

# PA ENTERPRISE

Desk Demon's Magazine for Executive PAs, Office Managers and Secretaries

January 2012

**How to make New Year Resolutions that work**

**iPad Business Management Apps**

**How to be more Solution Focused rather than Problem Focused**

**Setting Goals: Tips and Tactics**

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## PA ENTERPRISE MAGAZINE

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## What New Year Resolutions would you like your boss to make?

A snapshot survey of over 100 legal support staff on behalf of specialist legal recruiter, DMJ Recruitment has revealed the top resolutions they wish their boss would make.

Over half wanted their manager to make more efforts to assess and provide training opportunities to their employees. "When pay rises are off the cards, I think firms should take more time to assess the needs of their staff as an alternative" commented one PA. "Not only will it improve our skill set, but it will enable us to perform other tasks that may currently be outsourced – thereby cutting costs".

Over a quarter of those surveyed felt their manager ought to be more visible within their team, have more contact with them, and to be more approachable. "There's no doubt that associates and managing partners are operating in highly pressurised environments" said one Legal Secretary, "However, we are too! Making steps to be more approachable and interact with the whole team would not only make me feel more valued, but it would also encourage me to work that bit harder for the boss."

The top five resolutions found in the survey are:

- **Assess and offer more training to those of employees that need/deserve it.**
- **Appreciate the work I do more.**
- **Be honest - if the business isn't doing well then say so.**
- **Don't promise a promotion or pay rise in order to get me to work harder.**
- **Be more visible, have more contact with the team and above all be more approachable.**

## Want to make a complaint? Go online

A survey of 2,000 UK consumers reveals that social media now ranks as a go-to platform for making complaints about a company's products or services.

### Key findings from the survey:

- **Social media makes its mark** - 5% of 18-35 year olds use Twitter or Facebook before resorting to any other means of communication.
- **Email reigns supreme** - 47% of UK consumers will go online (email and web chat) to complain about a product or service rather than choose traditional methods of placing a phone call (33%) or writing a letter (17%). Email proved the most popular channel with 3 out of 4 consumers selecting email as a top two preference.
- **Generation gap** - Despite the rise of the silver surfer, 18-35 year olds are almost twice as likely to use the web as their first port of call to make a complaint (61%) compared to those aged 55 or older. Traditional forms of communication (letter, phone call) become significantly more popular in older age groups.

Andrew Mennie, general manager of eGain EMEA, comments: "We're seeing a distinct 'butterfly effect' as consumers choose to air their grievances on social media channels: a small number of vociferous users can have a disproportionately loud voice and viral visibility in social networks. However, we'd advise organisations not to panic and take a systematic approach in picking whom, when and how to respond."



## Make 'Money Health' your New Year's Resolution

Budgeting bank account provider **thinkbanking** is asking people to think about their financial fitness this January and to ditch any bad spending habits that hold them back. The New Year is an excellent time to take stock of our finances following Christmas and begin planning our financial goals for the year ahead.

Research from American Express gives an insight into how much more we spend at Christmas. It estimates that UK adults will spend on average £210 each on 'extra costs' during the festive season, which adds up to around £10.2 billion collectively.

So if you feel like joining the gym on January 1st because you've overindulged, why not take the opportunity to get your finances back in shape too? It's a great time to turn your back on financial bad habits.

A spokesperson for **thinkbanking** commented:

"Traditionally the New Year is a time for reflection on where we are and where we would like to be in the year ahead - and personal finances are an important area to make improvements in too.

"Many people find they've overspent at Christmas and people who have borrowed money will have to begin thinking about how to pay it back come January - as

well as keeping on top of all their usual expenses.

"Mastering your money takes some effort and there are a number of practical things you can do. First and foremost, draw up a financial plan looking at all your important outgoings for the year ahead and draw up a monthly schedule of regular expenses like your mortgage and priority bills.

"It helps to write down the exact dates of things like your car insurance or road tax renewal and family and friends' birthdays so that you can budget for these expenses accordingly and make sure you've got them covered.

"If you plan to repay debt this year, consider 'overpaying' your debts where you can, which could save you a surprising amount in interest charges overall. If money is tight in the New Year, consider ways of living 'frugally' and cut unnecessary spending to give your cash flow a boost. You don't have to make huge sacrifices - shop with coupons when you buy groceries, for example, or car share your journey to work with a colleague to save on petrol expenses.

"It's a good idea to review our spending habits regularly so that we can identify areas for improvement. Take advantage of the motivation you may have this New Year and take charge of your finances so that you can achieve your financial goals - whether that's making home improvements, saving for a holiday or paying off debt."



## Get 50% off your New Year Resolutions with Fruit For The Office

Fruit For The Office are offering all new customers the chance to get 50% off their first fruit delivery until the end of January.

With the New Year firmly in place thousands of people across the country will be attempting to kick start a healthy eating plan for 2012.

However as the nation heads back to work this week, trying to stay away from sugary, fatty snacks could get really difficult.

Fruit For The Office are on hand to help office workers to make a few small changes for 2012.

"It can be hard to start the New Year with a total overhaul of all bad habits. From past experience, we think it's better to take your time, and make small changes that you'll be able to maintain all year long." Explains the company's Director Daniel Ox.

"That's why we're keeping our NEWYEAR discount code open for the whole month. Whenever office workers are ready to embark on a healthy eating plan in January, we'll be here to help them on their way." Continues Ox.

Having a regular fruit delivery to the office can help you to achieve a number of popular New Year's resolutions this year:

**BETTER HEALTH** – A fruit filled diet will give the body more vitamins and nutrients, therefore improving over all health.

**WEIGHT LOSS** – Replacing unhealthy snacks with fruit will cut down on calories consumed which will aid healthy weight loss.

**PROMOTION** – A better diet will help to boost energy levels and motivation which is great for employers who want a more productive work force. **Sign up at [www.fruitfortheoffice.co.uk](http://www.fruitfortheoffice.co.uk)**



## Office workers insure their gadgets over themselves

The finding of a recent survey by Endsleigh Insurance suggested that we value our gadgets ahead of our own lives; office workers are twice as likely to insure their gadgets than take out life insurance.

In a new poll, office workers were asked whether they would be more likely to insure themselves, or their mobiles and iPads if they had an extra £20 in their salary. As many 28% of those surveyed would insure their mobile phone or laptop, compared to just 17% who would invest in life insurance.

The independent poll showed that the types of insurance that we were least likely to spend extra cash on were policies to cover jewellery (4%), travel (4%) and household appliances (5%). Interestingly people were twice as likely to take out insurance to cover the cost specifically for servicing their gas boiler, rather than cover the cost of repairing their fridge, freezer or cooker.

### Full Survey results:

What type of insurance would you spend an extra £20 in your pay packet on?

**Mobile / gadget insurance: 28%**

**Life insurance: 17%**

**Income insurance: 15%**

**Pet insurance: 11%**

**Service insurance: 10%**

**Home insurance: 6%**

**Household appliance insurance: 5%**

**Holiday insurance: 4%**

**Jewellery insurance: 4%**

# Connecting you with a world of inspiration...

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# How to make New Year Resolutions that work

By Gary Ryan Blair

**The most important investments require time. Setting and achieving a resolution requires focus, effort, and commitment. Changing old habits and developing new ones won't happen overnight. The following four guidelines are meant to help you achieve all of your New Years Resolutions.**

## 1. Focus on one resolution at a time

Divide and conquer the activities to achieve your desired results. Break larger tasks into smaller ones - each of these make up your Personal Resolution Road map, a path to achieve your goal.

## 2. Create a sense of accountability

Designate a friend, mentor, or companion for sharing successes, monitoring progress, and offering support. The benefit of involving others in your goals and plans is instant access to experience, knowledge, and wisdom-it also raises the bar of responsibility.

Research indicates that one of the qualities of those who are successful at making changes is that they have excellent support systems. Many of those who make resolutions never tell others about them. Consciously or subconsciously, that way if they fail no one will view them as a failure.

Communicating your resolution and intentions actually increases your accountability to the behavior. From the very beginning it is important to share your objectives and goals with those around you so that you can enlist their support. Knowing that you are accountable to someone other than yourself will help to keep you on track.

## 3. Persist until completed

A resolution achieved is a stunning example of consistency and hard work. If you fall behind schedule or are sidetracked for any reason, refocus! Just don't give up! Don't surrender to temptation, difficulty or temporary failure. Persist until you achieve the goal.

## 4. Cultivate personal integrity

Integrity gives you the oxygen needed to cross the finish line of accomplishment. Your commitment determines your level of success. This commitment boils down to two essential tactics: daily action and review.

## Resolution Beginnings

The nuts and bolts of achieving any resolution are invariably the same. Neither the size of the resolutions nor the person achieving it matters. Successful New Year's Resolutions consist of the following:

### Clear Purpose

For a dream to become a goal, it must be specific. Being thin is an image, losing 10 pounds by March 1 is a true resolution. Be clear on what you want to achieve.

Make a New Years Resolution that you have a real, bona fide intention of keeping. The truth is most people have not made a genuine, serious, no-kidding around-I-really-mean-to-do-this New Years Resolution!

### In Writing

Describe precisely what you want, how you will earn it, when you will have it, and the benefits you'll receive from achieving your resolution. Write the details, but don't make it complex. When you put it in writing, you increase your chances of moving to the next step and increasing your level of commitment.

Your mind, while blessed with permanent memory, is cursed with lousy recall. Writing your resolution goes a long way towards achieving it.





**Commitment**

Without commitment, you can say, "Farewell dream. Adios potential. Toodleloo success. Hello Mediocrity!" Your resolution will find a more deserving soul: someone with courage, character, conviction... commitment.

Commitment is not only habitual but also essential - it moves you ever closer to your resolution and ultimate success. Commitment is the heartbeat of your goal.

Accountability counts - commitment means you own it. You are responsible for taking the resolution that's on paper and turning it into a desired outcome. Owning it means tasking responsibility for changes, risks, failures, and successes.

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**Creating Your Resolution List**

Write down your list of New Year's Resolutions. Get them all out of your head and down on paper.

1-----

**Focus, Focus, Focus!**

Does one resolution stand out? One that you are ready to go after. Focus on this one; you can replicate the process later.

**My #1 Resolution is:**

-----

**Resolution Validation**

Next, validate your chosen resolution's importance. For each question below, ask yourself if you're getting a **green - go**, **yellow - caution**, or **red - stop signal**.

If a caution or stop signal pops into your head, stop to ask why. It might mean that this resolution isn't the right one to be focusing on. The validation test will keep you motivated as you continue on your resolution road trip.

If the validation questions show you that this is the wrong resolution for now, start over. Return to your original list, and work through the process once again. It is wiser to focus on the right resolution than to start one you're not committed to.

Write down what comes to mind as you read through each question. These notes will serve as a motivational tool for you when you are in the middle of your resolution plan.

**Is this resolution part of my personal mission?**

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**Does this resolution align with my mission? How?**

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**How does this resolution align with my values?**

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**How will this resolution bring me closer to living my mission?**

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**Is this resolution really me?**

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**Is this resolution authentic?**

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**Can I envision myself accomplishing this goal?**

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**Is it a habit that I can incorporate into my life?**

-----

**Am I the owner of this resolution?**

-----

**Is this MY goal?**

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**How can I take complete ownership of this resolution?**

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**Is this resolution in my control?**

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**Is this a resolution I can actually achieve?**

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**Is it within my control or someone else's?**

-----

**What do I control about this resolution?**

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**What do I not control?**

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**How will this resolution stretch me?**

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**Is this a resolution that will make me grow?**

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**How will it help me learn new things?**

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**By investing your efforts in these guidelines that lead to successful resolutions, you give yourself a launch pad for starting your new year and your new life.**

Gary Ryan Blair is the inspiration behind Got Resolutions:  
<http://GotResolutions.com>

Got Resolutions was founded on the premise, that a single resolution can positively and profoundly create lasting change in your life and help to make the world a better place.

To learn more, visit <http://GotResolutions.com>



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# iPad Business Management Apps

**The iPad is proving to be a smart way of managing all aspects of business, whatever the scale of the operation, from solo freelancers to big companies. The device's large screen and extensive capabilities enable users to access and control every part of their business on the move, and there is a wide range of excellent apps on offer to cover all work requirements.**

## Pages

**What it does:** Word processing

**Pages** is one of the trio of iPad apps in Apple's immensely popular iWork office suite along with Numbers and Keynote, which are available individually but together form a powerful set of business tools. **Pages** clearly shows the care that has gone into redesigning this app for the iPad to create one of the most powerful word processors for a mobile device. Users can write, layout, edit and share documents of all kinds using multi-touch gestures and Apple's brilliantly designed templates. Finished documents can be viewed full-size on the iPad's crisp display, delivered in various formats to colleagues, clients and customers, or sent to print.



## Numbers

**What it does:** Spreadsheets

**Numbers**, Apple's spreadsheet management app, has also seen a complete refit to take advantage of the iPad's capabilities. The app features more than 250 functions to allow users to quickly and easily produce attractive spreadsheets. The tools available cover all your needs for organising data, calculating information and managing lists using Apple templates. You can also import your own tables and the app's compatibility means you can use Numbers '09, Microsoft Excel or CSV files.



## Keynote

**What it does:** Presentations

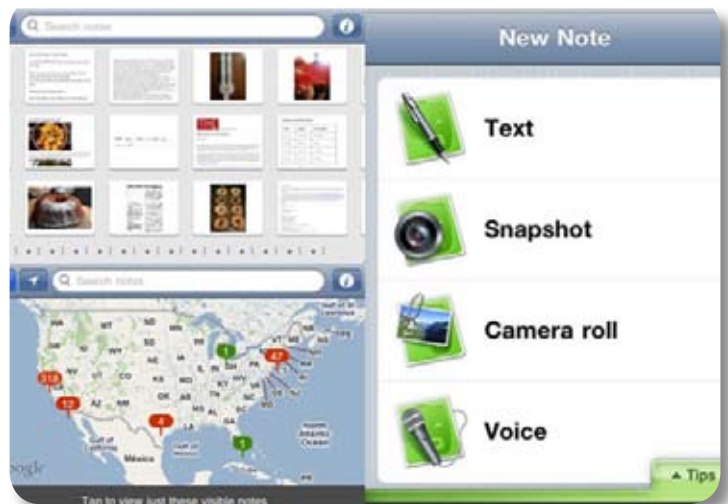
**Keynote** is the third part of the iWork office suite, a superb app for making and delivering powerful presentations. Users have their audience captivated with slick graphics, animations, slideshows and video clips. The app makes the most of iPad's potential with beautiful Apple-designed templates, and users can import their own themes. Completed presentations can be viewed on the iPad's vivid display at meetings, or for larger conferences the device can be linked directly to a projector.



## Evernote

**What it does:** Note Taking

**Evernote** is a neat app for note taking on the move, allowing you to take text, photo, audio and video notes of any kind, from memos and meeting minutes to visual snapshots and moments of inspiration. You can view all your previous notes at the tap of a finger, and Evernote instantly synchronises with your iPhone, Mac or Windows desktop.



## Dropbox

**What it does:** File Sharing

**Dropbox** is the simple and easy way of synching and sharing files of any kind to and from your iPad. Essential business documents can be viewed and shared remotely across multiple computers, and the app doubles up as a PDF and document reader.



## Expense Tablet for iPad

**What it does:** Budgeting

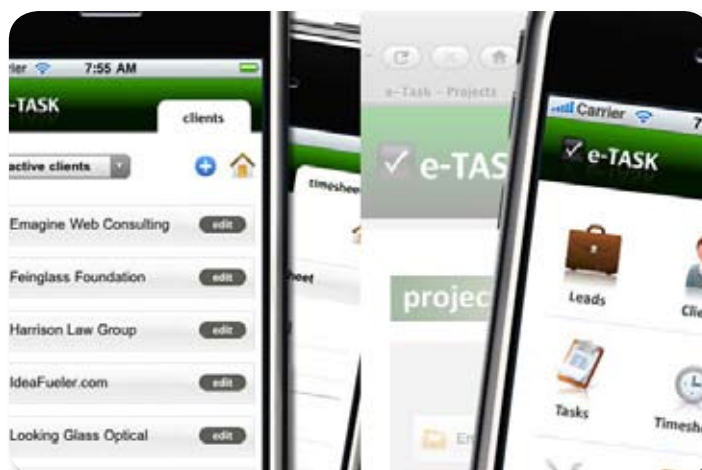
**Expense Tablet** for iPad is a great choice for all your personal expense tracking and budget management requirements. The simple, easy-to-use interface allows you to keep tabs on all daily outgoings and get a monthly overview of where all your expenses are going. The app doesn't cover all aspects of financial management, but has some very useful features including category and account tracking; monthly budget reports; graphs representing your recent expenses history; PIN protection and live search updates; everything you needed for easy expense tracking.



## e-Task Project for iPad

**What it does:** Project Management

**e-Task Project** for iPad is a simple yet highly effective app to manage business projects online and on the go. The app has some excellent features for both solo operations and team projects, in which project managers and co-workers can synchronise their collaborations. Specifically designed to aid business management, e-Task Project helps you track leads; collate client and colleague information; organise projects; track time and tasks and maintain timesheets.



## TweetDeck for iPad

**What it does:** Twitter Interface

For businesses that use Twitter for social networking, **TwitterDeck** is a great app for keeping in touch with clients, colleagues and following all the latest trends and developments. The interface makes full use of the iPad's screen size, allowing you to watch everything in multiple columns and multiple accounts. Social networking is becoming ever more important in business management, and TwitterDeck is the perfect way to organise this aspect of your work.





## WebEx for iPad

**What it does:** Online Meetings

**WebEx** offers a variety of powerful features for online video conferences allowing multiple webcams to join meetings with smooth data and audio streaming. The app features voice recognition that automatically switches the spotlight to the current speaker, and the high quality video recreates the full meeting experience. With a host account users can schedule meetings and invite participants, meaning you can stay connected with your team and clients wherever you are.



## Bento for iPad

**What it does:** Databases

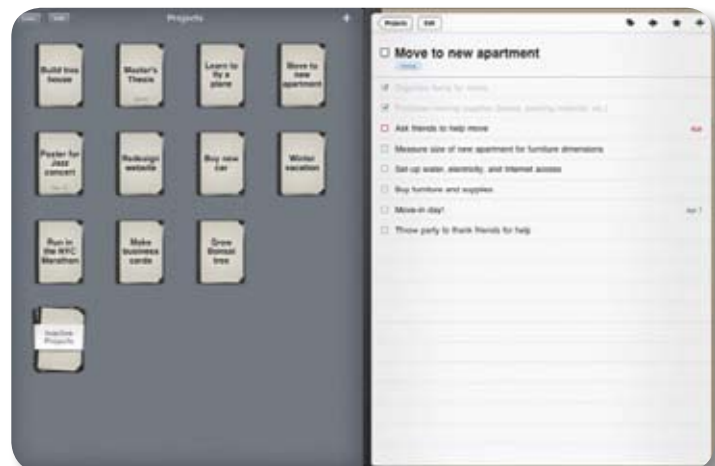
**Bento** for iPad is Filemaker's popular personal database app, based on Bento for the iPhone but expanded and improved to make use of the iPad's bigger screen and wider capabilities. The app comes with 25 ready-to-use templates that can be personalised to suit virtually any type of information, manage contacts, plan and tracking projects. The app allows you to watch videos, view photos, send emails and browse the Internet, and is easy to synchronise with Bento 3 Mac.



## Things for iPad

**What it does:** Task Management

**Things** from Cultured Code is a brilliantly intuitive task management app, which achieves the delicate balance of accessibility and strength of features. Things may be used as a stand-alone tool or in conjunction with related apps for iPhones and Macs, and the iPad version has been specifically designed to make use of the device's potential. Users can quickly and easily create to-do lists, make notes, set dates and follow projects, with handy daily reminders to keep your schedule organised.



# How to be more Solution Focused rather than Problem Focused

By Kenneth TW Kwan

Whenever people face obstacles what do you think are the first thoughts that come to their minds?

**1. There are just too many problems down here, can someone do something about it?**

**2. Not this again, its the 4th time that I had to deal with it**

**3. I don't like this at all, how I wish that it will all go away.**

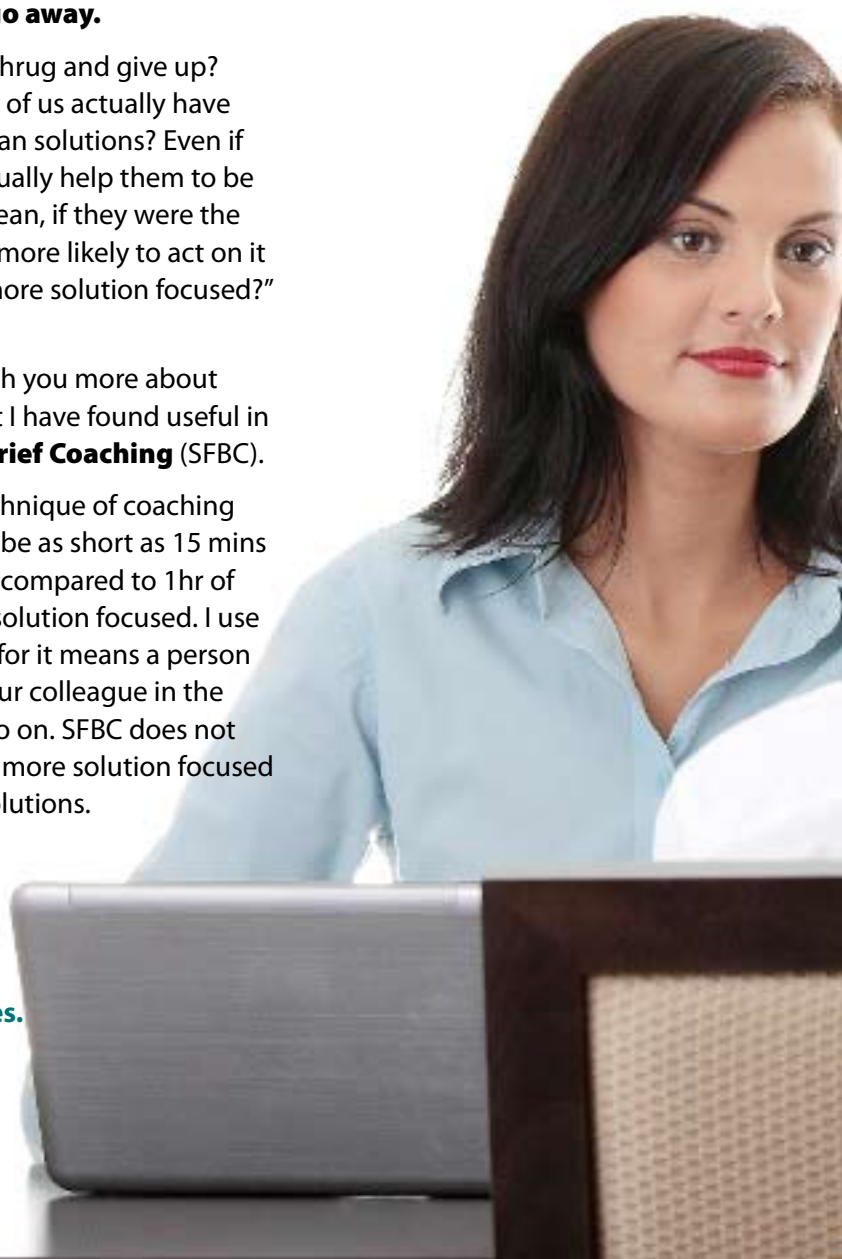
When faced with multitudes of problems, do we just shrug and give up? Or are we going to do something about it? How many of us actually have colleagues who keep talking about problems more than solutions? Even if we help them come up with solutions, how do we actually help them to be more independent in solving their own problems. I mean, if they were the ones who come up with their own solutions, they are more likely to act on it and solve it. The question is "how do we make them more solution focused?" Better yet, is there a fast way to do it?

It is not as tough as it seems but allow me to share with you more about how to do it. Let me introduce you to a technique that I have found useful in my work with people. It is called **Solution Focused Brief Coaching** (SFBC).

**Solution Focused Brief Coaching** is essentially a technique of coaching that is brief (taking only about 40mins or less and can be as short as 15 mins for Speed Coaching depending on client's motivation compared to 1hr of coaching) and focuses on helping the client be more solution focused. I use the word "client" because the official counseling term for it means a person is under our protection. Therefore a client could be your colleague in the workplace, your teenager at home, your spouse and so on. SFBC does not focus the problems in detail but helps the client to be more solution focused by asking a set of questions that help them look for solutions.

**Here are some core focuses of SFBC:**

- 1. Focus on the strengths, not weaknesses.**
- 2. Focus on solutions, rather than problems.**
- 3. Focus on competencies, rather than inadequacies.**
- 4. Focus on "What can" rather than "What can't" be done.**



***Solution Focused Brief Coaching does not focus the problems in detail but helps the client to be more solution focused by asking a set of questions that help them look for solutions.***

### **Why not focus on the problem in detail?**

If we were to dwell too long in the problem stage, the client might get more and more depressed about a situation. This creates an unresourceful state that does not help in solving problems. There are many times when I have listened to people talk about their problems, and the problems all the sudden get bigger and bigger. It then becomes so big that some people just resign to their 'fate' and accept the problems to be part of their lives. Some people even moved on to complain about other problems related to the first

incident and it snowballs in a downward spiral. In addition, talking about the problem too long will not help a person to 'snap' out of their depression, it just encourages them to stay focused as victims of society.

By helping a client be solution focused, we move them in a more resourceful state of thinking. They are able to explore opportunities or strategies that they might had used before to get results for themselves. The coaching process is also shorter because the ranting of problems is significantly reduced. In addition, the client's confidence in solving a situation improves because they







realise that they have more choices available to them. Lastly, they feel better themselves to be able to think of solutions to their problems, rather than allow others to suggest it for them. They will feel that they own the problem.

Here are some examples of questions that we can use to help a person to be more solution focused (this list below is not exhaustive):

- 1. What needs to happen today to make you feel that this coaching session is worthwhile?**
- 2. What are the benefits of it?**
- 3. What motivates you to do it?**
- 4. What will people say when you do it?**
- 5. How is that important to you?**
- 6. Who encourages you the most during this process?**
- 7. How do you think you can surround yourself with these people?**
- 8. On a scale of 1 to 10, 1 being \_\_\_\_\_ and 10 being \_\_\_\_\_, where are you?**
- 9. How can you move to the next level?**
- 10. What can you do right now after this session?**

When such questions are asked, the usual response is that the client usually finds the solutions for themselves and have a more actionable plan after the coaching. In most cases I have observed in one to one sharing, there is no clear follow up on what can be done and it renders the sharing time to be unproductive. I know that sometimes sharing something without a specific end in mind might be therapeutic to some, but if we really want to solve problems, we need to solution focused, or

else we will revisit this problem again in the near future. By using the solution focused questions above, many clients of mine (some of them are also personal friends) have commented that they are able to come to solutions quickly and are excited to try them out.

Here are some problem talk questions that you should avoid:

- 1. What's wrong with what you are doing?**
- 2. What makes it hard?**
- 3. How come you can't seem to improve?**
- 4. What do you dislike about it?**
- 5. Who are the people who are not supportive of your goals?**
- 6. What is your main cause of difficulty?**
- 7. What makes you stuck?**

The next time you speak to a person, are you asking the right questions to move a person from being focused on problems to more solution focused? I hope you will be more aware that the quality of your questions will determine the quality of response from your client. Do help them to be more solution focused in solving their own issues.

Kenneth Kwan is an International Speaker and has travelled to six different countries speaking to thousands of clients on Mindset and Attitudes shift as well as Building Teams. You can get your free report of "7 Transformational Secrets to Creating a Dynamic and Cohesive Team in your workplace" from <http://www.DeepImpactOnline.com/blog>

# This month's fabulous offers



## So simple you can put your feet up

*Meetings with Marriott can only be good for business.*

Book now and hold a meeting for 10 to 20 delegates for only £32 DDR.

Package includes:

**Breakfast rolls on arrival**

**Morning & afternoon break**

**All day tea & coffee**

**Deli style set lunch menu**

**LCD projector/screen or TV**

**One complimentary Internet connection in meeting room**

Visit [MarriottEvents.co.uk/GoodForBusiness](http://MarriottEvents.co.uk/GoodForBusiness) or contact the hotel of your choice and quote DDRQ1

[CLICK HERE FOR MORE DETAILS](#)



## Cathay Pacific Sale

**Great Business class fares.**

Manila from GBP2,729 return.

Taipei from GBP2,739 return.

Melbourne from GBP2,979 return, all inclusive.

Fly with Cathay Pacific and the traditional hospitality from one of the most awarded airlines in the world. Book by 31 January 2012.



**CATHAY PACIFIC**

[CLICK HERE FOR MORE DETAILS](#)

## Original HP LaserJet Print Cartridge Cash Back Promotion

**IT'S MORE THAN TONER  
IT'S A TONER CASH BACK**

ORIGINAL HP TONER. IT PAYS YOU BACK.



Until 31st January 2012, HP is offering you fantastic ways to save on Original HP LaserJet Print Cartridges.

Only Original HP LaserJet Print Cartridges are designed to work together perfectly with each HP LaserJet printer, and it's that dedication to excellence and performance that will keep your business running as it should.

Original HP LaserJet Print Cartridges — it's not just toner, it's hassle-free printing

[CLICK HERE FOR MORE DETAILS](#)

## bmi upgrades product on three routes

British Midland International is increasing capacity and upgrading product on its Heathrow to Freetown, Almaty and Bishkek flights.

From June 25, bmi will use a wide-bodied Airbus A330 on its flights from Heathrow to Almaty and onwards to Bishkek on Monday, Thursday and Saturday. The aircraft will offer 36 Business Class and 196 Economy seats and will replace the leased Boeing 757 that has been operating on these routes.

From 26 June, flights departing from Heathrow to Freetown on Wednesday, Friday and Sunday will also be operated by the Airbus A330, offering customers the convenience of direct flights with no refuelling stop required.



**CATHAY PACIFIC**

## Cathay Pacific's HK-London service to feature premium economy seats

Cathay Pacific's newly configured Boeing B747-400 and B777-300ER, featuring the highly anticipated premium economy cabin, will be deployed on the Hong Kong-London route from May onwards.

Between May and June, the B747-400 will service the route on Tuesdays, Fridays and Sundays. From July until October, it will go daily. The aircraft will feature a total of 359 seats: nine in first class, 46 business class seats and 26 premium economy seats. As a result of the premium economy cabin, there will be fewer economy class seats: 278 instead of 324.

According to John Slosar, chief executive of Cathay Pacific, the premium economy cabin will not only be spacious and therefore more comfortable than economy, but also provide a complete experience as passengers will enjoy priority check in and boarding as well as enhanced inflight meal options.

## Lufthansa to make passengers pay for pollution

Lufthansa has become one of the first airlines to declare that it raise air fares to cover the cost of entering the EU's Emissions Trading Scheme.

All airlines now have to pay for the carbon dioxide emissions of any flights taking off or landing within the EU. They will be given free credits to cover the majority of their emissions, but they must buy credits for any additional emissions.

Lufthansa estimates the cost of entering the ETS to be €130m a year and it said this week it had no choice but to pass the extra cost to passengers through higher air fares.

## Vietnam flights start from Gatwick

Vietnam Airlines has launched the first ever direct, non-stop flights between London Gatwick and Vietnam's two main cities.

The service is operating out of the airport's newly renovated North Terminal.

It will initially operate four times a week, two to the northern capital Hanoi and two to the larger Ho Chi Minh City in the south.

The airline plans to increase frequency to seven times a week by 2015 with new Boeing 787-900 Intercontinental Dreamliners.

## Emirates launches Dublin services

Emirates has begun daily flights to Dublin, marking its first route to the Republic of Ireland.

The daily service, which started on 9th January, will leave Dubai at 0700hrs and arrive in the Irish capital at 1130hrs. The return flight leaves Dublin at 1255hrs and gets into Dubai at 0025hrs the next day. An Airbus A330-200 will be deployed between Dubai and Dublin, offering First, Business and Economy class.

## Air France launches personalised airport services

Air France-KLM announced the launch of personalised services at the carrier's hub, Paris-Charles de Gaulle International Airport, to enhance and simplify the passenger experience on the ground.

The personalised service consists of an Air France agent accompanying up to four passengers at a time during their time at the airport, in order to help them navigate Charles de Gaulle.

Agents can be hired for departures, flight connections or arrivals, and will guide passengers through priority access routes and/or private check-in counters to speed up procedures.

The personalised services start at €200 (US\$258) per agent, including taxes. Furthermore, members of Air France's loyalty programme, Flying Blue, will earn 400 miles each time they utilise the service.



## Hilton launches More Points loyalty offer

Hilton Worldwide has launched a worldwide bonus points offer for its HHonors loyalty scheme, offering thousands of points for weekday and weekend stays.

The More Points promotion is offering members 1,000 bonus points each night's stay at participating hotels before March 31, plus an additional 5,000 bonus points for a two-night weekend stay.

As an example, a member staying four nights from Thursday until Monday would earn a total of 9,000 bonus points for their stay (4 x 1,000 points per night, plus 5,000 points for the weekend bonus).

There is no limit to the number of bonus points that can be earned during the promotional period, but members must pre-register for the offer at [hhonors.com/morepoints](http://hhonors.com/morepoints), where a list of non-participating hotels is also available.



## Radisson Blu Farnham Estate wins Irish Tatler Best Hotel Spa Award 2011

The Health Spa at Radisson Blu Farnham Estate is delighted to be named the Best Hotel Spa in this year's Irish Tatler Spa Awards.

Set in 1300 acres of unspoilt countryside, Farnham Estate Health Spa at the Radisson Blu Farnham Estate Hotel in Cavan is one of Ireland's most popular spa retreats, and one of only sixteen Fáilte Ireland designated 'Resort Spas' throughout the country.

## Bespoke Hotels takes over Cotswold House and Noel Arms

Bespoke Hotels has taken over the management of the Cotswold House hotel and Noel Arms in Chipping Campden, Gloucestershire.

Bespoke Hotels said it planned to restore the two properties to a prominent place within the community. The group's chief executive, Haydn Fentum, said he was optimistic that trade could be developed among both locals and visitors.

"I'll be focusing on building up levels of service and hospitality in both hotels and also working hard to put all of our restaurants back on the map," he said. "This is a fantastic opportunity because there is so much going on in Chipping Campden and we want to be right at the heart of that."

Other Cotswold hotels in the Bespoke portfolio include Wyck Hill House in Stow-on-the-Wold and the Frogmill near Cheltenham.

## London's Grosvenor hotel completes refurb

London's Grosvenor hotel has completed an 18-month refurbishment project, adding new meeting rooms, a business centre, three executive suites and a Cantonese restaurant.

Refurbishment works have included the reinstatement of gold leaf finishes on the columns in the grand lobby, and the uncovering of original white marble on the hotel's pillars.

All 346 rooms have been refurbished, and new facilities have been added including a gym, fine dining Cantonese restaurant Grand Imperial, Reunion bar, nine new meeting rooms, a manned business centre, and three executive suites with separate lounge areas, rolltop bath and rainfall shower, Nespresso coffee machine and a complimentary mini bar.



*Fine dining Cantonese restaurant Grand Imperial*

# Setting Goals: Tips and Tactics

By James Sorick

**It is almost impossible to read any self-improvement book or attend any training today without the author or speaker talking about the power of goal setting. Why is it then that most people will spend much more time planning their annual vacation than they will spend on planning their life? Is it possible that this most basic of all success principles is not taught? It is my experience that no matter how much you talk about the virtues of a skill most people still won't know how to perform that skill. I know that goal setting was never taught in any school that I ever attended, not even the primary leadership training that I received in the Army. This is your opportunity to learn the basics of goal setting.**

Before you sit down and learn about goal-setting, I want you to write down a list of the most important values in your life. You need to figure out what is most important to you, your family, your religion, your leisure time, your hobbies, and your business. Once you have done this make sure that the goals you set are designed to include and enhance these values.

## **Now you are ready.**

What is the purpose for goal-setting? One of the first things that comes to mind is "What's in it for me?" If you can't figure out a "Why" for doing something then your creative genius isn't going to figure out a way "How" to do it. Without goal setting your dreams and visions become "Wishful Thinking".

## **Here are the Elements of a Goal.**

- **An Accomplishment to be Achieved**

What you want to do is have an expectancy for the outcome of specific actions. In almost all cases this will

be best expressed with an action verb.

- **The Outcome is Measurable**

This means that you are able to read the signposts along the road to your destination. You have to be able to know when you have reached your goal by measuring your successful steps along the way.

- **Time Factors**

Your goal should have a specific date attached to it.

- **Time/Resource Consideration**

You need to decide what is the maximum amount of time and resources that you will allow yourself to reach your goal.

- **Write your goals down**

Writing down your goal is actually the first of several commitments that you will make in order to reach your goal. If your goal is not written down then it is no more than a "Wish". Writing it down also helps you determine that you have all of the "Elements" of the goal.

## The Process of Analysis

There is a three-step process involved in the development of goals. They include:

- **Discovery**

Review your dreams and desires in order to determine your possible goals.

- **Determination**

Determine the goals that you want to work on and whether or not they are attainable. If they are not attainable in their entirety then determine which parts are. If the goal is big then it is sometimes better to cut it into smaller, more manageable goals. This is the step where the data and details of the goal are examined closely so that you understand the purpose of your goal as well as what will be involved in making it happen.

- **Decision**

This is the step where you decide on the costs and benefits of the goal as well as the methods that will be used to achieve it.

## Goal- Setting Tasks

### Task 1: Identify Goals

In this phase you want to determine where you want you and/or your business to be in 1-5 years. The purpose here is to give substance to your dreams and desires. By identifying your goals here you are setting the direction for the future. To help identify your goals simply write down your personal and business desires.

When you are identifying your goals it is very helpful if you categorize your different goals into one of three different types.

- **Essential Goals**

These are the goals that must be accomplished on a regular basis. They are the ongoing, repetitious, and vital activities of your personal and business life. Without them you won't succeed.

- **Problem Solving Goals**

These goals identify problems and determine a more desired condition. They outline the activities that are necessary to increased performance.





### • Innovative Goals

These are the goals that identify more with your dreams than your needs. These goals seek to improve the status quo. They are the goals that want something to be done cheaper, faster, better, easier, and safer.

### Task 2: Writing Goal Statements

Writing good goal statements is the foundation for achieving your goals. Your goals are only as good as your goal statement. Goal statements tell:

- What is to be accomplished
- Who is going to be involved
- When the goal will be completed
- How much time and what resources will be involved

To be sure that all of the important elements are used in a goal statement make them S.M.A.R.T. goals. S.M.A.R.T. goals are:

**Specific:** They are detailed and focused

**Measurable:** They provide a standard for comparison

**Action-Oriented:** They tell what is going to be done

**Realistic:** They are practical and achievable

**Time and resource-constrained:** The resources are

regulated and there is a deadline

### Task 3: Develop Goals

If you have identified goals (Task 1) and created your S.M.A.R.T. goal statements (Task 2) then you are ready for Task 3, goal development. Goal development identifies the importance, effort, benefits, and results of the goal statements that you have created. Completion of Task 1 and 2 may have generated dozens of goal statements. You need to completely develop the goal for each of the goal statements that you created. There are five steps to developing effective goals. They are:

#### • Classify goals by type.

This means classifying them as either essential, problem solving, or innovative. It helps to create a list of the goals of each type.

#### • Prioritise within each type.

The essential goals have the highest level of need and the innovative have the lowest level of need. This understanding becomes useful when a goal appears to have two classifications. For instance, if a goal appears to be a combination of an essential goal and a problem solving goal, you would classify it as an essential goal because that is its highest level of need.

#### • Establish standards for performance.

A standard for performance indicates the level of results that you expect for each goal. Standards for performance indicate the progress to be made toward the goal and they tell you when the goal has been achieved. There are three different standards of performance that need to be established. They are:

- **Minimal:** Some progress has been made towards the achievement towards the goal.
- **Acceptable:** Progress is consistent with the goal achievement in the allotted time.
- **Outstanding:** More progress than expected was achieved by the specified date.
- Identify Obstacles to goal achievement. Identify potential obstacles and plan a way to overcome them.

#### • Determine W.I.F.M. (What's In It For Me?)

Here you need to identify all of the advantages and benefits for reaching the goal. If the goal is going to require hard work, determination, and commitment, it is going to be achieved a lot easier if you have a selfish perspective.

Proper goal setting has helped James Sorick create a website that is dedicated to teaching people about disaster preparedness and Survival Gear. He believes that being prepared to survive an emergency should be included in everyone's goal setting process. You can follow his survival tips and advice at <http://survivalgurguru.com/>



# Conference & Meeting Venues

## Farnham Castle Meeting & Conference Centre

**Farnham Castle, Castle Street, Farnham, Surrey, GU9 0AG**



Recently awarded the Hudson's Heritage Corporate venue of the year award, Farnham Castle provides all the needs of a modern international business training and meeting venue. WiFi is available throughout most of the building.

With a choice of 13 historic meeting and syndicate rooms and 32 bedrooms, all with natural light and stunning views overlooking the Castle grounds, our totally flexible approach allows us to provide a complete range of facilities for 1 to 1 meetings for a few hours, overnight conferences for up to 32 and day conferences for up to 120 delegates.

The grounds are available for team building activities. It is also an impressive venue for corporate and private events and dinners.

## Stoke Place

**Stoke Green, Stoke Poges near Slough, Buckinghamshire, SL2 4HT**



Take colleagues out of the office and into a modern country house, offering modern and vintage design within architecturally stunning rooms, all surrounded by 26 acres of beautiful grounds and abundant wildlife. Hosting conferences, boardroom meetings, exhibitions and private business functions within 6 individually designed rooms; Stoke Place houses meetings of between 10 and 200 delegates. For 24 hour delegates, Stoke Place has 40 bedrooms ranging from bolt hole to spacious, all offering contemporary British design, wonderful beds and proper showers. Located only 30 minutes from central London and 15 minutes from Heathrow, with complimentary wifi through-out. There is also a state of the art gym located in the old stable block, open to all residents.

## Park Crescent Conference Centre

**229 Great Portland Street, London, Greater London, W1W 5PN**

Whether you're looking to organise a meeting for ten, a company incentive event or some corporate hospitality, to get the right results from your next event you should select the innovative PARK CRESCENT CONFERENCE CENTRE (PCCC) as the venue. *(Continued on page 24)*





Located opposite Great Portland Street tube station and within ten minutes walk from Euston and Kings Cross stations, enabling easy access from all areas of the country.

Providing a vibrant and stimulating environment, PCCC offers eight multipurpose rooms ranging from the high ceilings and windows of the Gulbenkian, ideal for conferences, exhibitions and dinners to the more intimate Nash suited to seminar break outs or small meetings. PCCC has a dedicated Conference Team to ensure every event runs smoothly.

## Dormy House Hotel

**Willersey Hill, Broadway, Worcestershire, WR12 7LF**

Dormy House is a privately owned, uniquely converted farmhouse dating back to the 17th century. Situated high above the village of Broadway, the hotel enjoys a rural setting overlooking the beautiful Cotswold countryside, Shaekspeare's Stratford-upon-Avon and the regency spa town of Cheltenham are also within easy reach. You get the best of both worlds at Dormy House - all the traditional values of attentive service, beautiful surroundings and atmosphere are coupled with a purpose built conference and banqueting suite. Enormous effort is made to ensure that meetings, conferences, banqueting, weddings and many other types of events are all successful and tailored to your individual requirements. It's all about the sophistication and charm offered by Dormy House Hotel in the heart of the Cotswolds



## The Celtic Manor Resort

**Coldra Woods, Usk Valley, Newport, Newport NP18 1HQ**

Set in 1400 acres of panoramic parkland at the gateway to Wales, The Celtic Manor Resort offers a complete



resort experience for the business and leisure traveller. The facilities include two hotels – a 330 room five star Resort Hotel with 32 suite bedrooms and an historic 19th century Manor House with 70 bedrooms. In addition, there is also a Convention Centre and Exhibition Hall, 31 function rooms, 5 restaurants, 3 championship golf courses, a world-class Golf Academy, 2 tennis courts, shooting, fishing and mountain biking, 2 health clubs and 2 luxurious spas.

## Heritage Motor Centre

**Banbury Centre, Gaydon, Warwick, 268, CV35 0BJ**

An award winning venue offering high-profile elegance coupled with up-to-date technology and versatility to suit any event. The Heritage Motor Centre provides a unique venue for conferences, exhibitions and events and was purpose built to eliminate compromise.

The conference centre is ideally located off junction 12 of the M40, close to Birmingham International, providing congestion free conferencing. The stylish 22 conference and meeting rooms include; the Conference and Exhibition suite (600 theatre style) with its own private entrance and registration desk, two conference rooms (250 theatre style) leading on onto the exhibition gallery, a traditional Boardroom and the stunning rooftop Kestrel suite and bar, all of which can be branded.

Set on 65 acres, the centre boasts its own meadow ideal for teambuilding, and a 4X4 off road experience, ample space for parking, plus two external hard standing areas ideal for marquees and outdoor events.





## The Vale Resort

**Hensol Park, Hensol, Nr Cardiff, 58947, CF72 8JY**

The Vale Resort set amidst over 650 acres of beautiful Welsh countryside, is now firmly established as one of the UK's most desirable golf, leisure, conference and team building destinations. The Vale is again the AA's highest rated 4\* hotel in Wales.

The Resort is home to a luxuriously appointed 143 bedroom, four star hotel, once part of the estate of Hensol Castle - a 17th century stately home.

Although worlds away from the city bustle, business delegates feature prominently on the hotel's agenda, with superb facilities and packages to suit a client's every need. This offering has been improved with the opening of one of the largest conference centres in South Wales. Able to accommodate 700 delegates for a conference and 400 for a banquet, the new centre also boasts an impressive number of break-out rooms, a brasserie style restaurant and bar. This, in addition to existing facilities will position the Vale Resort as one of the UK's leading conference destinations.



## Blenheim Palace

**Blenheim Hospitality, Blenheim Palace, Woodstock, Oxfordshire, OX20 1PS**

Blenheim Palace is home to the 11th Duke and Duchess of Marlborough and the birthplace of Sir Winston Churchill. Set in 2100 acres of beautiful parkland landscaped by 'Capability' Brown, the magnificent Palace is surrounded by sweeping lawns, award-winning formal gardens and the great Lake.

Blenheim Palace in Oxford has been hosting functions for many years and offers a fabulous location for meeting and conference facilities and team building events.

All corporate and private events at Blenheim Palace, Oxford, are tailored to suit clients' individual requirements and experienced events team will work closely with you from the initial enquiry through to the event and beyond.

**Blenheim Palace is offering conference and half-day meeting package rates for a limited period in 2012.**

## Laban

**Creekside, London, Greater London, SE8 3DZ**

Laban is a cutting-edge venue in the heart of South East London, just outside the lively, historical town centre of Maritime Greenwich. As the largest contemporary dance centre in the world, Laban now offers its facilities for hire, for inspirational corporate events.

The new London landmark was designed by Herzog and de Meuron, the Pritzker Prize winning Swiss architects who also designed the Tate Modern in London. Spaces are available to hire both inside and out, and include a 300-seat theatre and 12 large studios offering bright, ultra-modern solutions for events requiring creative, inspiring settings. Receptions for up to 300 can be held in the chic foyer space, while the grounds, designed by Vogt Architects, offer an impressive setting for outdoor events or displays.

