

# PA ENTERPRISE

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

February 2014

**The  
changing  
face of  
the Job  
Hunt**

**Ask the  
PAnel:**  
your questions  
answered by our  
team of experts

**Hotel Horoscope:  
What's your 'star' hotel?**

**Top apps for small  
businesses**

PA Enterprise is published by

**Deskdemon.com**  
The World's Largest Website for Executive PAs, Secretaries, Administrators & Office Managers

INTERNATIONAL  
**confex**  
12 -13 MARCH 2014, OLYMPIA LONDON

The UK's leading event for all  
meetings and events professionals

UK Venues &  
Destinations

Intl. Venues &  
Destinations

Something Special – The  
Wow Factor

Logistics – Event  
Support Services

Live Experience



Visit to find everything you need  
to deliver amazing events...

Register free today [www.international-confex.com/register](http://www.international-confex.com/register)



**4** NEWS: IQ buys Institute of Administrative Management

**5** Man's best friend keeps you thin!

**6** Managing Your Time, Energy, Focus and Wellbeing:  
Discount for readers on Wellness Workshop

**7** CrossCountry 'Advance on the Day' tickets

**8** A lifetime wearing make-up?

**10** Ask the PAnel

**14** Five Awesomely Unique UK Event Spaces for Hire

**17** Top five apps for small businesses

**18** The Changing Face of the Job Hunt

**22** Hotel Horoscope 2014:  
What's Your 'Star' Hotel?

**26** A-Z Pearls of Wisdom: K is for KISS!



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](http://www.deskdemon.com)

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

### Editorial

PR contact: Paul Ormond  
Tel: 0870 410 4030  
[editoruk@deskdemon.com](mailto:editoruk@deskdemon.com)

### Features Editor

Alison Pedrick

### Advertising

Paul Ormond  
Tel: 0870 410 4038  
[paul@deskdemon.com](mailto:paul@deskdemon.com)

Jane Olsen  
0870 410 4036  
[jane@deskdemon.com](mailto:jane@deskdemon.com)

### Design & Production

Jane Bigos  
Graphic Design  
[janebigos@deskdemon.com](mailto:janebigos@deskdemon.com)

Kulasekaram Vimalarasa (Raj)  
Web Developer  
[raj@deskdemon.com](mailto:raj@deskdemon.com)

Pawel Olszak  
Website Designer  
[pawel@deskdemon.com](mailto:pawel@deskdemon.com)

### Publisher

Paul Ormond  
Tel: 08704104038  
[paul@deskdemon.com](mailto:paul@deskdemon.com)

### Managing Director

Mek Rahmani  
Founder, CEO  
[mek@deskdemon.com](mailto:mek@deskdemon.com)

# IQ buys Institute of Administrative Management

Following the recent announcement that the **IAM** has entered into liquidation and ceased trading, **Industry Qualifications** (IQ) has announced the acquisition of the name and assets of the Institute of Administrative Management (IAM). The purchase, which was concluded 27th January 2014, has resulted in the IQ ownership of the intellectual property of IAM qualifications along with supporting learning materials, the IAM databases, the IAM name and the title to the magazine, 'Manager'. IAM, which was originally established in 1915 and, as such, is the oldest management institute in the UK, entered liquidation in November.

Following the purchase, IQ will be able to offer some forty additional qualifications in management at levels 4 to 7. IQ will also provide learning support materials for all of those qualifications through its sister company IQ Resources.

"We are delighted to have concluded this purchase" said Raymond Clarke, Chief Executive of IQ. "The acquisition of IAM will propel IQ into a leading position in the management development and assessment market, and help provide recognised IQ assessment pathways into the Higher



Education sector. When combined with our current provision, IQ will be able to offer management programmes from levels 2 to 6+, in subjects from team leadership to senior management and from short programmes to those with a duration of 2-3 years. The new qualifications will provide a major dimension to our International strategy".

According to Clarke, the initial focus will be to re-establish the IAM qualifications within IQ and re-engage with those that had been studying on IAM programmes. "It is extremely important that we provide existing IAM students with the confidence to continue their studies. With over 7000 students studying programmes leading to IAM awards, this has to be our highest priority. Once this is achieved, we will be communicating with members about the additional services that were provided by IAM that added value, and

which could be retained, changed or enhanced. We are of course also looking forward to celebrating the centenary of the IAM with members next year”.

IQ state that the utilisation of the established IQ infrastructure is expected to radically reduce the cost base associated with the former IAM qualifications. When combined with the increased opportunities through the growing IQ networks in the UK and internationally, the viability of the qualifications increases and provides IQ with a significant platform for growth and brand development.



**To stay up to date with the latest news, subscribe to the IQ newsletter at [www.industryqualifications.org.uk/subscribe](http://www.industryqualifications.org.uk/subscribe) or for further information please contact Tom Roberts on 01952 457 452.**

## Man's best friend keeps you thin!

By now, around a quarter of us have already fallen off the diet wagon. So what's the key to staying motivated? It might just be your pet!

The UK obesity epidemic is not restricted to people. Whilst 65% of UK adults are now overweight or obese, one third of pets in the UK are also overweight. But as a nation of self-professed animal lovers, we are concerned about the wellbeing of our pets. According to a nationwide YouGov weight loss survey commissioned by online calorie counter and food diary Nutracheck.co.uk, 74% of animal owners may even go as far as dieting alongside their pets.



Research shows that overweight owners are more likely to have obese pets as they are less likely to exercise, which can mean less walks for their dog. They are also more inclined to overfeed their pets with treats and are less likely to recognise the signs of obesity in their pet.

Being more active is a challenge for many slimmers, so increasing their own exercise level by taking their dog running or for long walk is a win-win all round.

Vet Sade Adeleye says, "A biscuit for a dog is the equivalent of a hamburger for a human! The more aware humans are of what they eat themselves, the more aware they are of the calorific value of treats they give their dogs."

# Managing Your Time, Energy, Focus and Wellbeing

Your Excellency Ltd is delighted to announce the appointment of Wellness Associate Louise Lloyd and to introduce a new workshop to their portfolio *Managing Your Time, Energy, Focus and Wellbeing*.



“We ran a pre-launch event in December and feedback was amazing” says Lindsay Taylor, Director and workshop leader. “Louise and I have a shared passion for delivering down-to-earth and jargon-free skills and knowledge. We understand that your time is precious. We understand that, if you’re going to take a day out of the office you want it to be enjoyable, memorable and worth your while. You want valuable, beneficial skills and learning that you can instantly put into practice.

That’s why we’ve developed this one day workshop. It combines luxury and learning so that you can step back into your workplace refreshed, motivated and armed with the

valuable skills and know-how to manage your time, energy and focus – ultimately ensuring your wellness in the workplace.”

We are delighted to be hosting this event at The Beauchamp Hotel, one of the Grange’s boutique collection hotels in leafy Bloomsbury. The Grange hotels are synonymous with luxury and the workshop day includes a champagne reception, preferential overnight rates at The Beauchamp and discount at the nearby Ajala Spa at the 5\* Grange St Paul’s.

The workshop is running on 7th April and 16th June and we would be delighted to offer DeskDemon readers a 15% discount on the listed workshop price of £290 + VAT. Just let Lindsay know at the time of booking that you’ve seen this announcement via DeskDemon.

Lindsay can be contacted on 07930 194147 or via email [lindsay@yourexcellency.co.uk](mailto:lindsay@yourexcellency.co.uk)



## Discount on New Wellness Workshop

Take advantage of its new workshop “Managing Your Time, Energy, Focus and Wellbeing” - and get 15% discount by mentioning DeskDemon!



# CrossCountry 'Advance on the Day' tickets

CrossCountry, part of leading transport group Arriva, has extended availability of 'Advance on the Day' tickets to corporate customers using thetrainline.com's Travel Management Company and Corporate booking solution.

The 'Advance on the Day' initiative has seen CrossCountry introduce across all its longer distance routes the opportunity for passengers to buy discounted 'Advance' tickets within an hour of their train leaving the station.

3  Book up to **30 minutes** before departure...

 thetrainline.com business

 crosscountry



*For full details of Advance on the Day, [CLICK HERE](#)*

# A lifetime wearing make-up?

*In a typical 24 hour day, women will have a face full of cosmetics for nearly 13 hours a day and will have just 11 hours free from it!*

Researchers polled 2000 women in a detailed study about women's make-up habits and beauty routines.

The findings found that in a typical 24 hour day, women will have a face full of cosmetics for nearly 13 hours a day and will have just 11 hours free from it.

The poll by health and wellbeing brand Beurer found the typical woman puts on her 'face' at precisely 8.00am and spends 11 minutes applying it.

But it's not until 8.47pm that the average woman then removes her make-up. Although a quarter of women said they don't remove their face until gone half past ten at night.

It's hardly surprising then that 58% of those polled said they make a point of leaving their make-up on all evening if they know guests might be popping in.

And half of the women polled said they spend more time with their make-up on rather than a fresh faced look.

Robert Slade, Sales & Marketing Director of Beurer UK said: "This research shows that many women spend a large part of their time with make-up on.

"It can no doubt boost your confidence and make you feel better about yourself so it's not surprising that many women insist on keeping it on all day.

"Despite that it is important to give your skin a break from time to time and to give it the care it needs."

Worryingly nearly one in five women said they would refuse to open the front door if they didn't have a face full of make-up and 10% said the more make-up they have on the better they feel.

In fact 38% are so reluctant to take it off they admitted to frequently going to bed with all their make-up intact.

Foundation, concealer, mascara and eye shadow were said to be the most popular cosmetic items the poll found.

And well over half of the 2000 women studied said they feel much less confident when completely bare faced and one in two said they dreaded anyone seeing them without make-up.

But fortunately over a quarter said their partner preferred them au natural.

The research discovered that the average women will spend £121 on cosmetics in a typical year and has around 13 items in her make-up bag.

Although 38% said their make-up bag was crammed full of the same products that they had been using for years.

In contrast 16% confessed to being a beauty junkie and loved to buy the latest cosmetics.



*One in five women said they would refuse to open the front door if they didn't have a face full of make-up*

# ASK the PAnel

Back by popular demand! Many of you have asked for our 'Agony' section to be brought back, so here it is. This time we have a panel of experts to help you with any work related questions, queries or problems you may have.



*Paul Pennant is Managing Director and lead trainer for Today's PA*



*Alison Boler has been the Executive Assistant to three Heads of Legal & Business Affairs at ITV since 2007*



*Lindsay Taylor is the Director of Your Excellency Limited, an executive training and coaching organisation in the UK.*



*Phil Jones is Managing Director of Brother UK Ltd and is an award winning business leader and speaker.*

Some of you are already familiar with Paul Pennant, our original Agony Uncle and we are also delighted to welcome on board PA Trainer Lindsay Taylor, who is currently wowing us all with her great A-Z Pearls of Wisdom series and also Alison Boler, an award winning legal Personal Assistant whose passions include writing, championing PAs (and you know how much we love to do that at DeskDemon) - and each month we will have a guest boss panel member. If your boss would like to take part - please email [editor@deskdemon.com](mailto:editor@deskdemon.com)

So, everyone, what's niggling you? What keeps you awake at night? Don't sit and fret in isolation - the team is here to help. Please send your questions to us by emailing [askthepanel@deskdemon.com](mailto:askthepanel@deskdemon.com) and we shall pose them to our panel. If you prefer to remain anonymous, just let us know and we will omit your details.

## Question:

I don't find my job fulfilling anymore and I am not using my brain enough. I would like to be more creative and use the skills I have gained over the last six years as a Senior PA, but I don't know how to do this. I cannot afford to just leave my job and re-train on full-time course, but I need to use my brain more and get out of the rut I feel I am in.



## Answers:

### *Alison Boler*

I have, for many years, expanded my PA role out sideways. By that I mean I actively put my hand up and asked if I could do any ad hoc projects that came up in the department and I also make sure I take on as much legal work within my PA role; it helps get the work done in my team and keeps my brain active and challenged, even though it stretches my workload to the limit. I have always seen opportunities, no matter how big or small and asked my boss's if I could 'have a go'. I can then make those tasks my own. This has made my PA job completely bespoke and interesting and it keeps my brain challenged and active. I also make sure that I set all of these additional roles and tasks out in my annual review with my boss's. The additional skills and experience that you gain can then be added to your CV for your next role.



---

### *Paul Pennant*

It does sound as if you are close to the 7 year itch!

Do you want to be more creative in your role as a PA? Or do you want to work in a more creative industry? Are there more opportunities within your organisation for you to use your creative side – perhaps a sideways move? If not, why not look

# ASK the PAnel



*Each month we will have a guest panel member. If your boss would like to take part - please email [editor@deskdemo.com](mailto:editor@deskdemo.com)*

at moving to another company? There is always high demand for senior PAs.

Over the years, many of the PAs on my training courses have discovered that their core skills are attractive in a number of other careers. Some have drawn on their skills and experience to become project managers or event managers, working in the theatre or tv.

Try networking with other PAs, too. It's great for the motivation and is an interesting way of finding out how other PAs work have adapted and changed their role, playing to their own strengths.

Good luck!



## **Lindsay Taylor**

Have you tried sharing your feelings with anyone at your organisation? Very often the success of an individual (and indeed a team or organisation) boils down to being open and honest in your communication.

Make an appointment with your HR department and/or your manager/team leader and voice your thoughts on wanting to "use your brain more". This is a great thing! It means that you are ready for new and more challenging projects and want to take on more responsibility and scope in your career.

If your organisation values the worth of their employees (and you) they will be excited and keen to support you to "get out of the rut" you feel you are in. They will help you with your career progression. If they don't, ask yourself whether you are in the right organisation for you.....

Do let all the readers know how you get on with this "open and honest" communication.



**So, everyone, what's niggling you? What keeps you awake at night? Don't sit and fret in isolation – our panel of experts to help you with any work related questions, queries or problems you may have.**

**[CLICK HERE](#) to send us your question.**

### ***Phil Jones***

If you're just going through the motions at work, then you aren't feeling challenged, which we need as human beings.

You need to change your dynamic and that can mean a number of things from leaving your current role and finding something which does tick your box, to widening out your remit.

In the short term, you need to communicate with your manager and articulate how you're feeling. They may not know or may be waiting for you to pipe up – so pipe up!

Enlightened businesses use the skills of a good PA to build the foundations for other roles so why not put yourself forward to take on more responsibility or get involved with some major projects in the business? For example, working on new problems as part of a collaboration project may give you the diversity you desire.

Alternatively, learning more about the business by shadowing a colleague in a completely different role to your own can trigger ideas to share or use your skills and build up your network of people that you know internally. Offer to be a mentor to others in less senior but similar positions. By mentoring you learn things yourself and help to open the door for others.

Change will only be affected if you take action about your current situation. Accepting the 'status quo' will simply bring you more of it, so I'd encourage you to change your dynamic either by changing what you do or finding a more fulfilling role.

# Five Awesomely Unique UK Event Spaces for Hire

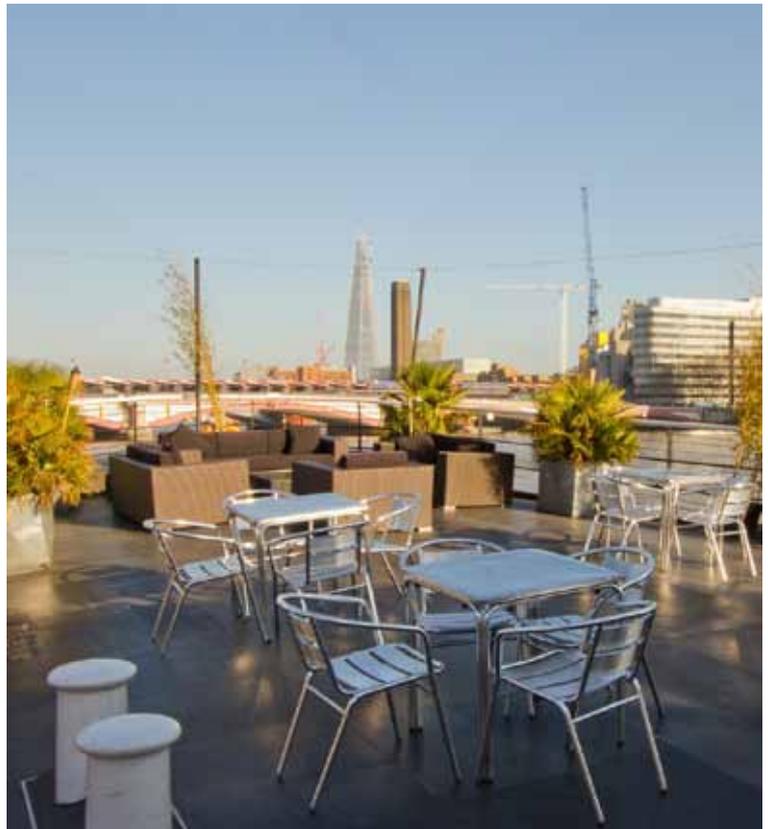
*Unusual and corporate are two words that do not always fit snugly together. This is a challenge that our friends at Hire Space, the venue finding site, are working to solve. They've tread many a pavement looking for exciting venues and here they give us five of the most interesting! Over to Reuben Sagar, their venue finding expert.*

**Here are my top tips for the events venues of the moment, we're only based in London at the moment so my choices are southern heavy, apologies, however as a Mancunian born and bred I have included a really special northern venue too.**

## **HMS President 1918**

This unique and unusual venue is a floating jewel in the heart of the capital, ideal for any creative corporate event or conference you have in mind. Explore the many spaces of the Upper Deck (left) and Quarter Deck and become lost in the magic that is the HMS President 1918.

Float your ideas (literally) to the boss in one of the many suites, meeting rooms and conference spaces available for hire.



## The Chapel at The Asylum

Don't let the ominous title fool you – this stunning, Grade 2 listed chapel located in Caroline Gardens, Peckham makes for a fantastic wedding and civil ceremony venue or alternative events space. A versatile venue with charming atmosphere and state-of-the-art facilities,

The Asylum is a terrific project and exhibition space and The Chapel provides the perfect backdrop for your big day




---

## The Imperial War Museum

It might sound unusual to suggest a museum as a corporate venue, but for conferences catering for up to 100 people, it's hard to look past the Imperial War Museum as your venue of choice. Located in Central London, this Grade-II listed building has a number of stunning event

spaces suitable for a wide variety of daytime events but it is the theatre-style conference room with adjoining foyer and break-out rooms that really steals the show.



### East and North Cloisters at Westminster Abbey

You may have visited, read about it or seen it on TV but did you ever think you could host an event at the royally divine Westminster Abbey?

The East enjoys the evening sunshine and beautiful views of the Abbey church across the green Cloister garth. It

can be hired alongside the North Cloister (left) to give a capacity of 400 for a drinks reception. Don't let the cold weather put you off – book today!



### The Lowry

Sat elegantly on Salford Quays, this venue is a gem that has uplifted what was once a dour part of Manchester. Inside, the venue is full of natural light, bringing to life what is a top spec event space.

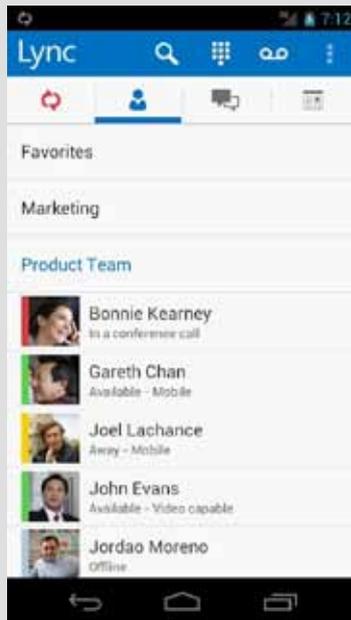
What I love most about the Lowry however, is how it so highlights the transformation of this part of the UK.

Lowry's paintings of an industrial heartland contrasting so deeply with the media conferences and tech training events that take place here every day.

# Top five apps for small businesses

## Microsoft Lync

This clever unified communications app lets employees send instant messages, join a web conference, or make a phone call through a single smartphone interface, all of which saves valuable time and resource.



## Box

Box allows you to access, share and edit files with customers and colleagues when out of the office, all done securely using cloud storage. With mobile working on the up, this app means you can work productively from anywhere without the need to come back to the office.



## Adobe SiteCatalyst Visualize

This app enables users to analyse web traffic within the last 90 days and send trend reports to colleagues. You can focus on specific data points, add and manage metrics, and develop presentations all within one app so you don't waste time looking for various data.

## CamScanner

If you need to send amends to printed documents, try using CamScanner. This turns your phone into a mobile scanner so business owners can easily photograph a document and then create a PDF which can be emailed.



## MyBizTracker

This free app helps small business owners make record-keeping of income and expenses easier and more accessible. It keeps a record of income and expenses and also captures and stores photo records of invoices, bills and receipts, so it's easy for small firms to manage cash flow.

# The Changing Face of the Job Hunt

by Dena Stephens

*If, like me, you're of a certain age, you'll undoubtedly have witnessed a change in your method of job hunt over the past years. Indeed, when we look back 10 or 15 years, the change has been pretty seismic.*



Gone are the days that we'd trawl the Thursday job supplement of the local paper armed with a red pen, a rainforest-busting

amount of CVs, a stack of covering letters and a job lot of first class stamps. Gone, also, are the days when we'd call for application



forms (from said Thursday supplement) that we'd then fill in by hand. Acknowledgement of one's application was generally by return letter, and invite for interview would be either letter or phone call. No trawling Google maps for the location – if you didn't know where the interview was being held then a drive there in advance would be the prudent thing to do (and arguably still is).

With the employment agencies, one would turn up at the office with printed CV in hand. If, for some reason, we couldn't spare a copy then the consultant would photocopy the CV and hand the original back. We'd be tested on old versions of MSOffice or WordStar, or maybe even have to do a typing test on an actual word processor (and in those days all trained typists were taught to leave TWO

spaces after a full stop). After speaking to one or two recruitment consultants, it appears that things were different for the agencies too. Come Thursday, they would also do the same as us job hunters in that they'd trawl the classifieds, but they'd be punting for business rather than searching for employment. Other ways to entice new business also included typed newsletters, detailing the newest and brightest candidates and these would be posted or dropped by hand to prospective clients.

So exactly when did it change? There will undoubtedly be people who've been in their jobs long enough not to be used to this change in the method of finding a job; likewise, there are people just starting out in their careers who know no different. The

change has been pretty gradual but I believe the change is such now that it's completely transformed the way in which we search for new employment, and will only continue to change.

### Virtual interviews

There are so many more options open to us now that simply didn't exist a few years ago. For instance, I've been able to take aptitude tests and in-tray exercises remotely, and I even had a Skype interview to register with one agency because of our respective locations – and it was this that gave me the idea for this article. If I'd previously tried registering with an agency some distance away then I'd be looking at a day out of work to travel there. As it was, I had a chat with them via webcam, did my skillset exercises remotely and that was me registered.

Today, everything is instant and constant; job adverts appear online immediately and are updated every single day. We don't need to keep printed copies of our CV handy; we can just use an electronic version to apply for a vacancy. Not just that – we can access that CV from anywhere thanks to cloud applications, and likewise apply from anywhere. We don't even need a computer; we can open the file on our phones and send it to our intended destination within seconds – I've been known to apply for a job using my phone from bed on a Saturday morning before now. There's something to be said for job hunting whilst in bed with coffee!

Technology has shrunk the world and widened all options within the job search arena. Although I live close to London, it would have been pretty difficult to source a job there years ago without paying to

subscribe to a local paper or physically travel there to look. Now, I can access a job board and create a search algorithm according to location and salary, and if I want to look for a job near Paddington or in the City the options are there from the comfort of my sofa (er, or bed!).

Agencies, far from ruing the demise of trawling the newspaper and the like, have embraced the online revolution. Their website and/or job board is generally the first port of call for any job seeker – and there are so many to choose from. Companies advertise their vacancies on their websites; rather than having to pay for an ad in the paper they can advertise for free and watch the online applications roll in. Application forms are online, and despite having to register details, technology allows data within your CV to automatically populate the document. Job applications and acknowledgements are instant, the search more effective; faster, instant, easier.

### A good thing?

Is this online evolution good thing? After all, job hunters can advertise marketable skills in a myriad of locations for prospective employers to see, whereas back in the day, it would be a case of sending a huge amount of CVs out to local companies in a speculative fashion. Employers can also trawl the same sites and take their pick of the CVs advertised – I've actually been lucky enough to secure a few contracts this way.

However, we all have professional AND personal personas. Whilst we project our professional selves via job boards, LinkedIn and the like, there's always the presence of social media – our Twitter and Facebook

pages. We can all go prove our worth in an interview on the basis of purely our CV (as we would have back in the day), but now technology-savvy employers do some serious research on us before they even get in touch. Our Facebook pages are scrutinised, our Twitter profiles examined. Given that we're all generally pretty decent people, I don't feel there's too much to worry about, but it's always good to be prudent with your public image. Remember that drunken holiday picture of you in the short skirt on the floor of that nightclub with that gorgeous bloke last year? A word of advice: you might not want to put that as your profile picture; it WILL appear on Google. You know it was a bit of harmless fun, but it's really worth considering what impression that gives to those who don't know you...

Despite this instant and constant culture and the pros and cons of technological advancement, there are some things that haven't changed and never will. Face to face interaction is an essential part of any recruitment process, be it with an agency or prospective employer. Personality and "fit" is still as important as it ever was. The way we prove our software knowledge will always be a constant, even though the software we use won't. A good CV will never go out of fashion either.

Most importantly, there is – and will never be – any substitute for a great professional candidate with personality, transferrable skills, common sense and initiative. And surely that's where we – as administrative professionals – will always win, no matter what the advances in technology....

**brother**  
at your side



Label your  
workload.  
Unclutter  
your mind.

For 25 years our labels have helped order the chaos of the workplace, allowing people to do the best work with a clear head.

[www.brother.co.uk/unclutteryourmind](http://www.brother.co.uk/unclutteryourmind)

Labels are powerful.





# Hotel Horoscope 2014:

## What's Your 'Star' Hotel?

### Worldhotels Presents the Ideal Hotel for Each Star Sign

*Worldhotels, a global group for independent upscale hotels, has launched its annual Hotel Horoscope 2014. The popular compilation reveals a hotel recommendation for each star sign among the group's portfolio of almost 500 hotels worldwide.*

What's more, with the "World Treats" rate, Worldhotels guests can enjoy great deals until 28th February 2014 - whether they believe in horoscopes or not. This special discounted rate includes breakfast and 1,000 frequent flyer miles, and can be booked for a minimum stay of two nights at [worldhotels.com/world-treats](http://worldhotels.com/world-treats) as well as through all Worldhotels booking channels.



## Aquarius (21 January - 19 February)

*Royal ambience for mavericks*

### Tivoli Palácio de Seteais, Sintra, Portugal

Unconventional and difficult to nail down, Aquarians are considered the most eccentric of the star signs. They love to explore destinations off the beaten track and will choose a hotel out of the ordinary - a hotel like Tivoli Palácio de Seteais. Situated on the mountainside of Sintra, a UNESCO world heritage town, the historic castle hotel boasts a magnificent view of the picturesque scenery, and the elegance and architecture of the XVIII century. Aquarians will find its frescoes and paintings inspiring and will feel truly regal strolling through its opulent ball rooms.



## Pisces (20 February - 20 March):

*Barefoot Luxury for dreamers*

### Worldhotel Amiana Nha Trang, Vietnam



Pisceans are compassionate and romantic individuals, with a great sense of intuition and inspiration. On vacation they need rest and relaxation, preferably somewhere near the ocean. The Worldhotel Amiana Nha Trang is located right on beautiful Nha Trang Bay and offers the calm-seeking star sign casual elegance and simple style, embodied by its slogan 'Barefoot Luxury'. Eco-friendly Pisceans will love the hotel's spacious suites and ocean-front pool villas, all complete with environmentally sensitive interior designs.

**Aries (21 March - 20 April)**

*Action for nature lovers*

**Royal Park Hotel, Rochester, MI, USA**



Always ready for action, the adventurous Arians are anything but stay-at-home. When on vacation, they favour destinations where they can indulge in nature and explore a variety of outdoor activities. A stay at The Royal Park Hotel in Rochester, Michigan, will satisfy the Arians' urge to

move. Here, they can choose from exciting activities such as fly fishing, biking and even taking a ride in a helicopter.

**Taurus (21 April - 21 May)**

*Gourmet-retreat for all senses*

**Dana Hotel and Spa, Chicago, IL, USA**

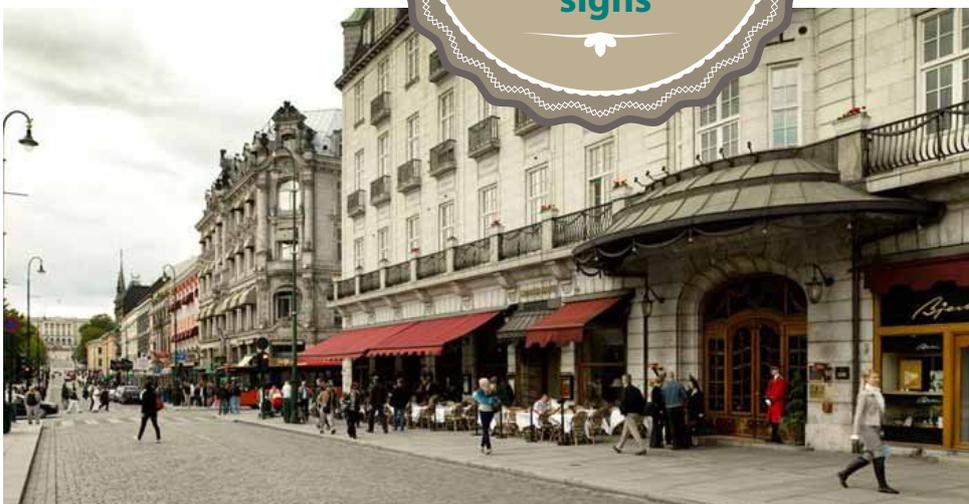
It's all about comfort and relaxation for the calm and sensuous Taureans. Located in a quiet corner of vibrant Chicago, the Dana Hotel and Spa



offers the discerning star sign everything they like: the intimate and luxurious atmosphere of a boutique residence with award-winning wellness facilities, various cultural highlights at its doorstep and culinary yet sustainable delights offered at its Aja restaurant.

**Gemini (22 May - 21 June)***Colourful variety for free spirits***Grand Hotel Rica, Oslo, Norway**

For the sociable Gemini, variety is a must. The communicative star sign will feel anything but bored at the historic Grand Hotel Rica in Oslo. The hotel of choice for Noble Prize laureates and celebrities is just a stone's throw from the city's must-see attractions, such as the Viking Ship Museum, The Royal Palace and the Oslo Opera House and offers the Gemini ample opportunity to mingle with guests and locals at its six renowned restaurants and bars.



The March issue  
will feature the  
remaining six star  
signs

**Cancer (22 June - 22 July)***Home-away-from-home in Taipei***The Howard Plaza Hotel Taipei, Taiwan**

When planning their vacation, stability-loving Cancerians leave nothing to chance. They select their accommodation very carefully and seek out places where they can truly feel home away from home. The Howard Plaza Hotel Taipei is their perfect fit. As natural gourmet lovers, Cancerians will enjoy the hotel's oriental aesthetics, offering them a warm and intimate atmosphere, and savour the diverse delicacies offered at its 10 restaurants.



## A-Z Pearls of Wisdom

by Lindsay Taylor

# K is for KISS!

*KISS is an acronym for Keep It Short & Simple, an effective strategy that can be used to ensure the best impact when communicating.*

### About the Author:

Lindsay Taylor grew up in Hong Kong and has worked as an Executive Assistant in both the UK and the US. She now runs Your Excellency Limited, delivering training and coaching to administrative professionals around the world. Lindsay is renowned for developing and delivering the workshop "Be a PA with PA – Perfect Awareness", an inspirational day of learning for PAs serious about creating and maintaining a professional identity and working with effectiveness and efficiency. Lindsay is a member of the Association for Coaching and supports continuing professional development.

We all have different amounts of information that we like to process and work with.

Some people like lots of detail. Their sentence structure is long and contains lots of "ands" – and just when you think they've finished talking and telling you what they want to say... they will add something else! They relish having to scroll down on an email and pick up on the detail.

Other people are more "big picture" – they just want to work with a general overview or aim and don't want to get caught up in the "nitty gritty" details. Their sentence structure is shorter (and could give the impression that they are being curt or rude).

Put a detail person and big picture person together and this is when it gets interesting.

The detail individual will be craving more detail from the big picture individual. The big picture individual may "switch off" (ever noticed someone's eyes glazing over?!)

as the detail person shares too much detail with them. The big picture individual may well miss crucial information or requests of them in their glazed over state!

As a strategy then, it is good practice to seal things with a KISS. Keep It Short and Simple. Say what you want to say in one succinct, impactful sentence so you engage your entire audience – big picture and detail alike.

When writing emails requesting information or a response ensure the request is put at the beginning of the email (so the big picture preference is more likely to read it) then you can back up your email with “and for those who would like more detail...” to satisfy the detail preference who want to scroll down!

And of course, in your busy world as an Executive PA and Office Professional you will also be saving yourself valuable time and energy by using KISS.

X

