

# PA ENTERPRISE

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

*November 2014*

**How safe are  
your company  
secrets?**

**The  
psychology  
of risk  
management**

**Getting the best  
train fare - top tips**

**How to motivate  
staff at Christmas**

**New cookbook  
addresses body  
issues**

PA Enterprise is published by

**Deskdemon.com**

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



## WHAT YOUR CLIENTS ARE WISHING FOR



This year Selfridges unveils an entirely new collection of amazing hampers and gift boxes, filled with incredible food and drink products from renowned artisans.

Perfect for your clients, colleagues, family and friends, these hampers include beautiful Champagnes, incredible Christmas puddings, tempting confectonery and more.

Make your selection in store, online at [selfridges.com/hampers](https://selfridges.com/hampers) or call 0800 138 8141.

**SHOP SELFRIDGES HAMPERS**



From our Harry Gordon Selfridge gift set to the perfect tea break treat – these gifts have it all.

**SHOP HAT BOX GIFTS**



Once you have sorted their gift list – how about a treat for yourself?

**SHOP CHRISTMAS GIFTS**

**SELFRIDGES & CO**



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## Having a baby poses career risk

New research from the Association of Accounting Technicians (AAT) has found that half of women believe that having a baby poses such a risk to their career that they would consider remaining childless. In addition two-thirds of women are concerned about the impact that having children might have on their career. As a result an increasing number of new mums are considering re-training as a way to give them greater flexibility once they are parents.



### **AAT spoke to just over 2000 women, half with children and half without, with additional findings including:**

- 77% are concerned about how they would balance work and family life if they were to become mothers in the future
- Half of mothers have missed at least one milestone in their child's life due to work
- 55% of mothers admitted that balancing childcare and work has been a barrier to staying in work, with 20% saying that a lack of support from their employer has made life as a working mum more difficult
- 24% of women have changed their career after having children, with 65% saying they would consider this
- The chance to work flexible hours is the main factor for 64% of women changing career
- Amongst non-mothers, 60% said they would consider taking another qualification or re-training altogether after having children. 39% said that they would be interested in exploring a career in professional services, accountancy and book keeping, or finance, which all typically offer flexible working patterns

# Women struggle more than men to put money aside each month

*Over half of females cite 'limited disposable income' as a key reason for struggling to reach their financial goals*

New research by Sodexo Benefits and Rewards Services highlights the different challenges faced by male and female employees when it comes to putting aside money each month.

Even though it has been over 40 years since the arrival of the Equal Pay Act, men are still being paid significantly more than women in a number of industries. As such, it is somewhat unsurprising that 54% of women say they struggle to put aside any funds away due to limited disposable income, compared to just 40% of men. Other reasons cited were lack of discipline (32% of women, 25% of men) and 'something always gets in the way' (53% of women, 45% of men).

The survey of 760 UK employees, ranging from 18 to 64 years old, found that the age group for both sexes worst affected by financial stress were those aged 18-34 (36%). Personal finances are often considered to be a private matter. However, this is not just a problem for individuals, but businesses and the UK economy as a whole with financial stress affecting employees' performance in the workplace. Research showed that 22% of UK employees stated that the stress of their



financial situation impacts negatively on their work productivity.

In response, Sodexo has launched **Money Boost** – a simple online money management tool that helps employees take control of their finances by allowing them to prioritise what is important to them; funds are simply deducted at payroll and automatically transferred into an e-money account that employees can access at any time.

## How safe are your company secrets?

*Fellowes urges office managers to prevent careless confidentiality in the office*

Fellowes, makers of the world's toughest shredders, is helping office managers to empower their employees with a free-to-download asset pack to help protect confidential company information.

Research shows that more than a quarter of office workers leave behind confidential paper-based information on a printer, 15 % on a scanner, and even in plain view of the wider workforce in the staff canteen (12%).

Office specialists, Fellowes, is encouraging office managers to launch a 'Shred it Challenge' to encourage employees to protect paper based information as part of National Identity Fraud Prevention Month.

Away from the workplace, almost a quarter (23%) of office workers leave behind confidential paper-based information belonging to the company on a train or bus, and some 15% even recall leaving documents in a pub and a further 12% in a café or restaurant for the next person to see.

Darryl Brunt, sales and marketing director at Fellowes, said: "Businesses really should take extra care when destroying sensitive documents as our research shows that

employees are becoming far too complacent with the security of company information.

"As soon as you hit print, or you no longer need copies, then destroy to protect. Information really isn't secure until it's shredded! If confidential information falls into the wrong hands, then the repercussions can be detrimental to a company.

"Our downloadable assets will help raise awareness of the issue to ensure every employee is thinking about shredding before it's too late."



**Educate and inform employees about the issues surrounding fraud, by visiting [www.stop-idfraud.co.uk](http://www.stop-idfraud.co.uk)**



## Top tips for companies

- Register with Companies House and make sure you sign-up to their Electronic Filing, PROOF & Monitor services which help to prevent fraudsters changing the names of your directors and effectively 'hijacking' your company
- Make sure all staff are fully aware of the risk of identity fraud. Create a clear set of guidelines concerning the handling, storage, sharing and disposal of sensitive information, both online and off-line
- Always make sure that unwanted information is disposed of properly and securely. As well as paper, don't forget to shred CDs and always make sure that information on old computers is wiped clean before throwing them out
- Always check the identity of your customers. Both business and consumer credit reference agencies offer a wide range of solutions to authenticate and verify the existence and identity of custom



## How to get the best value fare for your journey

*Whether it's a 20-minutes journey to a nearby meeting or a 4-hour journey for an overnight business trip, companies can save time and money by following these tips from CrossCountry.*

### Top tips for business travellers:

#### *Think ahead to get the best price*

Train companies release their cheapest fares 12 weeks ahead of travel so the earlier you can plan your journey, the cheaper it will be.

#### *Stay in the know*

Get tickets and check live departure times and travel updates on your mobile so you're always in the know whilst you're on the go. Doing this will ensure you know about any delays in advance – or might help you catch the earlier train home!





## *Don't get angry, get Advance on the Day*

It can be frustrating when you have to make an unexpected journey and often miss out on savings because you have to buy a more expensive 'on the day' fare. We understand businesses need flexibility which is why we have extended availability of Advance tickets up to 1 hour before departure

## *Take your seat*

Avoid the last minute stampede to the train by reserving your seat in advance; it will save you time, keep your journey hassle free and, more importantly, means you can plan how to use your journey time. If you travel with CrossCountry you can make reservations up to ten minutes before departure via the website or Train Tickets app.

## *Use railcards*

Do you have staff under 25 or over 60? If so they'll qualify for a railcard which will help save a third on train travel costs!

Enjoy the mobile office

With table space, Wi-Fi and charging points the train can be the ideal mobile office

## *Travel in style and stretch out*

You want to feel your best when you arrive in the office or at a business meeting, so why not travel First Class? Travelling First Class you can enjoy larger, reclining seats and more table space. Plus, on many services, enjoy a range of complimentary food and drink served to you at your seat.

## *Get creative*

Got writer's block? Struggling with an idea? Getting out of the office and onto the train can help the creative juices. Use your new environment as stimulation.



## Get the app...

- View train times and real-time train running information (including platform details)
- Buy your tickets for any train journey in Great Britain
- Find your nearest station based on your current location
- Quickly find train times based on your recent searches
- Have your tickets delivered to the app as m-tickets, where available
- Collect other tickets from the ticket machine at the station
- Buy train tickets through the app without registering or signing in
- Register on the app to view bookings made via the app when logged into 'My account' on the website

[www.crosscountry.co.uk](http://www.crosscountry.co.uk)

## PSYCHOLOGY OF RISK MANAGEMENT IN BUSINESS

*Women and men are programmed psychologically to differ in risk-taking in business, but both are taking more calculated risks in 2014 following the battering the UK took in the last recession according to cognitive psychologist and business improvement specialist, Dr Lynda Shaw.*

Shaw says: "If risk is the potential of losing something of value, weighed against the potential to gain something of value then we make those sorts of decisions all the time whether it be to sell a million pounds of shares, or crossing the road but most of us have personalities that can be categorised as risk avoiders or risk takers in business.

"There are in addition gender biases in risk taking although we have to be mindful of stereotypes as after all, we are not just products of chemicals and anatomy; age, culture and environmental factors also come into play. That said, the prefrontal cortex (PFC) is larger in women and regulates emotional responses. The amygdala is larger in men and is pivotal in emotions. One could argue therefore, that women are more likely to control (PFC) risky behaviour (amygdala).

"When weighing up risk **men are more likely to be concerned with hitting** objectives

whilst women tend to be more concerned about the effect the risk will have on people involved. Male risk-taking tends to increase under stress, while female risk taking tends to decrease under stress. It could be argued that in a stressful business situation men and women working together would make better risk-taking decisions than either gender alone."

Generally during a recession we are more likely to lack confidence and so become more risk averse but now as the economy is growing Shaw believes we need to approach risk with calculated confidence. "This means therefore, that broad areas of the brain are involved with the whole process of calculated risk taking, leading to creative thinking, problem solving and decision making.

"Calculated risk should not be considered reckless. Risks to an international enterprise may be concerned with answering to their

shareholders whilst a small start-up may have risks associated with taking their first office space.

"With any decision you'll always have an element of risk and it demands confidence and belief in yourself. Sometimes the risk won't go our way so it becomes something to learn from. There may also be risks which were not accounted for so always be aware of a possible change in direction."



## RISK TAKING TIPS

- **Show confidence.** Don't be a satisfied follower. Have the confidence to take charge, to think on your feet and to solve problems effectively. Don't overanalyse as you can talk yourself out of anything. Follow your instincts and be bold. Think carefully about risky decisions but do not procrastinate once you have made your decision.
- **Don't think you know it all.** It is best to explore what risks work and what need more planning to optimise the success level. Don't think you have all the answers. Ask the experts and then make your own decisions.
- **Learn from risks.** Lessons which are learnt when taking risks within the business, may lead you on an important new path. Learning from mistakes is an opportunity for growth.
- **Acknowledge multiple opportunities.** Be focused on what you want to achieve from taking risks. If you zoom in on it too much you may miss opportunities. Zoom out and the opportunities will come into clearer view.
- **Review outcome of the situation.** After the decision has been implemented and all risk has been mitigated, evaluate the success of the outcome and how the risk-taking has affected the business.



## New Cookbook Addresses Body Issues

*A timely new cookbook, **My Relationship with Food**, gives an insight into how one woman, a Le Cordon Bleu chef, has overcome personal challenges around body image and eating, and how she's been able to successfully manage this relationship with food.*

With 100 gluten free recipes that don't contain refined sugar or an overload of carbohydrates, Chef Lisa Roukin, demonstrates that this well-documented style of eating really works. Her recipes use ingredients that are easily sourced and are both wholesome and nutritious.

This month, The Government Equalities Office Body Confidence Report, revealed that as a nation our self-image is at an all time low. Surprisingly, this lack of self-confidence is not just prevalent in young women but is increasingly widespread amongst men and women of all ages.

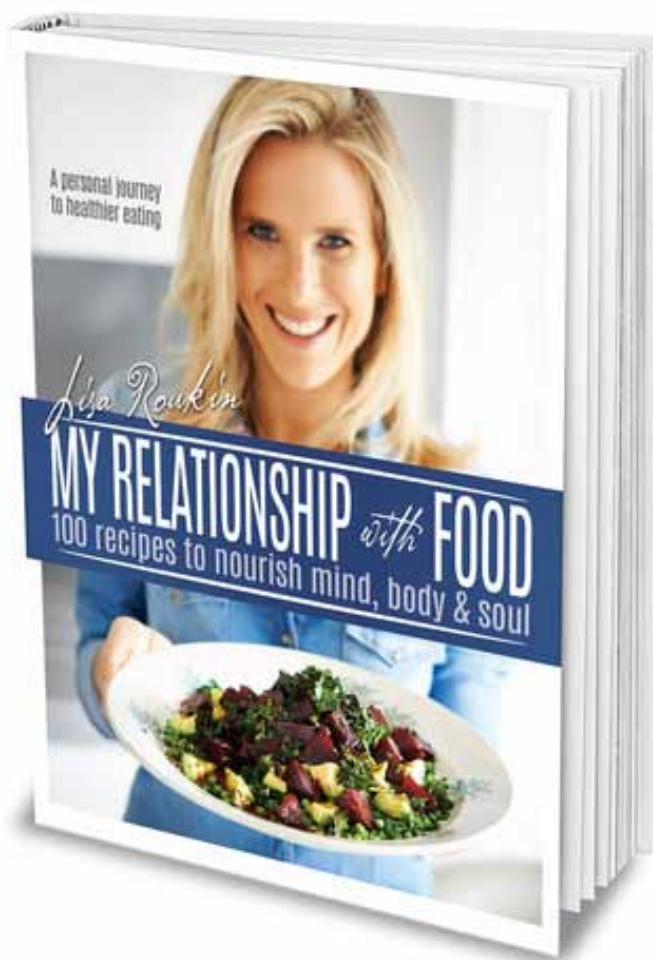
### Key findings

- **UK perceptions of body image are at an all time low**
- **More than 1 in 3 women and more than 1 in 4 men are now dissatisfied with their body image**

- **37% of women and 26% of men have body confidence issues according to a government report published this month**
- **Eating disorders were this month reported as commonly presenting in girls as young as 8 to 12**

As an overweight child, Lisa was subject to taunts. Deciding to change her body, led to an eating disorder. Today, after knowledge gleaned both at chef school and through her cooking classes with students, Lisa has a healthy attitude to food and eating.

Lisa is not alone: only 63% of women are satisfied with their appearance compared with 74% of men. Evidence shows that popular culture places burdens on people's wellbeing and self esteem, often resulting in low confidence and self-consciousness. This can contribute to lowered aspirations and psychological wellbeing and heightened



## About the Book

*My Relationship with Food is a 232 page hardback recipe book: in part biographical, but nevertheless a cookbook, with 100 new and easy to follow recipes that can be adapted for use in any household. Every page of this sleekly designed book demonstrates a love of simple yet nutritious, healthy eating, combining seasonal tastes and flavours, all developed by Lisa. The added benefit is that of showing the reader how to sustain a healthy relationship with food.*

vulnerability to risky behaviours. Boys and men are affected as well as girls and women, but there is a particularly marked impact on women's choices and life chances .

Lisa says, "Over the last few years, I can honestly say that My Relationship with Food is now where it should be. These changes didn't happen overnight, it took time – but I got there and you can too. The food we eat has a huge impact on how we feel, both mentally and physically."

Lisa's debut cookbook, **My Relationship with Food** available at the end of November, shows how it's possible fight and win the battle to take charge of our relationships with food and positively thrive – using a

combination of mindfulness and considered choices – this cookbook shows how eating healthy, nourishing foods doesn't need to be restrictive - indeed, the opposite is true - we can eat delicious meals and snacks that not only taste wonderful but also benefit us in every way.

"The key to a balanced and happy life is about successfully managing relationships - with friends, family, the way we view life, the situations with come across and yes, even with our food. We have choices in every moment of our lives and some of us may view our eating habits, our thinking around food and our diets as either negative or positive influences on our sense of self and our well-being."

# Christmas

## Celebrate Christmas in the magnificent splendour of Ragley!

*Ragley in Warwickshire is hosting a number of exclusive party nights in December and January so guests can experience a spectacular Snowball themed party in the magnificent splendour of the stately home. Guests will be able to lose themselves in sparkling crystals, drifting snow and twinkling lights whilst indulging in the best of food and entertainment and partying in luxurious surroundings.*



Party nights include a Snow Cocktail on arrival, a delicious 3-course meal and entertainment including an Ice vodka shot bar, a Snow photo booth, live bands featuring The Subterraneans and additional bands for corporate nights including Rick Parfit Junior and Madhen plus a professional Snow Ball resident DJ playing the greatest dance tunes from the 70s through to the current chart.

The cost per person is £85. For more information please call **01789 762090** or email [events@ragleyhall.co.uk](mailto:events@ragleyhall.co.uk).

For more information on Ragley visit the website at [www.ragley.co.uk](http://www.ragley.co.uk)



## How to motivate staff during the festive season

*Sodexo Benefits and Rewards Services, provider of employee benefits and rewards services, gives advice on what employers should consider when deciding how to reward their staff.*

One of the most important rules of employee recognition is making sure that rewards are relevant and desirable to each individual. However, it can be difficult for employers to get this right when modern workforces have differing tastes and expectations.

### Give the gifts employees want

Points-based reward platforms allow employees to save up points awarded to them by their employer and then choose their preferred reward from a rich and varied catalogue. At Christmas, points can be delivered via a festive e-card that includes a personalised message and company branding.

Popular point redemptions during the festive period include Christmas hampers, cases of wine or cosy weekend getaways. Higher-end gifts like designer watches and the latest tablets can also be included, so that all tastes are catered for.

### The gift of choice

Multi-choice gift vouchers – such as Sodexo's SayShopping Pass - are an easy and effective way of rewarding employees that have different likes and interests. Vouchers like these allow employees to choose from a



huge array of retailers and are typically considered to be more thoughtful than a simple cash reward.

### Non-monetary rewards

Of course, employee recognition doesn't always need to be financial; in such a tough economic climate, not all businesses will be in a position to offer gifts to their employees at Christmas. Sometimes a non-monetary e-card that says 'thank you for your contribution this year' is enough to make someone feel appreciated.

Those employers that regularly recognise their staff and choose rewards that motivate them will benefit from having a happy and productive workforce – not just during the festive season, but throughout the entire year.

## Pentel Launches #SaveThePen Campaign

*Pentel is appealing to the next generation of writing instruments purchasers through a social media campaign with a difference.*



#SaveThePen is a tongue-in-cheek riposte to the notion that, in an age of smart phones and tablets, the importance of the pen is diminished.

The campaign is all about having fun, expressing personality and exploring your creativity with Pentel writing instruments.

Wendy Vickery, Pentel marketing manager, explains,

"#SaveThePen is a brand new digital campaign from Pentel that champions the creative power of the pen. In an age of smart phones and digital devices it might be tempting for some to wonder about the future of writing instruments – as the naysayers did with the so-called paperless office."

Central to the campaign is a video, with a selection of scenes showcasing some humorous and unexpected uses of Pentel pens and markers. A different scene will be uploaded each day, until the full video is played.

"We want to get everyone thinking of ways in which they can show their creativity and originality with a pen. We hope that the examples we give in our video will stimulate a host of ideas from people to like and share using our dedicated hashtag."



*As an office worker, where do you go for information, advice, tutorials, vital tools, training and relaxation?*

DeskDemon is the world's largest resource, information and community site for Administrative Professionals, Executive PAs, secretaries, Administrators and Office Managers. Providing essential information, resources, tips, tricks, tools, quick links, templates, editorial features and best practice on all the daily tasks the secretarial community perform – from travel, meetings, conferences and events to managing technology, office supplies, people and their careers.

