

PA ENTERPRISE

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

June 2015

**New speakers
and seminar
content
unveiled for
office* 2015**

**Do you suffer
from Payday
Pain?**

**British workers too
busy to take holiday**

**Let's go shopping or
even better, swapping!**

**Be part of
the cold
brew coffee
revolution**

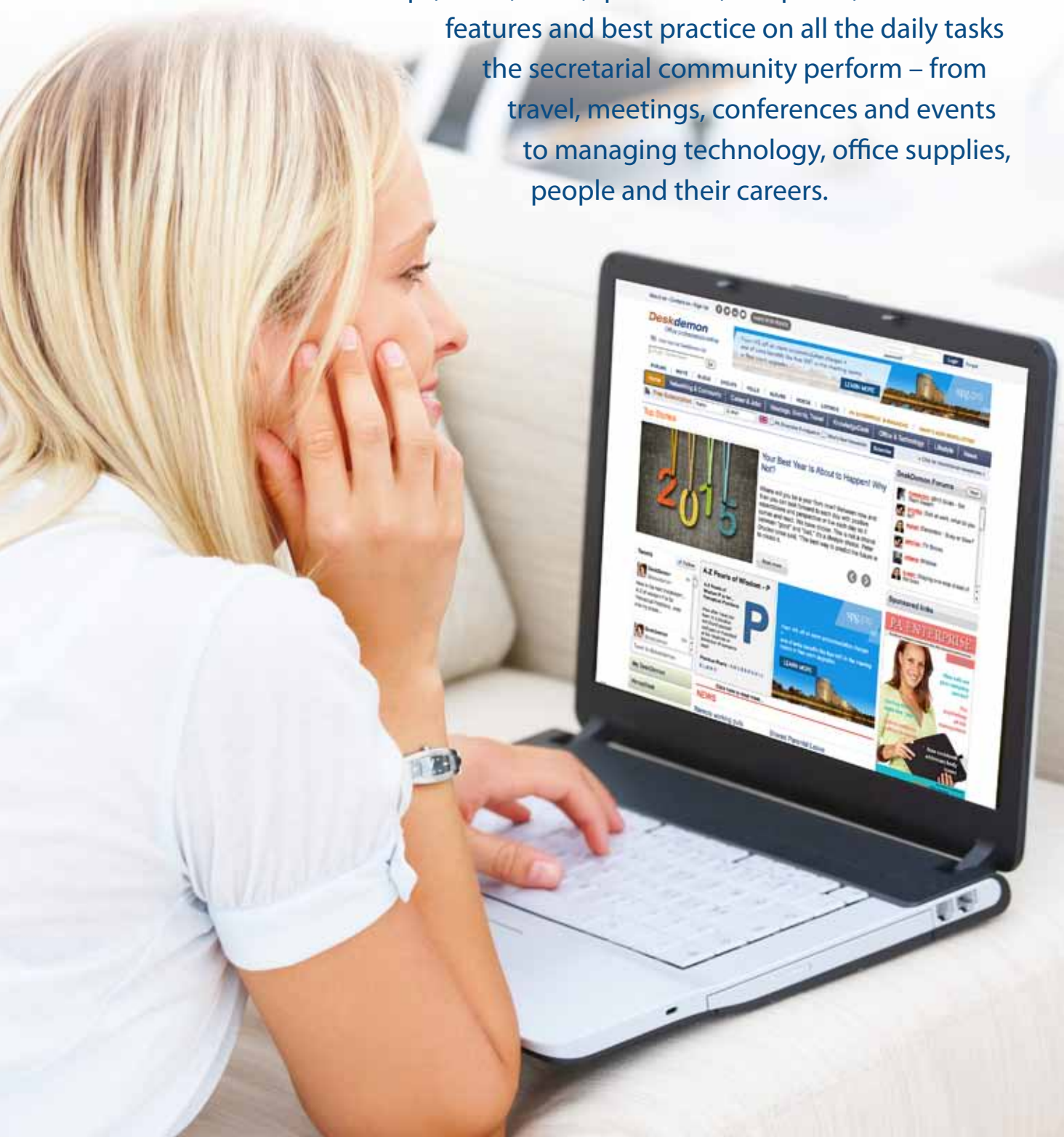
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The World's Largest Website for Executive PAs, Secretaries, Administrators & Office Managers

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British workers too busy to take holiday

Results of a YouGov survey found that a third of British workers do not take full statutory holiday allowance, due to heavy workloads and this is leading to sickness absence



- **31% of workforce did not take all of their holiday entitlement last year.**
- **Workers concerned with heavy workload and what their work would think if they took the time off.**

A third of British workers said they did not take all of their annual leave allowance last year because their workload was too heavy to take the days off. While 13% said they felt they couldn't take the days off and 4% were worried what their work would think if they took off the days.

The right to paid holiday comes from the EU Working Time Directive. In the UK this amounts to 28 days (including bank holidays). The purpose of the Directive is to protect people's health and safety as excessive

working time is a major cause of stress, depression and illness.

Indeed, the UK's trepidation about holiday may be causing more sickness-related absenteeism, or a rise in that age-old employer bugbear: the 'sickie'.

The survey found that short-term absence is a continuing problem for UK businesses, with 49% of workers saying they had taken genuine sickness absence in the last year and 5% admitting pulling a 'sickie'. Startlingly, 16% of younger workers (aged 18-24) admitted to pretending they were sick to take time off work, which could be linked to younger workers coming straight out of education where they are afforded more leniencies.

Junior workers feeling unsupported in the run up to maternity leave



In a poll of new mums, over half of those who had been working in entry level positions said that their employer hadn't provided any support beyond what was legally required in the run up to their maternity leave. But, for new mums who had been working in senior positions, that figure dropped to one in five.

The provisions made by employers to support new mums differed dramatically depending on seniority. While 23% of entry level employees were offered 'keeping in touch days' during their maternity leave, this number doubled for management level staff (46%) and senior executives (54%). Only 19% of entry level workers were given advice about going on maternity leave compared with nearly a third (30%) of management level employees.

Following the birth of their babies, entry level workers were also more stressed, with 45% saying they had been feeling stressed since their baby's arrival compared with 23% of senior executives who said they felt this way.

Dr Mark Winwood, director of psychological services for AXA PPP healthcare, commented: "The perceived disparity in the support employers offer to first time mums before they go on maternity leave is alarming – particularly when you consider the impact this may have on the individual's mental health. Indeed, this 'ambivalence of worth' by employers could be contributing to significant self-esteem issues for some mums to be.

"Employers would be wise to ensure they support all of their employees equally at this transformative time in their lives and careers."

UK Start-ups Booming Despite Lack of Office Space

A new report by Office Genie shows that the UK start-up market has continued gaining momentum over the last year, despite a lack of available office space.



The report shows that demand for serviced office space has grown by an average of 24% over the last year. Some areas are showing particularly high demand as start-ups realise that they cannot afford the price or rent in London, forcing them to refocus their attention elsewhere.

The report quotes the average cost of renting a desk in London at £512 per month. Liverpool and Manchester are showing particularly high demands, with a 44% and a 43% increase respectively due to rent prices being less than half of those seen in London.

Peter Ames, head of strategy and spokesperson for Office Genie comments "For years we have anticipated that the London business landscape will reach boiling point, and that demand will significantly outstrip supply. With the data showing more and more small businesses unable to cope with the inflated costs of the capital, and looking further afield for office space, perhaps we are now reaching this point of saturation."

W1 Office, a provider of virtual office space

in Central London, takes a keen interest in stories such as this. "It's great news that the UK's start-up market is continuing to grow. The prices of rent in London are generally prohibitive for smaller companies, but this doesn't mean that start-ups can't benefit from the clout that comes with a London postcode or telephone number."

Virtual office solutions mean that you can have a W1 postcode and a 020 phone number no matter where in the world you work. With the right service you can even book meeting rooms in the city for when important clients are coming to town. This means that you can take advantage of the cheaper rents in the North while still taking advantage of the prestige that comes with having London written on your business card.

W1 Office endeavours to provide affordable virtual office solutions to businesses, start-ups and homeworkers across the globe. Their virtual office services allow individuals and companies to use business credentials in London, enabling their organisations to grow.

Give Dad the gift of cringe this Father's Day!

Accentuate is the slick new party game that makes grown-ups squirm with embarrassment – the worse the accent attempts are, the more hilarious the game becomes!

Those who truly love their dads, embarrass their dads. So forget the socks and mugs this Father's Day – give Dad something which will have the whole family roaring with laughter: Accentuate.

Can your Dad copy a Cockney, mimic a Mancunian or ape an Australian? If his imitation skills are up to scratch, he'll go far in Accentuate, the game that boasts a simple yet humiliating premise: repeat a given quotation aloud in a randomly selected accent and see if teammates can guess what it is! It's the slick new party game that makes grown-ups squirm with embarrassment – the worse the accent attempts are, the more hilarious the game becomes as players struggle to separate their Geordie from their German and their Scouse from their Spanish.

Featuring 30 different draws from around the globe – a third of which are home-grown British accents – Accentuate players are under blush-inducing pressure to perform, with just thirty seconds to utter one of the 90 quotations in

their allotted accent.

The distinctive black and white Accentuate box comes complete with 90 Accent Cards featuring 30 different accents from around the globe (each repeated three times), 90 different Quotation Cards, a timer and a dice to select game-play options. Its compact size makes it ideal for travelling too.

Accentuate (RRP £19.99) is available to buy now from Firebox.com, John Lewis and AccentuateGames.com



Do you suffer from Payday Pain?

- Over a fifth of workers (23%) end up in their overdraft every month
- A quarter dip into their savings to survive until payday, while 13% skip meals
- One in four have no formal way of keeping track of their finances



With payday around the corner for much of the country, almost 10 million workers (33%) will be worrying about whether they have enough money to last until they are paid, according to new research from Post Office Money Current Accounts.

The last week of the month until payday is the hardest for many of us, as we look for ways to survive until our next pay-packet. While some are willing to make cutbacks to their spending, others will look at alternative means of funding – turning to savings (24%) or credit cards (27%) in a typical month.

The more frugal of us (39%) will instead choose to reign in our outgoings, and resort to money-saving measures in the countdown to payday. Spending on food is one of the most common sacrifices to be made in response to the payday squeeze; two-fifths (40%) will hunt for reduced goods at the supermarket, while 39% save money by

taking lunch to work. Some take more drastic steps - potentially risking their health – with 13% choosing to skip meals in the run up to payday.

Top 10 ways people save money ahead of payday

Buy reduced items at the supermarket	40%
Take home-made lunches to work	39%
Miss out on social occasions	34%
Decrease use of gas/electric	21%
Stop beauty treatments (hair, nails etc)	18%
Walk/run/cycle, rather than use public transport	17%
Put off paying a bill	15%
Avoid using car to save petrol/diesel	14%
Skip meals	13%
Put off repaying money owed to friends/family	9%



John Willcock, Head of Current Accounts at Post Office Money said: "The last week of the month will be a quiet one for many of us as we count the pennies before payday. Whilst a third of the working population worry every month, many more find themselves short at the end of the month at some point throughout the year. A number of people will be relying on savings, credit cards and overdrafts, highlighting the financial juggling act many of us face."

Despite scrimping and saving, over a fifth (23%) of workers slip into the red every month. Higher earners are more likely to rely upon their overdraft than those on lower incomes, with two-fifths (45%) of those earning over £70,000 using it every month compared to only 27% of those earning under £20,000.

Reasons for using an overdraft

Unexpected expense (e.g. boiler breaking down, parking ticket)	32%
Hadn't budgeted	20%
Utility bill was higher than usual	15%
Lent money to a friend or family member	13%
Splashed out on something I couldn't afford	11%

People are pushed into their overdraft for a number of reasons, ranging from unexpected expenses (32%) through to splashing out on something they could not afford (11%). With a fifth (20%) admitting they do not budget, it is clear the number who would benefit from planning ahead to avoid the routine of payday pain.

Despite the range of online money tools available, a quarter (25%) have no formal way of keeping track of their finances, and simply keep a note in their heads. Many prefer to turn to paper and pen to manage their finances, with 26% writing down their finances in a diary, compared with 13% who use an app.

John Willcock continued: "These days there are many tools available to help consumers manage their money, and suit a variety of needs. Whether they prefer face-to-face support, or to use an app or online tool, people can choose the method they are most comfortable with. Post Office Money offers customers the choice of going online, speaking to someone in branch or over the phone, and now a current account app – ensuring they feel supported in every stage of their financial journey."

Many of those who have planned ahead and have money left at the end of the month are will transfer it into a savings fund for emergencies (31%) or into one for a specific goal (26%). Two-fifths (40%) will let it sit in their account – while 17% will enjoy an end of the month shopping spree.



New MyWebsite 8 from 1&1 boosts online visibility for small businesses



1&1 Internet Ltd (www.1and1.co.uk) has launched **1&1 MyWebsite 8** which features powerful new tools for building online visibility. Since online visibility is a mission-critical issue, especially for small businesses, the award-winning 1&1 MyWebsite package now offers a central, easy to use dashboard called **1&1 Online Success Centre**. This platform analyses and displays the elements needed for online visibility while guiding business owners via a step-by-step process to improve their presence.

1&1 MyWebsite now includes the new dashboard providing optimisation across three distinct areas: Basic Information, Online Directories, and Content Optimisation.

By centrally managing basic information like name, address, phone number (NAP) as well as opening hours and directions, users can

enhance their local search ranking. With this information and the semantic appeal of the website, the Google preview is automatically generated and allows users to check how the data is displayed to their customers in the most popular search engine.

1&1's Online Success Centre also provides an instant appraisal of how

a website appears on the most relevant online directories like Google Maps or Yelp, which are getting more and more important for local searches. Users can automate the management of their listings by applying 1&1 ListLocal to their online strategy.

The innovative Content Optimisation interface guides users by an easy to use, speed-dial graphic that illustrates their success level of search engine optimisation (SEO). Content can be optimised to a high degree by applying the SEO tool which is integrated in selected packages. Priced from £6.99/month+VAT, with a 30 day free trial, 1&1 MyWebsite 8 provides a professional and mobile optimised website in minutes.

More information about the product available at www.1and1.co.uk/mywebsite-8

New speakers and seminar content unveiled for office* 2015

Tuesday 13 October marks the return of the award-winning office* show to Olympia London. Thanks to its focus on new innovations and expert training opportunities, this popular two-day event has garnered a loyal (and ever-increasing) following among thousands of executive support professionals from all across the UK.

office*

*PERSONAL ASSISTANT

*OFFICE MANAGER

*EXECUTIVE SUPPORT

13-14 OCTOBER 2015
OLYMPIA | LONDON

To mark the opening of visitor registration for this year's event, office* organiser, Diversified Communications UK, has released its first preview of some of the dynamic new seminar content already confirmed for 2015.

Offering tailored training and all the latest management techniques across four dedicated theatres, the office* seminar programme boasts 18 new speakers – including exclusive sessions hosted by Pitman

Training on the show's opening day. Whilst the full line-up is still to be unveiled, seminars available to book online now include:

- **How to prove the success of your business events** - Sarah Webster, KDM Events
- **Problem solving for the PA** – Liz Kemp, Capita Learning Services
- **Managing up** – Elizabeth Wakeling, European Management Assistant (EUMA)

- **Office calmer: how mindfulness techniques can help you to be more effective and look after yourself** – *Dr Nick Buckley, Mindfulness at Work (sponsored by The PA Club)*
- **Time management: get organised for peak performance** – *Sheena D Whyatt, MCT, MCASI, COLF, MLPI, Lightning Training Limited*
- **Strategic decision making for PAs** – *Janhavi Dadarkar, course leader at Institute of Directors*
- **A beginner's guide to integrating the many parts of the PA** – *Angela Garry, Pica Aurum*
- **Why do bad things happen to good event planners?** *Kevin J Waters, EMC Event Management Courses*
- **How you can profit from stress** – *Francis McGinty, Working for Wellbeing (sponsored by IAM)*
- **Skills to be a successful PA** – *Dalya Bernstein, EA (winner of Pitman Training's SuperAchievers PA of the Year 2014)*

Of course office* wouldn't be office* without its capacity-busting Keynotes. Past speakers include lawyer and businesswoman Margaret Mountford, Freda Kelly (former secretary to The Beatles' manager Brian Epstein), Laura Schwartz, Deborah Meaden, Karren Brady, Michelle Mone, Jacqueline Gold, and Katie Piper. This year's line-up promises more of the same, and is set to be announced over the coming months.

PAs prepare to celebrate National PA Day at office*

As in previous years, thousands of PAs will descend on London on 13 October to celebrate National PA Day at office*. The day will also see the launch of the results of the latest National PA Survey, which is now in its fifth year.

Inspiring, informative, busy, brilliant, and enjoyable – are just some of the words the show's attendees (4,019 in all) used to describe the 2014 show – which was also named 'Best PA Industry Event' of the year at pa-assist.com's Members Voice Awards. With nearly 90% of surveyed visitors rating the show as excellent/good, and 87% indicating that they would re-visit, 2015 looks set to be another great year for office*.

"There is no event so insightful, so supportive, so understanding of the PA role as office*," says Hayley Martin, PA to the chief economist and director of policy at Institute of Directors (IoD).

"The best PA is undoubtedly a well-connected one – office* ticks all of the boxes for me. I get to meet suppliers, attend seminars or Keynote speeches, brainstorm at hot desk sessions, relax in the VIP lounge, network on a global scale, and ultimately add benefit to my life both professionally and in a business capacity. Without question, it's the best event for a PA/office manager and a calendar must!" concludes Jennifer Corcoran, office manager at Credit Agricole CIB.

The next edition of office* will take place at Olympia London, on 13-14 October 2015. For further information, and to register for a free entry ticket (seminar costs vary), please visit www.officeshow.co.uk and use priority code OFF702 when prompted.

Let's go shopping or even better, swapping!

Have you ever found yourself staring at your overflowing shoe rack, wondering where the next pair will fit? You can't just throw a pair away to make room but you need some space for the new shoes and it's all just ARGHH!!!



Keep Calm and Skwag On!

Skwag, a new iOS app from entrepreneur Oliver Cross, is the perfect solution for your first world shoe problems. Skwag provides an exciting open marketplace for shoe lovers to browse and swap footwear with one another from the comfort of their mobile phone.

Let's be honest, saying goodbye to an old pair of shoes is much easier when you're exchanging them for new ones. Who knows, maybe that old pair in the back of your wardrobe you never wear any more will be the ticket to the perfect new shoes for you?

How Does it Work?

Skwag is designed to be simple and elegant, so that anyone can begin sharing and swapping in minutes. Users download the free Skwag app from the iOS store and use it to instantly connect with a marketplace of shoe enthusiasts.

From there, swapping shoes is as easy as 123:

- 1) Photograph your shoes and create a profile for them.**
- 2) Let others browse them while you browse other peoples shoes**
- 3) Find some shoes you like and, if they like your shoes back, swap them!**

Users get instant notifications when a mutual liking of shoes is initiated. Skwag calls this a "like2like" connection. The slick app even takes your location and links you to other people in your area, making it easier than ever to swap shoes in person.

<http://skwag.com>

Not Actively Looking – search firms and executives join forces to make the Perfect Match

Not Actively Looking - the global “matchmaking” platform that enables senior executives and executive search firms to make the perfect match - has launched in London.

Not Actively Looking is unlike any other existing or previous job site. It is not a job board, it is not a public social network and it is not a useless database of raw CVs. It allows executives to discreetly manage and update their CV for the benefit of executive search firms handpicked by themselves, away from the prying eyes of their colleagues, employees or employers. Executives no longer need to chase individual search firms by email with copies of their CV. For search firms, the service means they can access and retrieve relevant and up-to-date information about executives. Search firms will no longer need to enter and store CVs which become outdated very quickly and from which they were never able to easily retrieve information such as aspirations or key achievements.

Many executives have been keeping their up-to-date profile on services like LinkedIn. But because LinkedIn is publicly accessible to anybody, they couldn't share the information that the search firms are really looking for.



Executive search is driven 100% by client assignments, meaning that executives will be approached by search firms, not when the executive is looking for a role, but when the client is looking to fill one. In turn, this means that executives need to be exposed to the relevant search firms even when not actively looking.

Sue O'Brien OBE, Managing Director of the search firm Norman Broadbent says "We are really excited about the creation of Not Actively Looking as it is a great service for senior candidates who want to manage their profile with confidentiality. It is a great improvement compared with open social networks which most senior candidates avoid for that very reason. Our candidates have responded really positively to the service, in particular female candidates who avoid the existing methods as they are time consuming and too public."

Be part of the cold brew revolution with OXO's new coffee maker

First there was artisan chocolate, then craft beer and now the latest trend sweeping across the UK is cold brew coffee. Coffee connoisseurs and enthusiasts are all hailing cold brew as the next big thing in coffee and now you can be part of this latest trend with the launch of OXO's new cold brew coffee maker.

A trend that originated in Japan hundreds of years ago, cold brew has been the topic on every coffee purists lips with third wave coffee bars all embracing the fresh taste of cold brew coffee.

But what is it that makes cold brew so hot right now? The difference is all in the taste. With cold brew, grounds are steeped in cold water for 12-24 hours to produce a concentrated coffee essence, which can then be diluted and served hot or cold. A much gentler infusion process than immersing coffee grounds in hot water, cold brew delivers a less acidic, sweet taste, releasing only the most aromatic flavours. Plus, the concentrate stays fresh longer than regular coffee.



The OXO Cold Brew Coffee Maker

OXO's Cold Brew Coffee Maker simplifies the cold-brew process helping you to create your own coffee concentrate at home or in the office.

Simply place 10oz of coffee grounds into the brewing container before pouring 1200ml of water in a circular motion over the Rainmaker™ to begin. This ensures water is distributed evenly over coffee grounds for optimal flavour extraction.

When you're ready to complete the brewing process, 12-24 hours later, slide the glass carafe underneath the stand and press the Brew-Release Switch to begin collecting your concentrate. Draining can take up to 20 minutes, but if you can't wait to sample your coffee simply remove the carafe or press the Brew-Release Switch to stop and press once again when you're ready to complete the process.

The concentrate will collect straight into the carafe, which features easy to read measurement markings and comes with its own stopper to keep coffee fresher for longer. All five pieces nest for storage and come apart for easy cleaning.

How to choose your beans for cold brew

Choose Arabica beans and a light to medium roast. Clean tasting and lighter in body, Arabica offers a myriad of fruity and floral flavours, while light to medium roasts highlight the sweet notes rather than intense and bitter flavours.

Looking for some recipe inspiration?

Irish Coffee

Ingredients:

25ml Irish whiskey
80ml of coffee concentrate diluted with a further 160ml of hot water
1 tsp of brown sugar
Double cream to top

Method:

In a large stemmed glass make up your hot coffee and dissolve in the sugar and stir in the whiskey

Give your cream a few vigorous shakes in a cocktail shaker (this will help get some air into the cream and makes floating the cream on top of your coffee fool proof)

Gently top the coffee with the cold cream

Summer floral quencher

A refreshing summer drink. Choose a coffee with floral aroma, such as a Yirgacheffe from Ethiopia to complement the rose flavours.

Ingredients:

Condensed cold brew diluted in cold water (1 to 3 ratio)
Rose lemonade

Method:

Simply mix the two in equal measures into a glass with ice

Espresso Martini

Ingredients:

60ml condensed cold brew
Shot of vodka
Shot of Kahlua

Method:

Shaken over ice and strained into a martini glass