

PA ENTERPRISE



DeskDemon's Magazine for Executive PAs, Office Managers and Secretaries

August 2014

**Cook, Snap,
Post, Repeat
- social media
and the food
industry**

**Mind the gender gap –
men still make the best
bosses says survey**

**Top Tips to securing
your Smartphone**

**Do You Work with
a Queen Bee?**

PA Enterprise is published by

Deskdemon.com

The World's Largest Website for Executive PAs, Secretaries, Administrators & Office Managers



Make Amazing

Add a touch of magic to your office organisation

Organisation is key when it comes to the day to day management of the office, and whether your business is large or small, it is often the little things that make your day run a little more smoothly.

Samantha Humphries is an office manager who loves stationery! It's a personal passion that has many benefits when working in a busy office. She's honed her skills to add a touch of magic to every day organisation, meaning she stays on top of her work, no matter what...

Here are just a few of Sam's top tips and tricks to help you stay organised!

When sending confidential documents, for peace of mind, use Scotch Magic Tape to create an additional tamperproof seal.

You will need:

- An envelope
- A biro or company stamp
- Scotch Magic Tape

Step 1

Simply take a strip of Scotch Magic Tape and place over the seal of your envelope.

Step 2

Using the biro, or company stamp, sign your name and date across both the tape and the envelope to create a tamperproof seal – **this tape is ideal because you can write straight onto it.**

Step 3

When the recipient receives their mail, they will be able to see if the envelope has been opened or tampered with, as part of the writing or company stamp will be clearly visible on envelope.

You may also need to send confidential information, and sometimes there are parts of a document you want to conceal, for example a personal address, bank details or salary. Again, Scotch Magic Tape offers the ideal solution.

Place a strip of tape across the section of the document you wish to hide, and block content out using a marker pen. When photocopied, you'll see the **Magic Tape does not ghost, making other information difficult to read, yet conceals sensitive information.** As this tape is

instantly repositionable so you can

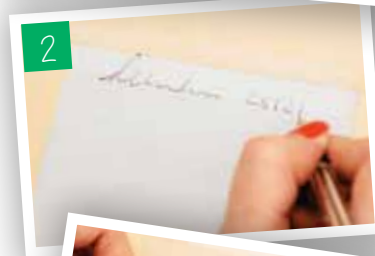
remove it from your original document

simply remove the strip from your original document, which remains unmarked, and re-file.

If that wasn't enough, Scotch Magic Tape is also ideal for labelling plastic in and out trays, or even plastic folders – the tape can be easily removed as often as you change your mind, and doesn't leave unsightly paper residue!

For more ideas and inspiration on how to use Scotch Magic Tape around the office visit

www.facebook.com/ScotchUK.



Conceal sensitive details



Label In & Out trays



Fancy winning your Scotch Magic Day?

Look for the stickered packs for your chance to win your **Scotch Magic Day**, including a range of activities: Spa, Beauty, Dining, Driving and more.



3M logo, Scotch logo and Magic logo and 3M, Scotch and Magic trademarks are trademarks of 3M Company.





4

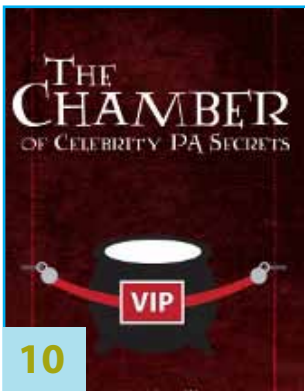


6



8

- 4 Mind the gender gap – men still make the best bosses says survey
- 6 Work-life balance impacted as employees feel obliged to work long hours
- 7 Secretarial and support employers raise concerns of skills shortages
- 8 Smartphone users do not use basic security settings. Top Tips To Secure Your Smartphone
- 10 Pocket App launches Pocket Events - event management app
- 11 Book Review: The Chamber of Celebrity PA Secrets
- 12 Cook, Snap, Post, Repeat - social media and the food industry
- 14 Do You Work with a Queen Bee?



10



12



14



PA Enterprise is sent to DeskDemon UK e-newsletter, audited by ABCe (5th/6th July 2007) with a net distribution of 70,581 email addresses.

All rights reserved. No part of this Publication (whether in hardcopy or electronic form) may be copied, transmitted, or reproduced in any form or by any means, electronic, mechanical, recording, photocopying, or otherwise, without the prior written consent of DeskDemon. com Whilst every care is taken in the compilation and publication of this publication, DeskDemon.com can not be held responsible for any consequences, mistakes or omissions. DeskDemon.com can not accept any responsibility for any inaccuracies or changes, or for consequential loss arising from such changes or inaccuracies, or for any other loss. Inclusion of any advertisements does not imply recommendations or endorsement by DeskDemon.com Copyright 2010 DeskDemon.com



PA ENTERPRISE MAGAZINE

www.deskdemon.com

Terminal House, Station Approach,
Shepperton,
Middlesex TW17 8AS

Editorial

PR contact: Paul Ormond
Tel: 0870 410 4030
editoruk@deskdemon.com

Features Editor

Alison Pedrick

Advertising

Paul Ormond
Tel: 0870 410 4038
paul@deskdemon.com

Jane Olsen
0870 410 4036
jane@deskdemon.com

Design & Production

Jane Bigos
Graphic Design
janebigos@deskdemon.com

Kulasekaram Vimalarasa (Raj)
Web Developer
raj@deskdemon.com

Pawel Olszak
Website Designer
pawel@deskdemon.com

Publisher

Paul Ormond
Tel: 08704104038
paul@deskdemon.com

Managing Director

Mek Rahmani
Founder, CEO
mek@deskdemon.com

Mind the gender gap – men still make the best bosses says survey



- ▶ **56% said they thought men make the best office generals**
- ▶ **Just 4% of those surveyed said “they didn’t mind” whether a man or woman was their boss**

“No-one wants to live in a male dominated world, as this only deters young, female talent from entering the workplace.”

The survey comes on the back of recent ONS figures showing gender pay gap has decreased since the 1970s but disparity between what men and women take home today still differs dramatically after the age of 30.

The gender gap might be closing in the office, but men still make the best bosses, that's the message from a new survey by social media-based recruitment specialists, staffbay.com

staffbay.com, which uses social media to bring jobseekers and employers together, asked 15,000 workers which gender they would prefer as a boss, and 56% of them said they thought men make the best office generals. Interestingly, 62% of those questioned were men, and just 4% of those surveyed said “they didn't mind” whether a man or woman was their boss.

staffbay co-founder, Tony Wilmot says that, although attitudes are changing, there still exists a gender divide in the workplace.

“The results of our latest survey show that, when it comes to taking up positions of power at work, men still rule the roost. What is particularly shocking about our survey is that only 4 % of those surveyed are ambivalent about the gender of their boss.

Tony adds: “In 1953, Gallup ran a poll showing that 66% would choose a male boss and only 5% a female one. Thankfully, times are

changing. No-one wants to live in a male dominated world, as this only deters young, female talent from entering the workplace.

“We know from seeing behind the scenes at staffbay.com, that there are more young females than ever applying for traditionally male roles, and we welcome this. Our message is: get yourselves out there - become the bosses and business leaders of tomorrow.”

The survey comes on the back of recent Office of National Statistics Figures which showed that the gender pay gap has decreased since the 1970s but the disparity between what men and women take home today still differs dramatically after the age of 30.

Figures show that in 1975, 16 to 18 year olds of both sexes were paid similar sums but this changed after the age of 18 with men earning more than women at every age group. At that time, the biggest percentage pay gap was for 38 year olds, with male employees receiving on average 61 % more than their female counterparts.

“It's time for this to change,” says Tony. “By pushing themselves forward and showing their talents off to prospective employers, fast-rising females can make sure this gap closes. We urge them to do all they can to make sure the gender balance is equal.”

Work-life balance impacted as employees feel obliged to work long hours

Nearly three-quarters (73.4%) of the professionals who responded to the 2014 Morgan McKinley UK Working Hours Survey say that they are working longer than the hours stipulated in their contracts.



Hakan Enver, Operations Director, Morgan McKinley UK, commented: "Naturally, among a committed and highly professional workforce, this is always likely to be the case. More than half of respondents say that they are more productive outside of their contracted hours and this is likewise to be expected: meetings tend to be organised during normal office hours and we all know that we can get more done when we can shut out any distractions in order to focus on important challenges and priorities."

However, just under three-quarters (74.1%) say that these excessive working hours are having some impact, or a major impact, on their work-life balance, and the overwhelming majority are unaware of any plans to change working in their organisation. Two-thirds of respondents feel obliged, or very obliged, to work in excess of their contracted hours.

The survey also shows that more than half of organisations offer opportunities to work from home or to work flexible hours. "Our feeling is that if more organisations introduced similar working practices, this would not only reduce pressure on work life balance, but also increase, rather than damage productivity," says Enver.

The people who work the longest hours are, as one might expect, those in more senior positions and those in the 41-50 and 51-60 age brackets. The survey also suggests that on average, men are working slightly longer hours than women. Among men, the percentage working more than their contracted hours is 76.1%, compared to 67% of women. "This may however simply reflect the fact that there is a rather higher proportion of men in more senior roles," says Enver.



Secretarial and support employers raise concerns of skills shortages

Half of employers believe skills shortages will affect their ability to recruit the right secretarial and support staff, according to a new survey from professional recruiter, Robert Walters.

Responding to questions on hiring intentions in the second half of 2014, a further fifth are uncertain about how skills shortages may affect their business operations. However, the survey indicates a strong preference for permanent hires, with nearly seven in ten organisations looking to hire at this level.

A similar number say that business growth or new business will have the strongest impact on hiring, up from 54% at the start of the year.

Smartphone users do not use basic security settings

Two thirds of British smartphone users are offering criminals an easy way to access important data or rack up huge bills by failing to use basic smartphone security settings.

The research was carried out by mobile phone comparison site TigerMobiles.com who questioned 5,448 people who have purchased a smartphone in the last 12 months. Key findings included:

- ▶ **65% of people don't use any form of security on their smartphone.**
- ▶ **Only 7% of respondents have installed an app that can find the phone if it's lost.**
- ▶ **Just 2% use more advanced security features like encryption alongside pin/passcode protection.**
- ▶ **8% of those surveyed had lost or had their smartphone stolen in the last 12 months.**

Mobile Phone Expert at Tiger Mobiles, Brandon Ackroyd, had the following to say: "I'm not really surprised by the low numbers, the vast majority of smartphone users don't see the need for any security but this is extremely short sighted considering the kind of information people store on their mobile phone."



"The world is going mobile and so are criminals," said Ackroyd "The smartphone you carry around with you all day long is now a prime target for both high level cyber-criminals and opportunistic street thieves who want to gain access to your personal information."

The survey also looked into the reasons why consumers are failing to use in built security features; with over 50% of respondents citing a pin code as an unnecessary step to accessing their smartphone:

- ▶ **55% cited the added hassle of inputting a pin as the reason they're not using one.**
- ▶ **15% didn't even know they could protect their phone with a pin code.**



► **20% are worried they'll forget the code and lose access to their smartphone.**

Ackroyd added "At the very least we recommend smartphone user's switch on a pin code that locks the screen. It's the first line of defence and to opportunist criminals it basically renders the phone useless."

"A screen lock code doesn't prevent your phone being stolen but it does prevent thieves from accessing private information. It may seem like added hassle but it's likely to be much less than the financial and emotional distress that could be incurred from a stolen or lost phone. Nobody wants strangers browsing through their personal collection of selfies and a pin code stops that."

Tiger Mobiles Top 5 Tips To Securing Your Smartphone:

1. Set the phone to lock after one minute or less of inactivity. Most modern smartphones allow you to lock the phone via pin code, pattern, voice recognition or fingerprint.
2. If your phone has a setting that erases all data after a certain amount of unsuccessful login attempts - typically 10 or more - enable it.
3. Use a "find my phone" app that lets you locate the phone if it's lost or stolen and erase all the data remotely.
4. Update the operating systems, apps and programs as soon as you are notified. These updates often contain security enhancements and patches for vulnerabilities.
5. Encrypt your data – if you are storing data on MicroSD cards then encrypt your data with a passcode. Apple and Android have inbuilt settings for this and there are various apps available too.

Pocket App launches Pocket Events - event management app



Pocket App has launched a customisable event management product called Pocket Events. Aimed at event managers, co-ordinators and marketers, Pocket Events is an easy to deploy, reskinable product that can be deployed across multiple events.

Using a fully editable content management system, users can upload a wide variety of material related to their event including agenda, speaker notes, images, Twitter feed, venue information and so on. This can be updated quickly and easily within the app making sure conference attendees are kept up to date with the latest information.

The product has been designed to allow a degree of customisation to reinforce the clients' own brand and to allow them to include sponsors' brand information as well, as appropriate.

Paul Swaddle, CEO of Pocket App said: "We understand that creating and deploying bespoke event-driven solutions for businesses can be complex. As technology expands in the events industry, marketers, event professionals, and attendees using mobile apps are demanding simplicity and control. We spotted a gap in the market for an events app which is an easy to use, customisable and quick to deploy. The key objective behind Pocket Events is to offer a user friendly solution, which serves key content to end users, while maintaining a flexible and immediate data population structure."

Neil Humphries from The Big Match, an annual charity football event, said: "As fundraisers, we're especially budget conscious but we also recognise that in today's smartphone-dependent world we need a cost-effective mechanism for making sure our event participants always have the latest information. Pocket Events is ideal because it's easy to use, customisable and cut my administrative workload in half - all while keeping the match supporters fully up to speed."

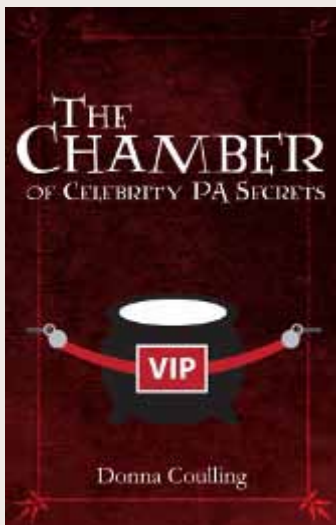
Pocket Events is available across all major platforms including iOS and Android. A version for Windows Phone will be coming soon.



pocketapp

The Chamber of Celebrity PA Secrets

The Chamber of Celebrity PA Secrets – According to Donna Coulling PA to the stars...



When people find out what Donna Coulling does for a living she is inundated with questions along the lines of: How did you get your job? What is Helena Bonham Carter really like? Can you get me a job with Rachel Weisz? And so on.

Donna, an upbeat, energetic make-it-happen type of woman - found herself trying to answer honestly while being discreet eventually thought why not put all the answers in a book! So, The PA Chamber of Celebrity Secrets e-book was born.

Donna works for four famous actors including Helena Bonham Carter and Rachel Weisz and the book explains how she got into working

in this area and also looks at expectations and reality. The book also gives you set exercises to make you think if this is the career path you really want to do – as it isn't for everyone. If you need to get out of the office at certain time most days, won't or can't travel far, don't have an extensive book of contacts – then it might not be for you. But if it is, it can be a rewarding and exciting career path.

So, what exactly is a Celebrity PA? It's a PA – just like you – whose bosses just happen to be in the public eye in a major way. While chatting with Donna many of the tasks that she does sounded exactly like the tasks that I used to do when I was a PA. But on the other hand, many of the tasks are very last minute and way out of the realm of a 'normal' PA. Of course, an important thing to remember for any aspiring Celebrity PAs is that Donna isn't a celebrity – her clients are. Something that Donna stresses in her book.

Written in an engaging style, Donna's warmth and enthusiasm for her job shines through. As you would expect from a top PA, this book isn't full of gossip, but does have heaps of helpful and thoughtful information. The e-book costs £2.45 via Amazon you can download it straight to your e-reader.

To find out more about Donna and read her interesting and informative blog go to www.donnacoulling.com

Cook, Snap, Post, Repeat

Forget celebrity TV chefs, bloggers and social media outlets are providing inspiration for the nation of cooks. Photographing food has become a hobby of the general public and this new form of communication has affected the way the food industry operates.



British cuisine has often been defined by tea, beer, crumpets and the classic roast dinner. However, nowadays many people are experimenting with their food, seeking tasty and unique ingredients to jazz up their meals, and are beginning to share creations on social media outlets.

Through the increase of social media outlets, people want to share their own handiworks. In a study on 2,000 respondents conducted by Applewood® Cheese, respondents answered that the rise of social media made an impact on their cooking habits. Over half of Brits (51.4%) admitted that social media plays a role in deciding what to cook. A quarter of the UK population (25.2%) claims that it is influenced by recipes posted on blogs and social media sites such as Instagram.

Growing up, children are told not to play with their food. However, today the food industry has created a new trend by breaking this rule and has encouraged interesting experimental flavours. Creating hybrid foods like the Cronut is at the far end of the spectrum, but even enhancing a burger with a smoky cheese or a unique blend of meat is a new concept.

The British are often seeking something new and



exciting, dishes that have unforgettable flavours. One ingredient that can be found in many dishes is cheese. Recent research conducted by Kantar Worldpanel on behalf of DairyCo UK, revealed that 98.7% of all British households purchase cheese throughout the year.

Looking deeper into the cheese industry, companies are also experimenting with their traditional flavours. They aren't looking at traditional Cheddars, Parmesans or blue cheeses any longer. At an average supermarket, restaurant or even farmers market the types of cheeses range from smoky spreadable to lychee goat cheese or even chocolate sharp Cheddar.

According to Instagram, (over 100 million users) "#foodporn" has over 29,000,000 posts while "#yum" has over 28,000,000. This obsession has also reached Twitter; accounts such as "@WOWFoodPics" or "@Food" were created just to share recipes, food humour and photographs.

The food culture in Britain is ever-changing. Consumers are experimenting more and more, not only with new ingredients but also taking their passion for food to the next level and sharing it with the rest of the world.



Love chocolate?

If you love chocolate, shoes and handbags, a new chocolate making workshop at Bournemouth's deliciously different Chocolate Boutique Hotel might just take you to chocolate heaven.

Perfect for special birthday treats, girly get-togethers, hen dos and parties, the fabulous new chocolate shoe and handbag masterclasses are run by chocolatier Gerry Wilton, who first courted success in the UK with his chocolate fountain business before founding the world's first chocolate themed hotel.

The sessions cost £89 per person and are held throughout the year at the Chocolate Boutique Hotel.

To bag a place at one of Gerry's masterclasses or to buy vouchers go to:

www.chocolatedelight.co.uk/chocolate-shoe-workshop.html

Do You Work with a Queen Bee?

By Sandra Z Green

I love this term - Queen Bee! It's used to describe an 'alpha woman' who does not want any female competition swarming around her! Essentially, The Queen Bee describes a woman - in a position of authority - who uses that power to preserve their territory. The term was introduced back in the 1970s by researchers from the University of Michigan.

They found that these alpha women focuses on maintaining her control, creating turf wars (by preventing other women from taking over their patch) and being downright unhelpful and rude to other women whom they feel threatened by.

Can you relate to any of these situations?

- ▶ **A senior female distances herself from you**
- ▶ **Is unwilling to take your calls,**
- ▶ **Will not build any kind of working relationship with you**
- ▶ **Refuses to help you rise through the ranks?**

Then yes, you are experiencing the classic 'Queen Bee' Syndrome.

Women who suffer from this syndrome chip away at the confidence of younger women

or attempt to undermine them (both publicly and behind closed doors).

The American Management Association completed a survey in 2011 with 1000 working women. They found that 95% of these women had experienced some form of undermining by another woman.

Forms of undermining can be comments about shoes, dress-code, and digs about not being with the children to name a few.

Or as one headline in the Huffington Post said "The Queen Bee's Greatest Weapon... Gossip."

The article goes on to describe how women are more voracious gossipers than men and their intentions are often sinister. Perhaps it's no wonder with the increasing numbers of women joining management ranks; women are adopting unhealthy queen Bee tactics to get into the limited roles of seniority.

Or perhaps, and according to Professor Belle Derks of Leiden University Queen Bee Syndrome may be their response to a 'difficult male environment'. And, here's one of Derk's hypothesis:

In such situations, women take on unwritten rules about how managers behave. For example, lack of socialising after work, no small talk or family talk, micromanaging, behaving as 'in charge' and taking on old-style management behaviour with a focus on the task ahead of the people. Of course,

these behaviours lead to alienation and demotivation.

So what can you do should you have a Queen Bee in the office?

There's no easy answer. Like with any bullying tactics, each situation is different as the reason for becoming a Queen Bee in the first place is different too. Here are a few suggestions:

- ▶ **Do A Great Job.** Queen Bee's hate the fact that other women may be seen as successful. They love to receive admiration and comments for a job well done - it plays to their ego. So keep doing a good job and make sure that she cannot find a reason to challenge your work.
- ▶ **Document everything.** All conversations. Keep emails. Confirm telephone conversations. Keep a strong audit of what is expected and any changing priorities that you unexpectedly are faced with.
- ▶ **Keep everything close to your chest.** Do what you have to do a good job. But as Queen Bee's like to take the glory - don't share your best ideas with her.
- ▶ **Keep others informed.** Ensure key clients know what you are working on / responsible for. If appropriate keep her boss informed of the work you are doing.
- ▶ **Avoid her.** If it all gets too much - keep out of her way as much as you can.
- ▶ **And, perhaps as a last resort? Use Flattery.** Yes, it may not seem very authentic to you - but it can have a powerful disarming effect.

My guess is that these strategies will help to mitigate the impact rather than get rid of the Queen Bee in the office. Unfortunately, Queen Bee syndrome is still in existence in our organisations today. And, it's certainly not helping us achieve that gender balance.

