly to deliver a progressive Northern Ireland.

We are delighted to welcome Belfast Met as a new Educational Partner of Women in Business and Ernst & Young LLP onboard as a new corporate

membership. Our partnerships within the business community continue to grow, with organisations of similar ethos, who encourage diversity, equality and inclusion keen to support the work of Women in Business. It is with mutual effort that we progress towards a new economy, whereby all women can contribute significantly to the economic success of our society.

As I have said before, the reason I became a member of Women in Business was because I wanted to make a difference. The only way we can achieve this as women, is to continue to work together to create the desired and required environment for businesswomen to reach their full potential. It is with great expectations that Women in Business welcomes 2020, not only as a new year but as a new decade, which brings endless prospects for Women in Business and our incredible members.

Nichola Robinson

**Sourcing Director
 Bombardier Aerospace**
 Chair of Women in Business



Chair: Nichola Robinson
Chief Executive: Roseann Kelly

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Women in Power; A Time to Trust and Lead



Dear Leaders,

I can say without doubt, that Women in Business and the NI business community are relieved that we now have a long-awaited Assembly up and running again. However, we are even more delighted to see an Executive Team with 50% females.

This is huge progress and an enormous responsibility for these women to ensure that they prove the diversity case in spades and demonstrate that when women work together, amazing things can happen, let's see it in action!

For three years, the people of Northern Ireland were deprived of local governance and leadership. I ask our Executive to show real leadership and to collaborate as a team. It is time to deliver, and that means leaving the politics at the door and making waves to truly lead and govern as one.

We need the programme for government implemented, we need our long-term

strategies for Education and Health ring fenced, we need all departments and ministers working in unity.

At the recent leadership Pendulum Summit, a leading Business and Self-Empowerment Summit, I heard from some fascinating and inspirational speakers. The son of the late Steve Covey, American educator, author and businessman, spoke about how, "Truth is the new currency in business" and how high trust leaders are most successful. To be a successful leader you need to talk straight and honestly, establish respect, create transparency, clarify expectations and extend trust.

The Summit taught us that, "Differences are strengths when people trust each other" but that, "Differences are viewed suspiciously (even divisively) when people do not trust each other."

I know which option I want. We need to start extending trust to people until they prove themselves untrustworthy. Can our Executive do trust? I sincerely hope so.

At the event, Bear Grylls shared his journey and the four key pillars by which he lives; failure, fear, fire and faith, again, I would urge the Executive to take this on board. He explained that failure is part and parcel of success. Without fear you are not challenging yourself, so push yourself out of your comfort zone and do what is right for our country.

You need fire and to exert passion for what you believe in, and finally, faith, we have put our faith in you, our Executive, so please make the difference we all need and deserve.

Amazing women in the Executive, please show trust and leadership, you are now in government to deliver for all the people of NI, please do not let us down.

Roseann Kelly, CEO



Women in Business Welcome Belfast Met as Educational Partner

Women in Business, Northern Ireland's largest and fastest growing business network for female entrepreneurs and business leaders, is delighted to welcome Belfast Met as its third Educational partner, joining Queens University Belfast and Ulster University Business School.

Belfast Met is the largest further and Higher Education College in Northern Ireland and one of the largest in the UK, providing a unique breadth of education and training at every level to students from Northern Ireland and further afield.

This two-year partnership demonstrates that both Belfast Met and Women in Business are committed to working in collaboration to support and grow a diverse new economy based on maximising all potential, through inclusive growth.

Roseann Kelly, Chief Executive of Women in Business is confident about the new educational partnership and the impact it can make: "We are delighted to announce the new partnership and

I am excited about the shared opportunities and learnings it will deliver. "Belfast Met has a very clear vision and commitment to make a valuable impact on the economic and social success of the city of Belfast and beyond, this resonates with Women in Business. We will effectively work together to equip our members and students with the education and skills for employment and work closely to enhance the opportunities for female entrepreneurs and business leaders in Northern Ireland."

This mutually beneficial partnership will enable Women in Business to work with this leading educational institute to encourage and develop the Women in Business Young Women's Network, providing Belfast Met with the opportunity to connect and engage with 3,500 Women in Business members.

Commenting on the new partnership, Marie - Thérèse McGivern, Principal and Chief Executive of Belfast Met said, "Belfast Met is delighted to become an Educational partner of Women in Business. The College delivers a wide range of

programmes and initiatives to support the development and competitiveness of businesses and membership of this network will enable us to outreach, engage and promote our services to over 3000 businesses. This membership will also provide our own staff with valuable professional and personal development opportunities through engagement with the wide variety of programmes and events offered by Women in Business."

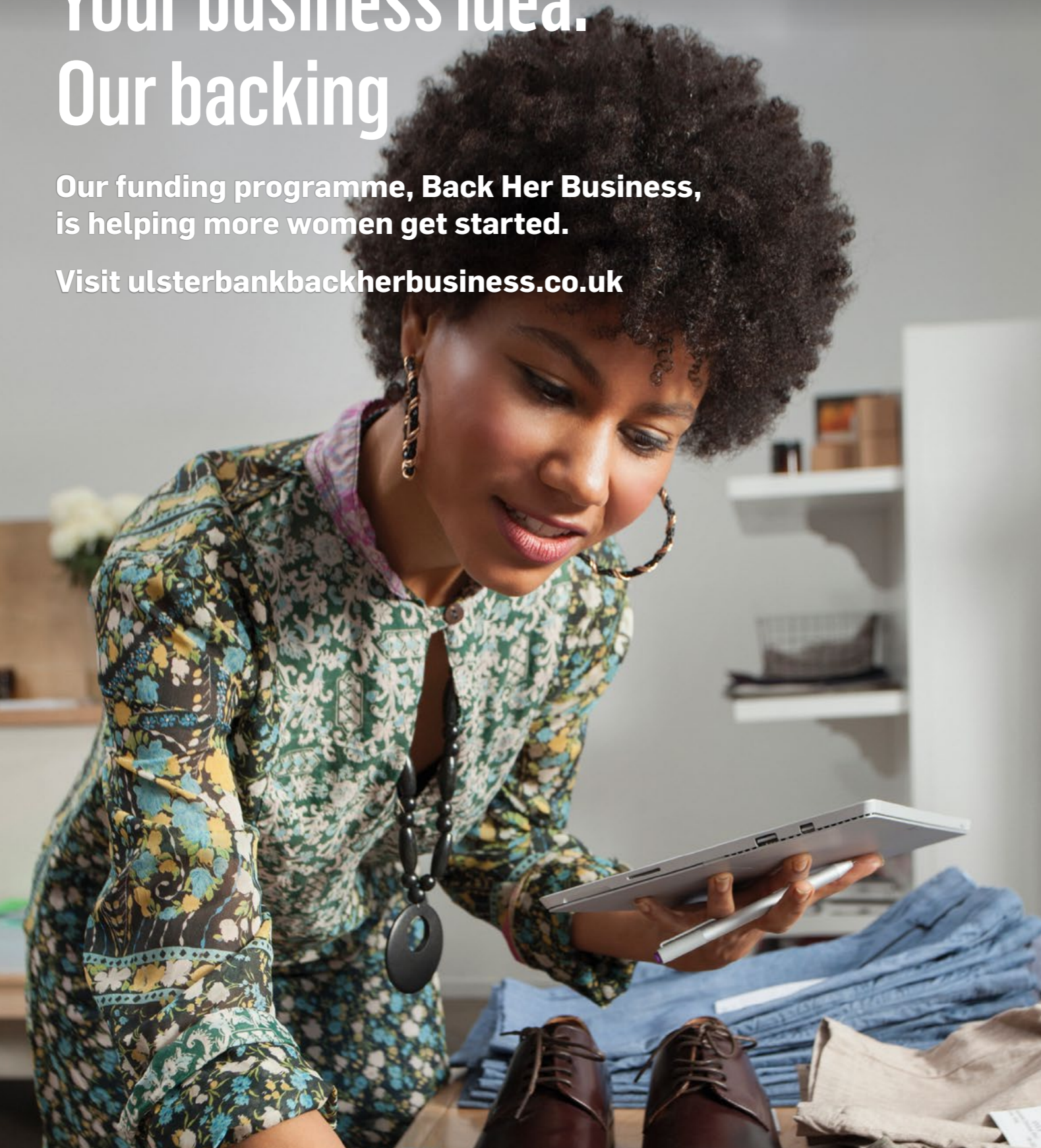
Women in Business has over 3,500 members across all sectors from sole traders to Chief Executives, from senior managers to business owners. The organisation hosts 70+ events per year, three conferences, a Chairs Lunch and the annual Gala Awards. To find out more visit www.womeninbusinessni.com



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Natwest Woman Of The Year Awarded to Women in Business Board Member Mairead Mackle



Tarasis Enterprises Founder hailed for her innovation & commitment to Health, Housing and Social Care

Winning the highly coveted overall award of the day - Mairead Mackle, founder of Tarasis Enterprises has been announced as the NatWest EveryWoman, Woman of the Year award at the 17th award's ceremony held recently in the Grosvenor Hotel, London.

Mairead is CEO and Founder of Tarasis Enterprises, a suite of complementary businesses encompassing housing, care, training and renewable energies including Homecare Independent Living celebrating almost 25 years as a leading domiciliary care & housing provider, Fabraco – a modular space & housing solution, volunteer-led charity iCare and Community Interest Group Evolve.

Before she was announced as the winner, the NatWest EveryWoman team took to the stage to say a few words about Mairead. "This award is

all about one woman who really breaks down barriers. She has dedicated her energy to working in one of our most challenging industries and is transforming it by creating effective, solutions. The woman behind the success is humble & inspirational. She has built a team and her who she trusts implicitly, and who in turn are loyal and dedicated, sharing her values & vision. She is innovative, mobilising technology to service her clients and engage, train and connect her teams."

Mairead took to the stage to receive her award, recognising and thanking both her family and her team for the critical role they play in the success of Tarasis Enterprises. "We are so lucky to have a dedicated team of men & women who not only share our vision of using our businesses to create a real social impact but who drive this vision forward with purpose, passion and total commitment."

She added, "Our businesses including HCIL (domiciliary, support services and housing), Fabraco, Evolve and iCare give

us the opportunity to connect with people in our communities, to play our part in making a positive difference to their lives and that's something we as a team are really proud of. No-one achieves success alone & I am incredibly proud of both our family and our team who all have a part to play in our collective success."

Now in its 17th year, the NatWest EveryWoman Awards celebrates the UK and Northern Ireland's most inspiring female entrepreneurs, each recognised for their outstanding achievements. The awards champion women in enterprise from all walks of life, providing a platform to share their journeys to success.

This year's winners included women who are transforming and disrupting their respective industries, from art and social enterprises to wellness and beauty - all the winners are role models whose success will encourage future generations of female talent.





Women in Business Awards 2019



The achievements of Northern Ireland's top business women were celebrated at the Women in Business Awards, an initiative now in its ninth year. The Awards, sponsored by Virgin Media Business for the second consecutive year, were an annual celebration of the outstanding achievements of female business leaders. The gala evening took place at Crowne Plaza Hotel in Belfast on Thursday 7th November, where business women from all sectors came together to acknowledge, reward and celebrate local success.



Women in Business Award Winners 2019

We received an amazing 185 applications and more than 500 guests attended the gala awards dinner, which brought together business people from a broad range of sectors and industries to recognise the best in home-grown talent and celebrate the success of female entrepreneurs, business leaders and senior managers at the only ceremony of its kind in Northern Ireland.

We would like to congratulate all our amazing finalists and winners. A special congratulations to our 'Life Time Achievement' Award Winner, Wilma Erskine a true role model and leader and our amazing Business Woman of the Year 2019, Edel Doherty, CEO & Founder of Beyond Business Travel.



Business Woman of the Year Edel Doherty, Beyond Business Travel addressing the audience



Guests enjoying the spectacular evening



Chair of WIB Nichola Robinson and Awards Judge Gary Mc Donald with Jackie Reid, winner of 'Best Customer Service' and 'Best Exporter'.



Keynote Speaker, Rosemary Stalker Chair of Invest Northern Ireland



Guests enjoying the spectacular evening



Lisa Smyth & Christine McKee, SheSaid Design and Branding, winner of the Award for Best New Start Up



Pamela Ballintine, Wilma Erskine and Chair Nichola Robinson



Kathryn Mills - Lifestyle Gymnastics Academy Winner of the Award for Young Business Woman of the Year sponsored by Ulster Bank



Katie Martin - Martin Contracting Services Ltd - Winner of the Award for Best Small Business sponsored by Danske Bank



Jennie Wallace - Beyond Skin Clinic - Winner of the Small Business Award for Best Marketing Campaign sponsored by Kaizen Print

Special Recognition Award for Lifetime Achievement
Awarded by Women in Business
Wilma Erskine

Award for Advancing Diversity in the Workplace
sponsored by Queen's University Belfast Management School
Nicola McCleery, Head of Specialist Business, Danske Bank UK

Award for Best Customer Service
sponsored by RSA Group
Corporate Winner
Jackie Reid - DELI LITES

Small Business Winner
Laura Killough - Larchfield Estate

Award for Best in Professional Services
sponsored by Advance Coaching

Corporate Winner
AnneMarie Patterson
First Derivatives plc

Small Business Winner
Louise Breen
Mallon McCormick Solicitors

Award for Best Marketing Campaign
sponsored by Kaizen Print

Corporate Winner
Amanda Sintern - Cleaver Fulton Rankin

Small Business Winner
Jennie Wallace - Beyond Skin Clinic

Award for Best New Start Up
sponsored by Go For It
Lisa Smyth/Christine McKee - SheSaid Design and Branding

Award for Best Small Business
sponsored by Danske Bank
Katie Martin - Martin Contracting Services Ltd

Award for Outstanding Innovation
sponsored by First Trust Bank

Corporate Winner
Dr Liz O'Sullivan - Allstate Northern Ireland

Small Business Winner
Dr Esther L. Skelly-Smith
Shanaghan Veterinary Services

Award for Excellence in IT
sponsored by Citi
Linda O'Reilly - Allstate Northern Ireland

Award for Best Exporter
sponsored by The Irish News
Jackie Reid - DELI LITES

Award for Outstanding Management and Leadership
sponsored by Fleet Financial Ltd
Anne Donaghy - Mid and East Antrim Borough Council

Award for Young Business Woman of the Year
sponsored by Ulster Bank
Kathryn Mills - Lifestyle Gymnastics Academy

Award for Business Woman of the Year
sponsored by Virgin Media Business
Edel Doherty - Beyond Business Travel



Business Woman of the Year, Edel Doherty Beyond Business Travel



Edel Doherty is the leading figure in Business Travel in Northern Ireland, an industry she is passionate about for the last 30 years. Edel Started BEYOND Business Travel 9 years ago after seeing a gap in the market and realising her dream to be a business owner. The Business under Edel's leadership has grown year on year to the successful company it is now with a turnover of £16 million and a team of 25 people.

Experts in travel management for ambitious companies BEYOND make sure "everyone is at their best no matter where they are in the world" by delivering world class service and cutting-edge technology. Technology is changing the face of travel and Edel is determined to lead the change.

Edel understands the joy and pain of start-ups and believes there is an opportunity in every challenge. Edel is also past chair of Women In Business, served twice on the NI Chamber of Commerce council, sits on the Board of the NOW Group which helps adults with learning difficulties, the CBI's SME council in London and recently joined AMADEUS customer advisory board (top ten software company in the world).

Edel believes we should never stop learning and is determined to fulfil her potential and help others fulfil theirs. The inspiring Edel, was delighted to be honoured with Businesswoman of the Year. In her acceptance speech, Edel proudly exclaimed that she is "a product of this network". This was a reminder of why we work so hard to support, encourage and inspire our members.

It was obvious that the power of networking is more significant than ever, and re-established that we cannot and must not undervalue the importance of networks such as Women in Business, and the programmes, events and opportunities that enable these women to flourish. Women in Business offer numerous of exciting and engaging opportunities for networking for all women, and we believe it is never too early to network.

"I am a product of this network. Thank you, Women in Business."

REGIONAL EVENTS NETWORKING EVENTS

February

Social Media: Do you know the law? Networking Morning
Date: Thursday 20th February
Venue: Cleaver Fulton Rankin, Belfast
Time: 09.00 -10.30

Babel's Business Card Swap
Date: Thursday 27th February
Venue: Babel, Bullitt Hotel
Time: 17.30 – 19.00

March

Resilience Networking Morning with Allstate NI
Date: Tuesday 10th March
Venue: Allstate NI, Belfast
Time: 09.30 – 11.00

Meditation for Beginners Workshop
Date: Thursday 19th March
Venue: Ormeau Baths
Time: 09.30 – 11.30

A Good Hair Day Networking Evening
Date: Wednesday 25th March
Venue: Peter Mark, Belfast
Time: 17.30 – 19.00

April

Time is a Balancing Act
Date: Wednesday 22nd April
Venue: Crowne Plaza, Belfast
Time: 09.30 – 11.30

Danske Bank Networking Morning
Date: Tuesday 28th April
Venue: Clayton Hotel, Belfast
Time: 09.30 – 11.00

Bubbles and Brushes
Date: Thursday 30th April
Venue: The Art & Design Factory, Belfast
Time: 17.30 – 19.00

May

Find Your Glow Networking
Date: Tuesday 12th May
Venue: Larchfield Estate
Time: 09.30 – 11.30

WIB Cookery Class
Date: Tuesday 19th May
Venue: James St South Cookery School
Time: 18.00 – 20.00

Rev Up Your Networking
Date: Thursday 21st May
Time: 09.30 – 11.00
Venue: Charles Hurst Jaguar Land Rover

June

Put a Spark In Your Networking
Date: Thursday 4th June
Venue: NIE Networks, Belfast
Time: 09.30 – 11.30

Cocktails at the Mal
Date: Thursday 18th June
Venue: Malmaison Belfast
Time: 17.30 – 19.00

KEY DATES

Female Entrepreneurs Conference
Date: Tuesday 3rd March

Chair's Lunch
Date: Friday 27th March

Summer Spotlight on Success
Date: Thursday 11th June

Antrim

Yes You Can Networking
Date: Tuesday 10th March
Venue: Tullyglass Hotel

Unleash Your Brand's Potential Workshop
Date: Thursday 2nd April
Venue: Antrim Enterprise Agency

Craigavon

Unleash Your Brand's Potential Workshop
Date: Thursday 23rd April
Venue: CIDO

Yes You Can Networking
Date: Tuesday 9th June
Venue: Palace Demesne

Causeway

Networking Morning
Date: Tuesday 24th March
Venue: Enterprise Causeway

Unleash Your Brand's Potential Workshop
Date: Friday 22nd May
Venue: Enterprise Causeway

Omagh

Networking Morning
Date: Thursday 14th May
Venue: Omagh Enterprise

Unleash Your Brand's Potential Workshop
Date: Tuesday 16th June
Venue: Omagh Enterprise

Derry/ Londonderry

Networking Morning
Date: Thursday 30th April
Venue: Waterfoot Hotel

Coffee & Conversations
Date: Tuesday 9th June
Venue: Whitehorse Hotel



EVENTS

Wonderful Women in Business Events

Women in Business held a variety of social and wellbeing events during this schedule, ranging from networking evenings, cookery classes to yoga.

Our latest schedule of social and wellbeing events from September to January was a huge success! Women in Business welcomed over 700 members and non-members to our events. This programme hosted a range of over 25 social events including a Cuban tapas evening in Revolucion De Cuba, a cookery class with James St. South, a yoga session, Christmas fayre for our small business to promote their products and that's only a few! We ended 2019 with The Women in Business Awards as well as our Spotlight on Success Conference where we heard from 6 inspiring leaders from the corporate and entrepreneurial world that have climbed to the top of or founded, grown and lead their own business. We evaluate all our events and over 90% were rated excellent or very good for networking and content. Below are a range of images from the latest Women in Business events programme:



Sun Down Networking Evening



Networking Lunch



Cuban Tapas Evening



Smartphone Promotional Video Making Workshop



Spotlight on Success Conference



Spotlight on Success Conference



New Members Networking



Facilitated Networking Morning



over
90%
of events rated
excellent



Networking Lunch



James St. South Cookery Class



Spotlight on Success Conference



Spotlight on Success Conference



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- We facilitate a range of events and networking to promote management and leadership insight.



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OPINION PIECE

Pay transparency essential to retaining talent in 2020

Lynne Beggs



HAYS
Recruiting experts worldwide



Pay transparency is of critical importance to professionals in Northern Ireland. It's not just me saying it either, it is one of the key findings of the recently published Hays UK Salary & Recruiting Trends 2020 guide.

Over 900 professionals were surveyed in Northern Ireland specifically, and of these, over three quarters (79%) of employees think it is important for their organisation to be transparent about how pay levels and pay rises are set. This demonstrates a disconnect with employers, 45% of whom acknowledge they aren't consistently transparent with employees about how salaries are set. This lack of clarity around pay can have the damaging effect of sowing discord and creating suspicion within relationships between staff and employers.

40% of employees in Northern Ireland say they are dissatisfied with their salary, with 62% believing it does not reflect their individual performance. Only 11% of those who asked for a pay rise were successful in getting one. Whilst employees cannot

necessarily always expect a bonus or pay increase, a lack of transparency over why some receive them, and others don't is likely to create disharmony.

This is particularly applicable to gender pay gaps, which are very much in the spotlight. Of the professionals in Northern Ireland who say they are aware of a gender pay gap within their organisation, 81% say it is an issue for them and 23% say it is enough of an issue that they plan to leave their organisation or are considering leaving as a result. Furthermore, of those who are aware of a gap, 90% of women consider it an issue compared to 68% of men.

Ongoing demand for talent in several sectors has driven up salary levels overall within the past year, and this is putting pressure on employers to attract the professionals they need in a competitive market. Being clear on pay and addressing the perceived gender pay gap will be important to recruitment success and putting into action practical steps such as, establishing clear promotion and pay structures, as well as setting and publishing

salary levels to improve transparency around pay, can help with the attraction and retention of staff.

Assessing pay needs on an ongoing basis can help address salary requirements and identify issues before it's too late to make a difference. Communication is key, and employers will need to be open with their teams and provide opportunities for employees to raise concerns easily for an open and honest culture to be established.

If you are interested in receiving a copy of the Hays UK Salary & Recruiting Trends 2020 guide, do not hesitate to contact me on lynne.beggs@hays.com

Lynne Beggs
Director
Hays Northern Ireland



Cara Macklin

High performance and why you wouldn't ask a fish to climb a tree...

Cara Macklin both an Entrepreneur and Coach, combines her previous hands-on business experience as a Director in healthcare and hospitality with professional coaching. As founder of Cara Macklin Coach she helps successful leaders go from good to great through developing themselves, their team and ultimately grow their business. In this article, Cara talks about her views on high performance and why you wouldn't ask a fish to climb a tree

Play football with Pele

If you wanted to play football and be the best, wouldn't you train with Pele? Deciding what league, you want to compete in, and adopting the same principle is crucial. Benchmarking best practice globally and in various industries will improve performance and create new ideas.

Make the leader redundant

Leadership comes from within a team. If a team can lead themselves, they'll do well. The first thing I teach new leaders when asked something by their team is, "if I wasn't here what would you do?" Leaders should develop self-sufficiency in the team, asking the right questions, allow them to develop their own thinking and give direction only when needed to create sustainable high performance.

Why you wouldn't ask a fish to climb a tree

"Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its life believing it's stupid." (Einstein) When someone's in the wrong role, a square peg in a round hole they constantly self-sabotage impacting their confidence and performance. It's critical to ensure the right fit in skills, job role, culture, motivators and working styles to achieve high performance.

The inner game of tennis

Tennis coach Tim Gallway realised the less instructions he gave players the better they performed. With two minds, self-one our conscious ego self, and self-two non-conscious which has the potential for learning and peak performance.



To improve performance: Quiet self-one; Visualise what you want to learn; Repeat, repeat, repeat; Stop inner critic sabotage; Focus the mind to be present. Hard to imagine the less instructions you the higher your team's performance but Gallway's video shows it in action.

Positivity and know your USP

For high performance it's crucial to recognise achievements, strengths and motivations fuelling energy to drive forward and achieve more. I'm not suggesting ignoring a job not done properly or mistakes. Alex Ferguson knew David Beckham's USP was his right foot,

helping him achieve world success. With yourself, and your team knowing their right foot alternative, can achieve higher performance.

You're inner critic can be your best asset Manage that negative voice in your head and use the benefits of this inner critic – miss perfection helps you get a job done well. But don't let them take over your thoughts and debilitate you.

Contact Cara Macklin,
hello@caramacklin.com or
for further information visit
www.caramacklin.com



HOW TO LIGHT A SPARK IN EVERY CHILD WITH STEM POTENTIAL

By Alison Bawn - People Director, Virgin Media Business

Only 35% of UK STEM students in higher education are women, according to UCAS data.

As a country, we can do better. And if people like Tracey-Jane Cassidy get their way, we will.

Tracey-Jane, who's giving a talk on this subject at a United Nations event next month, was one of our winners at VOOM 2018 – a startup pitching competition run by Virgin Media Business where £1 million in prizes is up for grabs.

Her company, Junior Einsteins Science Club, runs a range of events to help children see science in a new way. Tapping into their natural curiosity. Harnessing their creativity.

Making science feel more accessible and – most importantly – “so much fun they don't even realise they're learning,” as Tracey-Jane puts it.

This kind of intervention at a young age, she argues, is essential if we want more diverse STEM industries in future.

“
It's about equality. Giving boys and girls from all backgrounds the same opportunities.
”

As anyone who heard me speak at last year's Women in Business NI Awards will know, I couldn't agree more.

The latest figures from The Organisation for Economic Co-operation and Development (OECD) suggest children's career aspirations are already limited by the age of seven, and many young people will only consider jobs already familiar to them. For girls from poorer backgrounds this often means hairdressing or shop work.

People can, and do, build fulfilling, creative and entrepreneurial careers in hairdressing and retail, but if we want more diversity in STEM, we have to reach people who've never been exposed to or even thought about a STEM career.

Mentorship schemes like our partnership with Women in Business can have a real impact. Even at an early age, having access to a relatable female role model can give girls the confidence and motivation to pursue a path they otherwise wouldn't.

What we really need, however, is collaboration from every angle. Education, business and government must work together to tackle this issue, giving children from all backgrounds the support and opportunities they need all the way from the classroom to the boardroom.

“
And if we get it right? Hopefully, one day, articles like this will be redundant.
”



Diversity Mark NI hits the 60 Member Milestone

Diversity Mark NI recently hit an important milestone for the organisation with over sixty business leaders now pledged to go on a journey to deliver Diversity and Inclusion for their organisation.

Diversity Mark NI chair Nichola Robinson was delighted to have presented another six progressive organisations with the Diversity Charter Mark at their 2nd Business of Diversity Lunch.

Diversity Charter Mark awards were presented to:

- Outsource Solutions
- St. Ronan's Primary School Newry

- First Derivatives
- Denroy
- A&L Goodbody
- The Consumer Council

The Diversity Mark independent assessors were particularly impressed with the challenges the organisations set themselves over the next 12 months with structural and cultural changes to help advance diversity and inclusion by building a positive and inclusive workplace culture to benefit everyone. Diversity Mark NI Ltd is NI's only independent, not-for-profit organisation enabling companies to join a Diversity & Inclusion learning community and work towards achieving and maintaining,



Diversity Mark

the now highly regarded, Diversity Charter Mark. Companies with the charter symbol will be clearly recognised as a progressive organisation with diversity and inclusion at its heart.

Visit www.diversity-mark-ni.co.uk or get in touch with [Christine White](mailto:christine@diversity-mark-ni.co.uk) christine@diversity-mark-ni.co.uk to find out how your business could benefit from Diversity Mark membership.

New Team Member

Emma Lyttle recently joined Diversity Mark NI in a new role as Membership Engagement Manager. Emma's role will be to deliver regular engagement for Diversity Mark NI members via events, roundtables, communications, Ezines, and sharing of research reports to grow a learning community focussed on creating diverse and inclusive workplace cultures.

Emma is passionate about people and she looks forward to meeting and working with Diversity Mark members and enabling the sharing of best practice in the growing learning community. With a very successful background in Sales and Hospitality,

exceeding expectations is the goal for Emma. She feels energised to be joining Diversity Mark NI at such an exciting time and believes that the opportunities and potential is endless.

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 🐦 @DiversityMarkNI



ForInsight

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 9-12th June
 22-25th September

www.forinsight.org/retreat

“ Info@forinsight.org ”

DEDICATED TO IMPROVING LIVES...



For People, for Connection, for Change - ForInsight

Gráinne Close and Shannon Sickels founded ForInsight in 2018 after working tirelessly in the community/voluntary, education, and arts sectors for over 45 years (combined). They were eager to combine their dedication to human rights and equality, activism, and individual and collective growth with their expertise in arts, supporting people with learning disabilities and/or Autism, and making organisations resilient in times of change and crisis.

ForInsight is a company dedicated to improving the lives of people living with brain injuries, learning disabilities and/or Autism, and the families that support them.

As ForInsight, Gráinne and Shannon do this by helping charities and service providers in health, education, and social care to be more efficient, empathetic and effective. ForInsight supports the people working in organisations to rejuvenate and reconnect with the greater purpose underpinning the work they do. ForInsight can provide diagnostic insight into how your organisation operates on the inside and out, guidance on how to improve, and an extra pair of hands to help carry out the work needed to make an impact.

ForInsight draws on the power of storytelling and the arts to create arts-based training tools to build empathy,

increase understanding, and impact on practice. Reassembled, Slightly Askew is its award-winning, audio-based artwork that immerses audiences in Shannon's experience of acquired brain injury.

Reassembled... has toured arts festivals internationally since 2015 and been used as medical training for healthcare professionals, support workers and brain injury survivors' families.

Grainne Close & Shannon Sickels
info@forinsight.org

COO of Dip and Co-Founder of Airtight Influencers **Francesca Morelli**



My name is Francesca Morelli, and I am COO of dip and Co-Founder of Airtight Influencers. Dip stands for Deals in Places; it is the world's first PPC platform specifically for promotional offers. It helps you to find relevant deals on the high street based on your live location; available to download now on Apple and Android! Airtight Influencers is Northern Ireland's first agency to exclusively represent Social Media Influencers. We connect businesses, large and small, with relevant influencers and bloggers to boost their exposure and sales.

I originally joined Women in business when I was a student as part of a QUB Enterprise SU Programme called InnovateHer sponsored by Women in Business. Being final year, this was a great opportunity to expose myself to

opportunities after university and start to expand my network. The Women in Business Team offered their support from the start, helping to promote dip in their newsletter and emails. Being only a startup then with limited resources, this was a valuable opportunity that Women in Business offered to me for free as a member.

I have also attended events hosted by Women in Business for networking with like-minded professionals. These networking events have always proved to be enjoyable and useful for making connections and getting to know those with similar interests in business. With Northern Ireland being so small, I believe that networking is essential for getting your name out there and building your reputation, especially as someone starting out.



As both my businesses continue to grow, I will continue to attend Women in Business events and workshops, leaning on this organisation as a fabulous support network. It is without doubt that Women in Business have helped increase exposure for both Airtight Influencers and dip, not to mention myself as a young entrepreneur. I would strongly encourage any young professional to get involved.

“I would strongly encourage any young professional to get involved.”

What Is Attracting Gen Z Talent In 2020 **Ellie Francis**

Just when you thought you had gotten to grips with Millennials, It seems Generation Z are now the words on everybody's lips. Panic not, Generation Z have much in common with their Millennial predecessors, and this article is here to help with the key differences.

Beware the Stats

Many have analysed Gen Z, documenting what they want from the workplace. A shift from their Millennial counterparts is that they are more salary-driven than culture-driven. This seems like good news for organisations who haven't yet got culture right. Some may think it is licence to skip the step altogether. However, the shift for Gen Z has come as a result of Millennials winning the war on culture. Gen Z know that enough companies are now offering value to their employees so will only target these.

Build It And They Won't Come

You must audit your Employer Brand. In the current candidate-driven market, Gen Z are inundated with opportunities. What does this mean for your business? Well, they won't be browsing your careers page, waiting for the perfect job! You need to meet them where they are. So where are they? Universities, Linked in and events are all fantastic platforms for you to publicise open roles. You should also utilise Brand Ambassadors within your team, by encouraging your own employees to take your open roles to their networks and use these trusted relationships to attract even more Gen Z talent for your office.

CSR Is No Longer Just A Buzzword

Gen Z are socially responsible. While Millennials were content with their employers associating with various causes and allocating days in the annual calendar to give back to the community, Gen Z are expecting a much more tangible effort. A client recently told me that one of their Gen Z team members were unhappy as the water machine in the office was filled with single-use plastic cups. This is so easily (and inexpensively) resolved by giving everyone a company water bottle to use instead.



They Are Intrapreneurs

A study of Gen Z (Dan Schawbel, 2014) when they were in school found that a massive 72% of them intended to start their own business one day. While this may seem to be a disheartening statistic for employers, it's important to ask why this is. What about self-employment attracts them? Is it something you can incorporate into your EVP? Could you satiate the need for development, flexible working or incentive driven earnings.

Take advantage of their entrepreneurial skills and mindset and make them intrapreneurs within your business.

Attracting Gen Z talent is a key priority for many companies preparing for growth in 2020. This generation are poised to innovate, contribute and change the business environment dynamically as they flood into the marketplace. What will you change to make your organisation more Gen Z friendly?



We are Your Friend In Business... Let us support you!

As we are heading into the roaring 20's we have all had those New Decade New Me thoughts and if you are thinking of ways to develop yourself both personally and professionally then look no further. Women in Business can help you do just that!

We will support you and to get the most out of your membership. The more you put in the more you will get out.

Membership Benefits:

- Connect and engage with over 3,500 + businesswomen, leaders and entrepreneurs.
- Over 70 unique networking events per year.
- Gain potential new business leads.
- Raise your profile and that of your business.
- Avail of a diverse range of personal and professional development programmes.
- Attend 4 major WIB Annual Conferences.
- Opportunity for all staff to join through Corporate unlimited membership.
- WIB offers a diverse membership spread throughout all industry sectors.

For more information on options contact head of Membership
Clare Gallagher: Clare@Womeninbusinessni.com



A Warm Welcome to New Members

Having welcomed over 500 new Individual members this year, an ever-growing Young Women's Network and an impressive list of Group and Corporate members, Women in Business is growing from strength to strength!

We are delighted to welcome new Group and Corporate Members who have taken the next step in investing in their staff providing the opportunity to build up a support network, raise their profile and that of their company.

Women in Business have welcomed:

- Denroy
- Citi Bank
- Bank of Ireland
- IQEQ
- Progressive
- EY
- Baker McKenzie
- Belfast City Council
- Dale Farm
- Woodside Logistics
- Irish News
- Signifyd
- Millar McCall Wylie
- Translink
- Electric Ireland
- First Derivatives
- Mount Charles
- Cavanagh Kelly
- Davy
- Enterprise Rental Car
- TP ICAP
- ABL Group
- Hays Recruitment
- OCO Global
- Moy Park
- Belfast Harbour
- Ulster Farmers Union
- Belfast Int Airport Group





MEMBER'S PROFILES



The Journey to 'Be Inspired to Be' Belinda O'Neill

I am a Bank Manager with 23 years in the banking industry, I have been married to Peter for 15 years and I am a mother to Leo who is aged 11. As a Community Ambassador, I have been involved with many local business organisations for most of my career. I am a past Lisburn Chamber of Commerce President, a Non-Executive Director for Stepping Stones NI, a Mentor for Women in Business NI and the owner of my own creative brand 'Be Inspired to Be' which I established in 2017.

In January 2017, a close family member received a Cancer diagnosis. During this turbulent time, I really turned to my writing, as a form of self-therapy and I started to write more frequently. I decided to create my own brand called, 'Be Inspired to Be'. My aim through my writing is to hopefully inspire and empower

readers to take time to 'Be'. As I often say, we are human beings, not human doings!

2017 and 2018 saw the delivery of two 'Be Inspired to Be' 'Ladies Charity Sparkling Afternoon Tea' events. We raised £14,000, completed two room makeovers within the Intensive Care Unit of Craigavon Area Hospital, donated to Macmillan Cancer support, to Ellen's Journey and to PIPS Hope & Support. This year I have plans to develop the brand further. My main goal is to publish my writing into a book titled 'A Little Book of Daily Inspiration'. With further speaker engagements scheduled, a wellness event in the planning, a 3rd 'Ladies Charity Sparkling Afternoon Tea' event, on top of the day job, I have a feeling it will be a busy, yet positive time ahead!



Ulster Bank Entrepreneur Accelerator

Ulster Bank's in-house entrepreneurship team. Pictured are: Matthew Teague, Entrepreneur Acceleration Manager; John Ferris, Entrepreneur Development Manager; Lynsey Cunningham, Ulster Bank's regional director of entrepreneurship and Gabi Burnside, Entrepreneur Acceleration Manager

Looking to grow or scale your already established business? If so the Ulster Bank Entrepreneur Accelerator might be the opportunity you're looking for to bring your business to the next level.

Gabi Burnside, Entrepreneur Acceleration Manager at Ulster Bank said: "Our bespoke accelerator programme isn't just for startups, we've also been working with established companies to help them grow for nearly four years now."

With support including expert business coaches, an environment with like-minded entrepreneurs and a wealth of partners - Dell Technologies, Deloitte, Hiscox, Free Agent, Equifax and Pinsent Masons - our six to 18-month programme is aimed towards helping established companies grow.

Vivian McKinnon, founder of Hydro-ease said: "Joining the Ulster Bank Accelerator programme has supported me in so many ways, from meeting others in the same position, to being introduced to high

level professionals in all areas of business development, enhancing my journey through supporting me to gain clarity on my opportunities for expansion.

"Nurturing my growth and belief that I AM an entrepreneur. And a big bonus for me is that I have met some fantastic people along the way who I know I will remain in touch with for a very long time." Since launching in 2016 the Accelerator has supported more than 500 entrepreneurs in Northern Ireland, with 53 per cent of entrepreneurs in 2018 female.

Aideen Duggan, founder of Keenan Healthcare said: "I have only been on the Ulster Bank Entrepreneur Accelerator for a few months and it has already helped. Being held accountable to my targets, by my coach, has kept me to the tight timeline needed to rebrand.

"Attending workshops in the hub on finance and marketing has been great. It lets me understand my company finances, that our accounts team would look after. This is

great for marketing planning, budgets and projections. I have been fortunate enough to be invited to attend events such as the Alison Rose review, which gave great insight into the barriers faced by women starting and growing business. With me rebranding to grow my business, this was a great afternoon listening to and learning from female business leaders.

"I am thoroughly enjoying my time in the hub and recommend to any business wanting to grow."

To find out more apply today or get in touch: <https://digital.ulsterbank.co.uk/business/Services/accelerator.html> via email: belfastaccelerator@ulsterbank.com



Carrie Johnston Belfast Skin Clinic

Business Development Manager

Today, I sit to write this at my desk at Belfast Skin Clinic, it is a poignant moment to reflect on the place I find myself in professionally, a career path which would most definitely be termed 'varied' to say the least. Admittedly, while it does lack the linear approach of standard career progression, it nonetheless has been a journey which has afforded opportunities I could only have dreamed about.

Having graduated with a Politics degree in 2004, I found myself leaving those heady student days behind, unsure of what would come next. While I decided on my next steps, I accepted a role as airline cabin crew which ultimately shaped the next 5½ years of my 20's and awakened a moment of discovery in me that there were places beyond these shores that were ready to be explored.

Looking back, I would say these were the most formative years of my career, learning what working life was about and the responsibilities required to reach my goal.

Today I am excited to be part of the growing team at Belfast Skin Clinic, offering patients fast access to specialist dermatology diagnostics and treatments, aiming to save lives by raising skin cancer awareness throughout Ireland.

"Today I am excited to be part of the growing team at Belfast Skin Clinic."



Yes You Can Female Enterprise Programme supports female entrepreneurs across NI

Yes You Can, the business start-up and growth programme, supporting women to say 'Yes, I can' has just completed its first year of delivery with over 1200 women engaging with the programme. The programme is delivered by Women in Business NI and is a collaboration between Women in Business, Invest NI and the 11 councils.

Yes You Can is the first Northern Ireland wide programme to promote and develop female enterprise. The programme will run for three years, the second year of Yes You Can has just launched with the £20k Pitching competition.

Yes You Can is an exciting opportunity for female entrepreneurs from all sectors and at all stages of their careers to benefit from support, mentoring and advice. The £20k Pitching competition is a great opportunity for female entrepreneurs to boost their business or get an idea up and running. Last year 258 women applied to pitch, 5 entrepreneurs won a £3k prize fund and the overall winner received £5k at the Women in Business Female Entrepreneurs conference on International Women's Day. The Pitching Competition will take place at the Women in Business annual Female Entrepreneur Conference on Tuesday 3rd March.

Over the three years of the 'Yes You Can' programme, female entrepreneurs from across Northern Ireland can benefit from a range of motivational and supportive events and programmes including: Imagine It, a bootcamp for women at the pre-start stage who have a business idea or who wish to explore career options; Explore It, an initiative which targets women who have not started trading; Sell It, a residential to inspire women already trading and; Local Female Networks, where those attending will be motivated by keynote speakers and will benefit from facilitated networking with like-minded women.

Yes You Can - Explore it - Class of 2019



| Intervention | Location | 2020 Delivery | Venue |
|--|---|--------------------|---|
| £20k Pitching Competition Applications close 20th Jan | Women in Business Female Entrepreneur Conference | 3 Mar | Tullyglass Hotel, Ballymena |
| | Belfast | 27 Feb | Belfast City Hall |
| Networking 10:00-12:00 | Mid & East Antrim | 10 Mar | Tullyglass Hotel, Ballymena |
| | Lisburn and Castlereagh | 31 Mar | Lisburn Civic Centre |
| | Ards & North Down | 2 Apr | Crawfordsburn Inn, Crawfordsburn |
| | Armagh, Banbridge & Craigavon | 9 Jun | The Palace, Armagh |
| | Fermanagh & Omagh | 13 Oct | Kellyhelvin Hotel, Enniskillen |
| | Sell It Residential 2 days | Sell It 1 | 1 June |
| Sell It 2 | | 2 November | Corick House, Clogher |
| Imagine It Bootcamp 10:00-16:00 | Antrim & Newtownabbey | 12 Mar | Mossley Mill, Newtownabbey |
| | Derry & Strabane | 13 May | Eighty 81, Ebrington Square, Derry |
| | Causeway Coast & Glens | 3 Jun | Causeway Enterprise, Coleraine |
| | Newry, Mourne & Down | 16 Jun | Newry Conference Centre |
| | Belfast | 16 Sep | Clayton Hotel, Belfast |
| | Mid Ulster | 6 Oct | Glenavon Hotel |
| Explore It Programme 3 months | Fermanagh & Omagh / Mid Ulster | Commences 29 Jan | Omagh Enterprise Agency |
| | Belfast | Commences 24 March | Innovation Factory, Springfield Road, Belfast |
| | Antrim & Newtownabbey/ Mid & East Antrim | Commences 6 May | Mallusk Enterprises Park |
| | Lisburn & Castlereagh/Ards & North Down | Commences 27 May | Lisburn Enterprise Organisation |
| | Derry & Strabane/ Causeway Coast & Glens | Commences 23 Sept | Invest NI, Strand Road, Derry |
| | Armagh, Banbridge & Craigavon/ Newry, Mourne & Down | Commences 22 Sept | Cido, Craigavon |

To Book: www.womeninbusinessni.com/Yes-You-Can.aspx

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LEARNING



The 4 Best Tools for Your Business - 4 Virtual Assistants Share Their Top Tool



Running a business can feel very overwhelming at times can't it? Especially if you're trying to do everything all by yourself and are worn down by wearing all the hats.

Start the new decade with a promise to make life easier and by using the best tools in your business suggested by those who know best! We, the VA Heroes NI, a collaboration of four intrepid Virtual Assistants (VAs) work behind the scenes in dozens of businesses in NI and beyond to Save the Sanity of time poor entrepreneurs. Here are four of our favourite tools to help you have more time for what you love!

Top 4 Time Saving Tools

1. Toggl - by Alison of VirtuAli Administrative Solutions

Lost a lot of time in 2019 because you simply don't know where you used it? Start 2020 off as you mean to go on and track how much time you are working on specific client tasks/projects. Toggl is a time tracking app that allows you to track and

report and can be used from a browser, computer or a smartphone.

2. Later - by Ellie of Calibrated Concepts

Later is the best image-based social media scheduler available. It allows you to keep all of your images, videos and template text in one place! It's got a fantastic free plan and even more amazing features in the paid plan. It's easy to use, not overly cluttered and while it was originally designed for Instagram, it also works with Facebook, Twitter & Pinterest.

3. Filmora Wondershare/Go - by Gayle of Alexander Virtual Assistance

With the advent of camera-phones, the adoption of video for social media marketing is increasing exponentially. A staggering 96% of people turning to video over text/infographics for education and purchase decision-making. Filmora Wondershare (desktop) and Go (mobile), makes video creation, editing and production easier than ever. With free and Pro versions including explainer videos, means generating visibility for your business, simpler than ever.

4. Office 365 - by Wendy of Ambriel Ltd

Microsoft Office 365 is not just a tool, but a tool within a tool. Use it to manage your calendar, email, create and share documents and manage projects. Accessible via desktop and app you can have all the items you need to complete your day to day work in one central place. As one of the most secure platforms around, it's no wonder most businesses use it.

If you would like to receive our complete Top 40 Sanity Saving Tools list please email vaheronesni@gmail.com

Our Superpowers

If you want to supercharge your own business sign up to our mailing list and follow us VA heroes NI on our social media platforms (Facebook/ Instagram/ Twitter/LinkedIn).







Don't spend the rest of this decade stressed out, overwhelmed or drained let the VA Heroes come to your rescue!

At Women in Business we are delighted with the success of our new Centre of Learning which launched in late 2019. With sold out programmes including Powerful Resilience Skills, Back to Business and Brilliant Communication, it has shown the importance of continuous personal and professional development for both entrepreneurs and business women alike. Our desire to support each of our members does not stop there...

2020 marks another exciting chapter for our new Centre of Learning with the inclusion of our new suite of digital programmes. With the recognition that there are 647 million internet users in Europe alone and 42 million of us using social media in the UK, we understand the importance of reacting to the digital age and seizing opportunities to harness new practical, transferable skills that can be used in every organisation, regardless of the product or service.

Following research and extensive feedback from Women in Business members, we have enlisted the support of digital geniuses Niamh Taylor, Emma Gribben and Kathryn Pyper from Alchemy Digital Training to support you to develop key digital marketing techniques and create a real, lasting presence!

Check out our range of programmes and find one suitable for you today:

| | | |
|---|--|---|
|  | Google Ads: Introduction Tier 1: Beginners | Date: 12th March 2020 What: Workshop for Business Owners, Marketing Managers, Sales Managers and Brand Managers who wish to learn about Google Ads Pay Per Click (PPC) advertising. |
|  | Google Analytics Tier 2: Intermediate | Date: 19th March 2020 What: Workshop for Business Owners, Marketing Managers, Sales Managers and Brand Managers who already have a website and have installed Google Analytics. Should be familiar with the Google Analytics interface or have attended the beginner session. |
|  | Blogging for Business Tier 1: Beginners | Date: 7th April 2020 What: Workshop for Business Owners, Marketing Managers, Sales Managers and Brand Managers who are already have a website but want to attract more visitors and boost brand awareness. |
|  | Blogging for Business Tier 2: Intermediate | Date: 28th April 2020 What: Workshop for Business Owners, Marketing Managers, Sales Managers and Brand Managers who wish to gain a deeper understanding as to how to improve their current blog using SEO optimisation, Google Analytics and content strategy. |
|  | Canva Tier 1: Beginner | Date: 20th May 2020 What: Workshop for Business Owners, Marketing Managers, Sales Managers and Brand Managers who want to learn how to use Canva, a graphic design tool. |
|  | Influencer Marketing Tier 1: Beginner | Date: 10th June 2020 What: Workshop aimed at retailers, business owners, marketers, those who work with content, social media, or communications and relative newcomers who could benefit from a deeper understanding of the field. |



To book contact Nicky:
Nicky@womeninbusinessni.com
 or on 08456076041



Hear what some of our previous delegates had to say about our Centre of Learning and save the date for your next programme...

Powerful Resilience Sk
Returns 25th February 2020 & April 2020

"This was an excellent programme that provided what I needed support with, delivered in a professional and friendly manner by Sarah. Thank you for a very useful and enjoyable session."

Karen Moffett, Belfast Skin Clinic

Brilliant Communication
Returns 11th March 2020

"This programme was one of the best I have been on. The presenters style was so conducive to remembering the key learnings, unlike other training sessions where you sometimes forget everything after you leave the room. This training has and will genuinely help me in my communications and presentation skills."

Nicola McGuinness, InterTradeIreland

Negotiation Skills
Returns April 2020

"This programme provided a really relaxed, safe space to learn about the art of Negotiation. Camilla had an amazing presence, which made everyone feel at ease and get more from the day. The combination of theory and activities was a great way to find different approaches to communicate and was a great reminder to 'aim high!'"

Nicky - Women in Business

Back to Business
Returns 27th April 2020

"A very beneficial, comprehensive programme that helped me gain my confidence and motivation to return to work. It was reassuring to meet other working mums who had the same anxieties and fears, and helpful to hear how others were dealing with these. Would wholeheartedly recommend this course for working mums returning to work!"

Stephanie - NIE Network

Grit and Grace
Returns 6th May 2020

"I found the Grit and Grace programme extremely energizing, inspiring and motivating. I am now more aware of my strengths and core values and it has given me a great foundation and insight from which to further my leadership and strategic development"

Deborah Carr, Philips

Mentoring Programme
Returns 15th May 2020

"I thoroughly enjoy and value the opportunity of mentoring through Women in Business. Women supporting women, I feel fortunate to be involved. Whether you are thinking of becoming a mentor or seeking a mentor through Women in Business, I would encourage you to do so."

WIB Mentor



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LEARNING

Stay Cyber Savvy with these Top Tips from Victoria Logan

In today's world it's almost impossible to distinguish between our online and offline lives. From our homes, to our societal and economic well-being; everything is impacted by the internet. And cybersecurity infringements are often the result of errors we make.

My role at Allstate is to inspire change in employee behaviour across Allstate's global organisation. I focus on the human element of cybersecurity, promoting and reinforcing secure habits.

Of all the tips I could give you to stay secure online, here are my top eight:

Mind the keys

Good password management is critical. A compromised password can be used to access more important sites.

- Use long passwords - words or phrases with 20 characters or more are recommended
- Use a strong mix of characters - use the space bar to create complexity
- Never use the same password for multiple sites
- Use a password manager application to store strong unique passwords for all accounts

Mind who you talk to

Phishing scams are a constant threat, cyber-criminals will attempt to trick you into divulging personal information.

- Phishing is most commonly carried out by email
- Be suspicious of communication that asks for immediate response with personal information

Mind your updates

Installing software updates is critical. Maintain the latest security updates for your devices to reduce gaps in security.

Mind how you click

Avoid clicking links from unknown websites. These often host malware that will compromise your computer.



Mind your devices

Considering how much we rely on our mobile devices, you may want to:

- Use a strong passcode
- Only install apps from trusted sources
- Use device location tools to help prevent loss
- Never use public charging stations
- Physically secure devices when not in use

Mind your data

Don't share confidential information outside of trusted sources.

- Keep sensitive data off your devices
- Always use encryption when transmitting sensitive data
- Backup your data regularly

Mind what your kids do online

Educate your children on 'Staying safe online'. One way to do this is to enroll them with Allstate's Cyber Safety for Kids programme. This delivers an interactive session on online safety to children ages 5-9. For further information, visit www.allstate.com/cybersafetyforkids.aspx



Northern Medical + Women's Health Clinic



Expert's in Women's Health and Pregnancy Care

Two of Northern Ireland's Leading expert Obstetrician and Gynaecologists Dr. Keith Johnston and Dr. David Morgan welcome you to Northern Medical Women's Health Clinic, Ahoghill, Ballymena.

Our team offers over 15 years of consultant experience in the fields of obstetrics and gynaecology, with expertise in both the NHS and private sectors. We work closely with our nursing and administrative team to give our patients the most professional and highest quality approach to their care. We also offer the most up-to-date advice and treatment in gynaecology, pregnancy scanning and antenatal health care.

If surgery or procedures are required, these are performed in the safest surgical environment with state-of-the-art equipment and a highly trained team. We look forward to welcoming you and providing you with the very best private health care.

Both Dr. Johnston and Dr. Morgan run additional private clinics at Ulster independent clinic, Kingsbridge hospital and Antrim area hospital.



Dr Keith Johnston MB,BAO,BCh,LRCP&SI, Dip Advanced Obstetric Ultrasound, MRCOG.

**Consultant Obstetrician and Gynaecologist
Minimal Access Surgeon**



Dr. David J Morgan MRCOG, MB BAO BCh, Dip. Adv. Gyn. Endoscopy (distinction).

Consultant Obstetrician and Gynaecologist

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- VAGINAL DISCHARGE.
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- ENDOMETRIOSIS.
- PRIMARY INFERTILITY INVESTIGATIONS.
- RECURRENT URINARY INFECTIONS.
- PELVIC PAIN.
- MENOPAUSE.
- VULVAL DISORDERS.
- ANTENATAL & PREGNANCY SCANNING**
- EARLY PREGNANCY AND DATING SCANS FROM 6 WKS
- GENDER SCANS FROM 18 WKS
- REASSURANCE SCANNING
- REFLEXOLOGY AND CONTINENCE SERVICES ALSO AVAILABLE**

BOOK NOW - WWW.NORTHERNMEDICALWOMENSCLINIC.CO.UK/BOOKING/

WELLNESS



Be Breast Aware

One in ten women in Northern Ireland are diagnosed with breast cancer, so it's important that women check their breasts regularly (say once a month) and get to know their own normal so they'll notice any changes quickly. There are no rules when checking your breasts, but here are some guidelines:

LOOK: Stand in front of the mirror and look at your breasts with your arms by your side. Raise your arms above your head. Place your hands on your hips and push your elbows forward. Look to see if you can notice any changes.

TOUCH: When lying down or in the shower, press firmly over your entire breast, nipple, collarbone and armpit area keeping your fingers together and flat. Feel each breast in turn. Feel for any changes.

Keep an eye out for anything that you feel is not quite right. Some of the signs of breast cancer include lumps or bumps, puckered skin, thickening, a rash, oozing or crusting. If you have any concerns, please see their doctor straight away.



Remember, finding and treating breast cancer at an **early stage can save lives.** Check out our signs and symptoms infographic or visit www.cancerfocusni.org/girls to view our short video on how to check your breasts and what signs and symptoms of breast cancer to look out for.



Celebrating over 50 years

Supporting Women living with Endometriosis



176 million women worldwide living with Endo

Women in Business Member, Nuala Wills from Sports Rehab and Wellness, supports women living with Endometriosis, which affects one in 10 women in the UK and 176 million women worldwide.

Endometriosis is a very painful and common chronic inflammatory condition where tissue similar to, but not identical to, the tissue that normally grows inside the uterus, grows outside of the uterus. This tissue can lead to inflammation, scar tissue, cysts and adhesions forming and can impact fertility. Endometriosis can disrupt normal function of the organs it surrounds e.g. ovaries, fallopian tube, bowels, bladder - fusing organs together and compromising the blood supply to the organs. Treatments such as Acupuncture and Abdominal Massage cannot cure

Endometriosis but help to reduce and manage the symptoms. Studies have shown that Acupuncture can alleviate period pain, decrease pain intensity, reduce duration of pain and the need for pain relief, reduce inflammation and improve mood symptoms. Abdominal massage can also reduce menstrual pain, improve circulation to the reproductive organs and reduce adhesions. The Endometriosis Association of Ireland is an amazing support network, sharing updated and peer reviewed information on Endometriosis and raising awareness. www.endometriosis.ie

Nuala is based in Belfast and provides treatments for Women's Health conditions including: Endometriosis, Dysmenorrhea, Irregular cycles, PCOS, Anovulation (Not ovulating), Fertility support, Menopause, PMS and Amenorrhoea.

To book a consultation, call 07923 697 091.





Selling your business

Kathryn Laverty, Cleaver Fulton Rankin

Selling your business can realise the value built up over time and provide an exit opportunity; however, if you are thinking about selling, there are a number of things to consider in advance in order to achieve the best chance of maximising the value of your business:

1. Non-Disclosure Agreement – get any potential buyer to sign up to one. It prevents them from disclosing confidential information and is vital in protecting your business information should the sale not proceed.

2. Heads of Terms – these are the agreed principles both parties intend to be reflected in the contract. You should get advice on the preparation of these – if an agreed term is not set out in the heads of terms, it can be difficult to include it afterwards and vice versa, it can be difficult to negotiate a provision out of the final contract if it was agreed in the heads of terms.

3. Identify the value in your business – is it in your assets; your contracts/goodwill; your people or the uniqueness of your brand? Recognising this at the outset allows you to focus your own due diligence to ensure realisation of the maximum possible value.

4. Consider the best way to sell – ascertain the most tax efficient way of selling your business, e.g. an asset sale, or if you operate via a limited company, a share sale.

5. Consider what you want to sell – decide if you want to retain ownership of any asset. For example, you may wish to retain the business premises for your own use, or to lease to a potential buyer.

6. Security – does a lending institution hold security over any of your assets? If so, you will need to speak to the relevant institution before any sale to obtain appropriate releases and/or consents.



7. Intellectual Property – if your business uses intellectual property which is necessary for its function, ensure that it is either owned by the business or that a valid licence is in place. There will be goodwill in your business name so consider how to manage that on a sale, especially where it is a family name.

8. Advisors – instruct advisors who have extensive knowledge of buying and selling businesses. Involving advisors from the outset can make for a smoother process and, ultimately, a more successful exit.

This article has been produced for general information purposes and further advice should be sought from a professional advisor.

Kathryn Laverty is an Associate Solicitor in Cleaver Fulton Rankin with significant experience in dealing with corporate & commercial law.

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To find out more about
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Five opportunities to promote your business in 2020

Julie Halliday, Noisy PR

Promoting your business can feel overwhelming; and if you're short of time, budget or ideas it can seem impossible. Use these 5 opportunities to start telling your story and make promoting your business a breeze.

1. A new (or newish) business
Launching a business is the perfect promotional opportunity and can whip up interest in your products or services before you've even opened the physical (or virtual) door.

If your business is firmly established there's still plenty to make a song and dance about - expanding into new areas, opening a new branch or relocating to different premises to name just three!

And remember, if you never officially launched your business there's no reason why you can't make a splash with a celebratory event or promotion now.

2. New products and services
If you have an ever-increasing list of new offerings, simply tell people about them. If your range of products and services rarely change, then be creative.

Introducing a Click and Collect service; offering online sales or installing a new payment system? Offering mobile services; improved delivery options or enhanced aftercare packages?

Your business constantly evolves to meet your customers' needs, so it's just a matter of highlighting the good things you are already doing.

3. New contracts, customers, partnerships or orders
New, new, new... just add 's' and 'new' becomes 'news'!
Attracting new investment; securing new orders; creating new jobs; establishing new partnerships - all good news stories that your colleagues, suppliers, competitors, investors, community and the media would love to hear about.



4. Have or attend an event
Can mark the opening of the new office; bring stakeholders together for a coffee morning, or host a recruitment open day? Or use your attendance at someone else's event to generate publicity? Use event hash tags; tweet conference highlights and 'take-away' messages for people not in attendance, and turn the event into a bigger networking opportunity for your business.

5. Celebrate a milestone or anniversary
Milestones and anniversaries are part of life and make a great story. Manufacturing 100,000 units; celebrating a decade of trading; an employee retiring after years of service; or maybe your business was one of the first to do or supply something.

Heritage is priceless. It evokes fond memories for your customers, generates goodwill for your business and highlights that you are a still key player today.

For more information please contact:
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Innovate to Thrive and Survive

Katie Scott, Grant Thornton

In the current climate of political uncertainty, changing market demands, skills shortage and a changing workforce, businesses of all sizes are seeking to maintain competitiveness, evolve and grow, whilst managing their day-to-day business demands.

'Innovation' has become the mantra for many, and while this is simply a process of focused change, putting creative ideas into effective use to improve products, services and business processes, many organisations fail to realise this opportunity. This is largely due to fear of failure, resistance to change, aversion to risk taking and a lack of support for creating a culture of innovation.

It is not as simple as asking employees to contribute more innovative ideas, creating an innovation strategy or deploying new systems. In order to embrace innovation, it is necessary to check your organisation's ecosystem is ready. Moreover, you must be prepared that, as with any cultural change, it will not happen overnight.

Peter Drucker states, "If you want something new, you have to stop doing something old". Whilst we cannot argue with that, it is easier said than done; particularly if you are a large, corporate that has a long history of adding new initiative after new initiative!

Therefore, how can you begin to build a culture of innovation and move away from the 'that's the way we always do it' attitude? There are three key areas where organisations can focus to build their innovation culture:

Create a clear strategic rationale for innovation that employees will buy into. In order to do this it is important to understand where you are now and determine where you want to be in the future. Understanding your current areas of strength and weakness and getting a sense of staff appetite for innovation, can help you to focus on key areas and identify the potential enablers or blockers.



Lead by example. To foster and fuel innovation at individual and team level it needs to be visibly embraced and actioned by leadership. Leadership is responsible for creating and aligning teams around a culture that is open, collaborative and focused on continuous improvement. Appreciate that innovation will require new behaviours, skills and knowledge, so support your people by giving them the confidence, training and resources they need to embrace innovation at all levels.

Empower your people. Decision makers at the top are busy running the business, so they should expect the teams below to help drive innovation. Employees at all levels can see opportunities in their own areas that others will miss. Staff should be given permission and feel empowered to challenge the norm and the confidence to fail, learn and improve within clearly defined parameters.

In these uncertain times, taking a risk feels counterintuitive. However, to quote Bene Brown, "Vulnerability is the birthplace of innovation, creativity and change." Instead of fearing our vulnerability, let's get comfortable with failing fast, learning and improving, in order to innovate, thrive and ultimately survive.



Katie Scott | Manager
People and Change Consulting
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Lighting Up the Future

With the first Northern Ireland Apprenticeship Week taking place from 3rd - 7th February 2020, Overhead Lines

Apprentice, Laura Fleming, tells us why an apprenticeship with NIE Networks provides an exciting opportunity for young people to choose a career in the energy industry.

The NIE Networks Apprenticeship Programme is the only one of its kind in Northern Ireland to be accredited by the Institution of Engineering & Technology [IET]. Laura Fleming, who is now in the second year of her apprenticeship, believes that the programme offered by NIE Networks provides young people with an invaluable platform to launch their career.

Upon graduating from university with a degree in Psychology, Laura realised it wasn't the career she was looking for, as she instead wanted a hands-on, field based role that would see her discover a career path she had never considered before.

"After graduating from university I was unsure about the direction I wanted to take but once I looked into electrical engineering as a career choice everything about it fitted exactly what I was looking for. I had never considered an apprenticeship previously and had always thought it was a career path aimed more towards males, but I couldn't have been more wrong. More and more females are opting for apprenticeships and especially in engineering."

Whilst careers in technical apprenticeships and electrical engineering are generally perceived to be male-dominated, NIE Networks has made great strides over the last number of years towards becoming a more diverse organisation. Since 2015, over one third of the company's apprenticeship and graduate intake has been female.

The company also places a huge emphasis on the continuous growth and development of its people investing in the region of £1 million annually in its technical training programme, which provides the highest level of development to the



organisation's apprentices, the majority of whom stay with the business long-term and add significant value.

"Through initiatives like the apprenticeship, graduate and scholarship programmes, NIE Networks is attracting some of the very best of local talent and we are seeing a shift in the interest of women taking on roles here," Laura continued. "Electrical engineering is such a dynamic career choice and the opportunities are incredibly diverse including working in operational field based roles, design and investment."

With applications for the next intake of NIE Networks apprentices now open, Laura wants to encourage anyone considering applying to go for it.

"We work in a sector that is undergoing major change and at the forefront of innovation and developing technologies.

Furthermore, with the increasing demand for renewable energy and the pressure on working towards a zero-carbon future, it is an incredibly exciting time to be involved.

"I would urge anyone who is thinking of a future career in electrical engineering, or in STEM in general, to consider applying for the 2020 intake. It's such a dynamic programme and apprentices gain practical industry experience and a recognised qualification, all while earning a competitive salary."

Applications for NIE Networks' award-winning Apprenticeship Programme 2020 are now open. For further information or to apply, visit: www.nienetworks.co.uk/apprenticeships

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UPCOMING 2020 PROGRAMMES

EMERGING LEADERS

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Tommy Scott, Survitec

LEGAL MINI-MBA

Running: 20th – 24th April 2020
Duration: 5 days

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MINI-MBA

Running: 11th – 15th May
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Duration: 5 days

"A great opportunity for focused, intensive learning. The quality of the teaching was excellent."
Clare Watson, Epilepsy Action Northern Ireland

SENIOR EXECUTIVE

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"There was a great sense of learning and sharing of experiences within the group."
Enda Daly, Workspace Enterprises

FINANCE FOR NON-FINANCIAL MANAGERS

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"The course highlighted key areas and disciplines which were transferrable to everyday business requirements"
Melvyn Bacon, Gilfresh Produce

LEADERSHIP AND NEGOTIATION

Running: 26th & 27th May 2020
Duration: 2 days

"It was perfect for me because I took some really, really good things out of it"
Noel McKeegan, Unitruck

ASPIRING LEADERS

Running: 25th February, 24th March
and 28th April 2020
Duration: 3 days

"A very personal course that has helped personally and professionally"
Graeme Browne, Danske Bank

GRIT AND GRACE - WOMEN'S LEADERSHIP PROGRAMME

Running: 6th May, 29th May
& 17th June 2020
Duration: 3 days

"I will be recommending the course to my colleagues and I hope that they get as much out of it as I did."
Carol O'Boyle, Dept of Agriculture NICS



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Benefits of agile working and the positive impact on mental health

Jonathan Bond

At the dawn of the new millennium, organisations around the world handed out shiny new toys to their people. BlackBerrys allowed staff to organise appointments, jump on calls and check emails wherever, and whenever.

What was unappreciated at the time was that having a BlackBerry fundamentally changed the individual's relationship with the working world - and no one gives you training for the psychological impact of being permanently switched on.

It has become harder to keep professional and private lives separate. Excessive working and burnout among professionals is increasingly commonplace, and some are asking: is it time to unplug?

A senior colleague of mine once spent weeks working late every night to show support for his team who were still in the office. One day, a staff member said: "It doesn't matter how late we work, you're always here later." This manager's well-intentioned act of support was actually exacerbating the problem, putting further pressure on his team to work into the night. By realising the effect and leaving at a sensible time, he set an example and the team soon followed suit, to great effect.

Unsustainable working practices are bad for productivity, bad for physical health, bad for client relationships and bad for gender diversity. It has become a truism that the culture of focusing on hours inputted rather than outcomes achieved has discouraged female talent from aiming for the next level in their careers, or even staying in the profession.

There is also evidence to indicate that avoidable working practices are bad for mental health. In the last two years a number of financial institutions and law firms, including Pinsent Masons, have partnered to develop the "Mindful Business Charter". This is a set of agreed, common-sense rules about respecting rest periods, and being clear in instructions about what needs to be done, who needs to do it, and when it is required.

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In the Mindful Business Charter, professionals on both sides of the fence are asked to 'build in' healthy habits. Charter signatories have agreed that no one should send instructions to lawyers late on a Friday afternoon – unless it's urgent, in which case it should be made clear exactly how urgent.

Attitudes to work are changing and as they do, it's important that we learn to be more mindful with our use of technology, and strive to improve wellbeing among our bright minds which are dealing with complex client issues. Those minds need to be trained, stretched and rested, just like the bodies and minds of elite athletes. If the profession is brave enough to acknowledge there is a problem, collaboration and community will be key to resolving it.



By Jonathan Bond
HR Director at Pinsent Masons
www.pinsentmasons.com/



Larchfield Estate

Larchfield Estate saw some exciting developments in 2019, paving the way for a busy start to 2020.

20 minutes from Belfast, Larchfield offers a unique location for the most memorable events. With 3 main indoor spaces alongside expansive walled gardens, the exclusive-use estate provides the perfect destination for large-scale and intimate events.

Late 2019 boasted the launch of a brand-new space 'The Old Piggery' – the historic building has been transformed into a stunning dining and experience room. Suitable for 10 to 40 guests, The Old Piggery has been designed with strategic planning days, board meetings, small conferences and workshops in mind. This is also an ideal space for private dining and family celebrations.

For larger events for up to 260 dining or 350 theatre style, the ever-popular Main Barn offers an elegant space for gala dinners, awards ceremonies and conferences – the bar/lounge, and Orangery providing a welcome area for guests to enjoy refreshments on arrival.

Never a quiet moment at Larchfield, the team are currently preparing for the opening of 'No. 23', bringing the overnight capacity to 37 – making the estate an ideal destination for corporate retreats or unique group stays.

Drop the team a line to chat about your 2020 plans:

www.larchfieldestate.co.uk
events@larchfieldestate.co.uk
02892 638025

How Effective is Health and Safety Management Within Your Organisation?

ABL Group was established in 2004 and has grown to become one of the largest insurance brokers and risk management practices in Northern Ireland, with offices in Belfast, Armagh, Banbridge, Downpatrick, Newry and Coleraine.

Every business owner is responsible for looking after the health and safety of their employees and customers. Indeed, legal requirements dictate that businesses with as few as five employees need a formal written policy in place. How effective is health and safety risk management in your organisation?

In addition to ensuring legal compliance, maintaining a good safety culture will reduce or avoid accidents as well as the management time and associated costs of a claim. This includes increased annual insurance premiums. Being able to demonstrate good risk management

practices is something insurers look for when pricing renewals. When robust health, safety and risk management procedures are in place, we can often secure better premiums for clients.

Business owners and managers face many challenges and may lack the knowledge or time to keep on top of risk management planning and implementation. This is where partnering with ABL Group proves beneficial. Our Risk Management Consultant has the knowledge and tools to assist businesses with all aspects of risk management including on-site visits, provision of risk assessments, safety policy drafting and more.

Caoimhe Lynch is an Account Executive for ABL Group, based in Belfast. Contact Caoimhe on 028 9099 3671 or email caoimhe.lynch@ablinsurance.co.uk to discuss your requirements.





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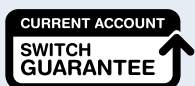
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