

PA ENTERPRISE

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

November 2017

**GDPR – what
does this mean
to your business?**

**Appraisal tips
that really work**

**Greatest gadgets
of last 80 years**

**How to ask for more money
when you get a job offer**

**Workplace issues – for you
or HR to sort out?**

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SME business travellers reliant on assistants to book for them

34% of SME business travellers rely on PAs, office managers or team assistants to book their business travel

17% of SME business travellers use apps to book business travel

Over a quarter of SME business travellers book business travel between three weeks and one month in advance

An SME business travel trends report from Trainline for Business, the B2B arm of Europe's leading independent train ticket retailer and travel app Trainline, has today revealed the reliance SMEs place on assistants when booking travel.

Based on data from over 1,000 business travellers at SMEs across the UK, the report also revealed the resilience of the UK SME business travel market in the face of increased pressure for many to cut costs.

34% of SME business travellers turn to their secretary (16%), their office manager (10%) or their team assistant (8%) to book business travel for them. The main method SMEs use to book travel is through a desktop computer (76%), with the phone being the second most popular option (18%). The SME Business Travel Index also revealed the extent that modern technology is influencing booking behaviours with 17% now using an app on their phone.

The most common means SME business travellers use to pay for business travel is to pay themselves and claim the money back (38%). The traditional corporate credit card is used by just a

third (although this rises to 52% for board level / MDs), while a monthly invoice is adopted by 17%. Just 7% use petty cash, which is then reclaimed.

Reassuringly, business travellers are adapting to increasing pressure to drive cost efficiency on business trips by choosing cheaper options of travel, rather than restricting travel altogether. Nearly two-thirds of business travellers choose to travel on Off-Peak trains, with 65% citing 'cost-saving' as the key driver. This trend is being led from the top, with owners or proprietors of SMEs the most likely group to travel Off-Peak (at 74%) – higher than any other level.

Ananth Ramanathan, Head of SME at Trainline, said: "Face to face meetings are undoubtedly the best way to build relationships and, for this reason, business travel remains as important as ever. Rail continues to prove a popular mode of transport for business travellers because of the convenience and increased productivity time it offers.

"Our research shows that SMEs are adapting to budgetary pressure by choosing cheaper options of travel rather than reducing the number of trips they're having to make. The Trainline for Business



SME rail travel dashboard is designed to help small businesses manage their budgets easily so that they can focus on closing the deal rather than fretting about travel costs”.

The frequency of business travel shows no signs of letting up, with the average SME business traveller making four business trips in the UK each month as well as over two trips internationally – averaging 6.4 business trips per month. Furthermore, 8% of travellers have travelled internationally four or more times each month over the last year – meaning nearly one in 10 SME business travellers potentially travels abroad 48 times a year.

TRAINS, PLANES AND AUTOMOBILES

‘Travelling by train’ and ‘driving in their own car’ were ranked as the most popular methods of business travel for SMEs, with both being used by over two-thirds (68%) of business travellers in the last 12 months. Close behind was ‘travelling by plane’ (46%) and ‘driving in a company car’ (39%).

PETROL & DIESEL UNCERTAINTY

The UK Government’s recent announcement to ban the sale of new diesel and petrol cars and vans by 2040 looks set to have a huge impact on

business travel. 37% of SME diesel or petrol car drivers who drive for work said the proposed ban would make them consider using a different form of transport.

LONDON’S FUTURE AS BUSINESS HUB SECURE FOR NOW

The Index also revealed that the most popular destination for SME business travel was London, with 58% of business travellers having visited the city in the last month. Hot on its heels were Birmingham and Manchester at 36% each, Leeds and Liverpool at 25% and Cardiff and Edinburgh at 23%.

TRAINLINE SME RAIL TRAVEL DASHBOARD

The Trainline business account for SMEs is a desktop and mobile solution that allows businesses to manage all rail travel in one place with central payments and reporting tools. It provides business administrators full visibility of all company rail spend, while enabling travel bookers and travellers to easily book and manage their travel with innovative features such as Price Prediction, mobile tickets, auto refunds, easy journey changes, and much more. There is no charge for using the SME rail travel dashboard.

The iPhone – the greatest gadget of the last 80 years

The iPhone is officially the greatest gadget of the last EIGHTY years, according to a nationwide study. Researchers polled Britons of all generations and asked them to vote the inventions (big and small) that they could not have lived without, with the iPhone - created by Apple and English designer Jonathan Ive, proving the most popular for both young and old, according to 56% of the nation.



Second in the definitive list came the Microwave (53%), built by Percy Spencer using radar technology from WWII in 1946 - which became hugely popular in the 1980s when the microwave sparked a convenience, ready meal revolution.

The colour TV emerged as third in the list (52%), with BBC2 broadcasting its first colour pictures from the Wimbledon tennis championships - presented by David Vine in 1967.

By mid-1968, nearly every BBC2 programme was in colour however it wasn't until 1976 that colour TVs outnumbered their black and white rivals due to the high price of the early colour sets.

The refrigerator, which first became popular in the late 50s and changed the way we shopped as a nation, came fourth (50%) and the washing machine came fifth (48%)

The research of 2,000 Britons was conducted by Currys PC World to mark 80 years since Charles Kalms opened the first ever Dixons store in Southend on Sea, Essex in October 1937.

Technology historian Seren Evans Charrington who was also involved in the research said: "As technology is constantly developing to benefit our daily lifestyle, it's

interesting to look back over the years and see how products have evolved and what has stuck around through the decades.

"80 years ago, cameras were items you would buy specifically to capture your memories, then you'd have to wait weeks for your local chemist to develop the film – 20 years later and this was revolutionised by Polaroid cameras.

"No fast forward to today and the majority of us simply get out our phone to take a quick snap."

The research also revealed the most loved tech by decade with the clock radio (40s), the black and white TV (50s), the electric washing machine (60s), the colour TV (70s), the microwave (80s), the Play Station (90s) and the iPhone (2000s) being the most popular.

The 90s was the most influential decade for technology according to 33% of those polled, while a further 30% thought the 2000s were the most important.

Matt Walburn, Dixons Carphone Brand and Communications Director, said, "The iPhone completely changed the way we communicate but it's interesting that Brits rate it as more loved than long standing technology such as kettles and fridges. The last eighty years have seen a seismic shift in the way technology helps us live our daily lives, from changing the way we entertain ourselves to how we cook and clean, and we're looking forward to being able to continue to bring the latest and greatest technology to our customers for the next 80 years too."

According to the data the average Brit spends £858 a year on domestic tech and gadgets for their home, with people from Birmingham spending the most - £973.

The research also revealed that when it comes to buying gadgets, 63% of us now prefer to shop online rather than head to the high street or shopping mall.

TOP 35 MOST LOVED TECH OF THE LAST 80 YEARS

1. iPhone (2007)
2. Microwave (1983)
3. Colour TV (1968)
4. Refrigerator (1959)
5. Washing Machine (1960)
6. iPad (2010)
7. DVD Player (1997)
8. Computer Modem (1958)
9. Electric vacuum cleaner (1969)
10. Sony Playstation (1995)
11. iPod (2001)
12. Plasma TV (1997)
13. Compact Disk (1976)
14. Electric kettle (1955)
15. Sony Walkman (1980)
16. Dishwasher (1973)
17. The ballpoint pen (1938)
18. Apple Macintosh (1984)
19. Smoke detector (1968)
20. Apple 2 PC (1977)
21. Nokia 3210 (1999)
22. Xbox (2002)
23. Kodak Digital camera (1975)
24. Pocket calculator (1974)
25. Amazon Kindle (2007)
26. Garmin GPS (2000)
27. Toaster (1952)
28. ZX Spectrum (1982)
29. Transistor radio (1953)
30. Blackberry (2002)
31. Nintendo Game Boy (1990)
32. Polaroid camera (1977)
33. Nintendo Wii (2006)
34. Motorola Dynatac portable phone (1984)
35. JVC Camcorder (1984)

What does GDPR mean to you and your business?

No matter how small your company, you have to comply with new regulations regarding the secure collection, storage and usage of personal information. Many small business owners will have pencilled in 25 May 2018 as the date when the European General Data Protection Regulation (GDPR) comes into force. But it's also likely they all have the same question: what does GDPR mean for my business and me?

The simple answer is that it means a lot. Any company, big or small, will have to comply with new regulations regarding the secure collection, storage and usage of personal information. What's more, violations will be met with fines.

But the good news is that the GDPR recognises that smaller businesses require different treatment to large or public enterprises.

In fact, Article 30 of the regulation declares that organisations with fewer than 250 employees will not be bound by GDPR – although there are several stipulations that we will come to that mean they probably still should.

What does GDPR mean: The central objectives

But let's start at the beginning with 'what does GDPR mean'. The two central objectives of GDPR are: 1) give citizens and residents back control of their personal data and 2) simplify the



regulatory environment for international business by unifying the regulation within the EU.

Overall the legislation has been introduced to encourage companies across the EU to think seriously about data protection. But beware if you think you can ignore it; GDPR also comes with some fairly harsh penalties for those that do not comply with new regulations. What's more, individuals can sue you for compensation to recover both material damage and non-material damage, like distress.

Another point to remember is that although the UK has voted to leave the EU, UK business will still have to comply with new regulations if the data they handle is about EU citizens, or has the potential to identify individuals within the EU. What's more, digital minister Matt Hancock has confirmed that the UK will replace the 1988 Data Protection Act (DPA) with legislation that mirrors the GDPR post-Brexit.



The key stipulations of GDPR are:

- Firms of over 250 employees must employ a Data Protection Officer (DPO). This person is responsible for ensuring that a business collects and secures personal data responsibly.
- GDPR will also apply to small businesses under 250 employees if the processing carried out is likely to result in a risk to the rights and freedoms of data subjects, the processing is not occasional, or the processing includes special categories of data as defined in GDPR Article 9.
- Breaches in data security must be reported immediately to data protection authorities such as the Information Commissioner's Office (ICO) in the UK. Ideally, breaches should be reported within 24 hours if possible but at least within 72 hours.
- Individuals have more rights dictating how businesses use their personal data. In particular, they have the 'right to be forgotten' if they either withdraw their consent to the use of their personal data or if keeping that data is no longer required.
- Failure to comply with the GDPR will lead to heavier punishments than ever before. Under current rules, the UK's Information Commissioner's Office (ICO) can fine up to £500,000 for malpractice but the GDPR will be able to fine up to €20 million or 4 per cent of annual turnover (whichever is higher).

Continued ►



Well, better management of your data has to begin with discovery. GDPR will mean that every piece of personal information held by your business needs to be identified – even if it's on a mobile device or in the cloud.

It's a complex task for sure, but one that needs to be carried out to ensure efficient handling of data in the future. Some businesses may think they can achieve compliance by using a complicated spreadsheet. But this won't help you find the data that you don't know you have.

But technology can help. New solutions are available that can offer a thorough approach to data discovery today. Properly implemented, data discovery will often lead you to data that

you did not know about.

When you understand where you're holding personal data, you'll then be able to better monitor compliance and the processes involved in dealing with that data.

You'll also be prepared for Subject Access Requests (SARs) – a request under the DPA used by individuals who want to see a copy of the information an organisation holds about them – and the 'right to be forgotten', which may require you to identify and erase all of an individual's data.

Preparation will be key, but GDPR compliance will be an ongoing task that will require careful monitoring. Being aware of the new regulations and what they mean for your business is vital. So don't stick your head in the sand and wait for it to pass. After all, once the GDPR arrives, it's here to stay.

<http://smallbusiness.co.uk>

If you're unsure of whether or not GDPR applies to you, consider how regularly you deal with personal data – and that includes present and past employees and suppliers, not just customer data. If it's a routine occurrence, then you should abide by the GDPR. The ICO has also stated that any businesses affected by the DPA will also fall under the GDPR. But the key difference between the DPA and the GDPR is that the latter will be much more strict in what is defined as personal data.

Understanding the type of data that will be affected under the GDPR is one thing, but having to search for where that data is held and who is responsible for it is another issue entirely and, unfortunately, without the right tools I can see many smaller businesses running into trouble.

In a perfect world all data would be stored securely and processes would be in place to ensure personal data is kept separately under a security framework, but that's just not the reality.

So what can you do to get a handle on your data?

The UK spending map

Oxford is the dining out capital of the UK – people from the historic, university city splash out £1,270 a year on meals in restaurants, pubs and cafes.

Researchers from VoucherCodes took a detailed look into the nation's shopping habits and revealed a spending map of the UK – with the people of Oxford also emerging as the biggest spenders on health and fitness.

Not surprisingly, London was revealed as the fashion capital (a whopping £1,179 is spent each year per person on shoes, handbags and clothes.)

And according to the data, the junk food capital of the UK is Cardiff, with residents of the Welsh capital spending £86.80 every month (£1,041 a year) on take-aways and fast food - more than any other City in the U.K.

But when it comes to the grocery shop, those in Cambridge spend the most, with the typical family forking out £3,541 every year on food and drink for the family.

The poll revealed Londoners are by far and away the most cultured, splashing out more than the rest of the UK on books, art and theatre trips.

But those living in Sheffield and Norwich were the biggest gamers - with residents of both cities spending £52 a month on new games, downloads and apps, more than any other Cities in the UK.

And it appears Geordies are the biggest lovers of holidays and mini-breaks – those living in Newcastle spending an average of £1,781 annually on trips away in the UK and abroad.

Those residing in the southern city of Plymouth spent the most time online shopping, with the typical resident spending nearly 10 hours A WEEK browsing the net for everything from clothes and food to trips away.

Half of the 1,500 adults who completed the poll

described themselves as good with money and extremely frugal – but an honest 11% said they were terrible when it comes to managing money.

But the average Brit blows all their wages 15 days after getting paid – and as many as 53% said they often find themselves with no cash left at all.

54% of us are savvy enough to set ourselves a monthly budget but 28% said they always fail to stick to it.

Clothes were described as Brits' biggest weakness, followed by holidays and technical gadgets.

SPEND CAPITALS OF THE UK

Oxford – Dining Out Capital - £1,270 a year on meals out

Oxford – Health and Fitness Capital - £921 a year on gym memberships and classes

London – Fashion Capital - £1,179 a year on clothes, shoes, handbags and accessories

London – Culture Capital - £819 a year on books, theatre trips and gigs

Cardiff – Junk Food Capital - £1,041 a year on take-aways and fast food

Cambridge – Grocery Shopping Capital - £3,541 a year on food shopping

Sheffield / Norwich – Gaming Capitals - £625 a year on new games, downloads and in app purchases

Newcastle – Holiday Capital - £1,781 a year on holidays and mini breaks

Workplace issues – for you or HR to sort out?

When you have a conflict with a colleague or your manager, it can be tempting to go to human resources with your problems. However, HR experts agree that this approach may only escalate the situation and not solve the problem. Here are four workplace issues human resource managers would prefer employees to handle on their own—along with tips on how to do it.

Conflicts with other colleagues

Working with other people isn't always easy—your colleague might challenge your ideas in meetings or engage in gossip or not pull his or her weight on projects. Regardless, HR experts agree that the best way to handle this is to talk with your colleague directly. "Ask questions as to why they may be acting the way they are," says Jane Lowenstein, a partner at JanBara & Associates, a leadership development company. "Explain how their behavior lands on you, and discuss the impact of their behavior on you and the work team. It may be uncomfortable to begin this discussion, but if you present how the situation impacts you as opposed to criticizing the other person, you may have great success in resolving the trouble."

Before speaking with your colleague, gather three specific examples of what's bothering you to help better explain the impact on your work, suggests Nancy Halpern, principal at KNH Associates, a firm that provides leadership development and communications coaching.

If talking directly with your colleague doesn't help, Lowenstein suggests bring the situation to your boss. The key, she says, is to describe the situation in the rational, objective manner. Demonstrate to your boss that you tried to solve the problem on your own, says Meghann Isgan,

human resources manager at One Click Ventures, because this shows your ability to act maturely and professionally. "Remember, you don't have to invite your colleagues to your birthday party, you just have to effectively work together to accomplish the goals of the company," she says.

However, do go directly to HR if your concerns are related to harassment or if the issue is in direct conflict with a written HR office policy, says Alina Basina, global head of talent and human resources at Jobbatical.

Complaints about your manager

Never go to HR with complaints about your boss, Halpern says, because HR will either encourage you to talk directly to your manager, or HR will patiently listen and then go straight to your manager and tell him or her that you're unhappy. "Gather your courage and sit down with your boss when you're not emotional," she says. "Be honest about what isn't going well for you and offer a few suggestions about how you can make it better before you criticize him or her."

Dissatisfaction with a work assignment

If you are given a work assignment you don't like, talk with your manager to get perspective on why you were given that task. Unless it's a habitual problem or you feel there is favoritism or



discrimination, it's best to talk with your manager first, says Christy Hopkins, a human resources consultant for Fit Small Business.

"You may find that the assignment is one that helps you in your development and career by increasing a key skill, broadening your experience or gaining you exposure to others," Lowenstein says.

Questions about work performance or career path

HR doesn't have first-hand knowledge of your skills or how well you are performing your job so the best person to answer questions related to a promotion is your manager, says Jill Santopietro Panall, owner/chief consultant of 21 Oak HR Consulting. Many employees think their manager knows about their career interests and aspiration but, says Panall, unless you have discussed it directly with your boss, he or she doesn't know.

"Some employees are afraid to ask because they are worried their managers will be 'mad' that they want to make a change or are too overworked to let them make a move," Panall says. "I typically counsel people to be open and honest, and address those fears right up front." One way to approach the topic, Panall says, is to tell your boss, "I've really enjoyed working for you and I

feel like I'm ready for the next challenge. You've really inspired me to reach for more and I'd like to talk about what steps I can take to get to the next level. I know we're really busy in this department right now, so it's probably hard to think about making changes. Can set a time to chat about this in the next day or two?"

You should also speak directly with your manager if you don't agree with the performance feedback he or she has given you, says career consultant Tiffani Murray. After discussing your concerns, send an email to your manager recapping your understand of the problem and the remedy, and suggest another meeting in a month to check on your progress, she says.

Two other topics that HR managers say are taboo are gossiping and asking for information they can't provide. "I don't care about who is rumoured to be dating who," Hopkins says. "Unless there is a policy against it, leave me out of it." If you're worried about how it might affect the dynamics on your team, talk to your supervisor first, she says. Everyone knows that HR can't divulge information about your colleague's health, salary or prospects for promotion so Hopkins says, please don't ask.

By Lisa Rabasca Roepe www.forbes.com

Appraisal tips which actually work

Sometimes referred to as a performance review, an appraisal is generally undertaken by an employer on an annual basis to measure a team member's work. The best appraisal tips to follow are straightforward and take a no-nonsense approach to this important time of year. Prepare in advance, keep focussed on the appraisal, seek common ground, take responsibility and look to the future.

Prepare in advance.

If your job means that you need to perform in measurable ways over a given period, then make sure you have all of the relevant data with you when you are appraised. Your boss may well have their own facts and figures to go through with you, but what if they are not as accurate as they might be?

You ought to have a good idea of how much you have done of a particular thing, such as sales you have processed or products you have made in the relevant period. If possible, collate figures which can be set against other, comparable periods, especially if they show you out-performing colleagues.

Keep focussed on the appraisal.

Usually conducted in a private setting, an appraisal should give you and your manager the opportunity to speak candidly to one another. However, you need to stay centred on the matter at hand, namely how you have been doing over the last six or twelve months. If either one of you allows yourself to be distracted by things like future changes, current office politics or whatever might be the pressing matter of the day, then the appraisal is unlikely to offer a fair reflection of a full year's worth of work.

Seek common ground.

Outright disagreement with your boss rarely works out well for the person being appraised. Nonetheless, it is perfectly fine to take an opposing point of view, especially if you think you have done well in a certain area of performance which your manager doesn't really see. If you are in conflict, then justify why you think differently and try to evidence this in quantitative ways rather than being qualitative.

Where a difference of opinion exists, find a compromise solution rather than digging yourself into a position which makes you come across as inflexible.

Take responsibility.

During an appraisal, sometimes team performance can be as much a part of the picture as your individual efforts. If the team has done poorly, accept your part in this, even if you have been doing well. Look at what else you might have done to help colleagues or promote better practice. Such a position of taking responsibility will mark you out as a potential manager or senior executive and could mean you are considered for promotion prospects in the near future. Although an appraisal is about you, always remember that it is about you in the context of a wider organisation.



Look to the future.

Appraisals are a chance for reflection, but they also constitute career renewal too. Discuss matters such as personal development and career progression with your manager. If there are weaknesses in your performance as well as strengths, then think about how you might improve, perhaps by undergoing training or finding a business mentor. Set goals and targets

which are realistic and, ideally, make them ones that will get you fired up for the coming period.

Overall, an appraisal usually means indulging in a bit of give-and-take with your manager. Be prepared to fight your corner, but also to concede on matters outside of your control. Seize the chance to present yourself in a favourable light and to renew your career ambitions and try to see the process as a positive one.

www.monster.co.uk

How to ask for more money when you receive a job offer

Talking about money can often be an awkward topic, especially when discussing with potential employers.



While some jobs will be advertised with a salary and benefits package, others may come with a competitive salary. In this case, employers are likely to ask what your salary expectations are.

New York career coach Ellis Chase explains that your employer should fall in love with you before talking money.

If your prospective employer loves you; they may be willing to negotiate increasing the salary offer as they see your value.

When asking for more money with a job offer, there's more to consider than a negotiation strategy.

Here's what you need to do.

What to do when you first receive a job offer?

When you first receive a job offer, you must be positive. Leading with enthusiasm is important to show you're interested in and grateful for the offer. Otherwise, you risk insulting the employer and burning bridges.

Take some time to consider the offer before accepting. This will ensure you avoid jumping into negotiations unprepared.

You should already have a fairly good idea of your minimum and ideal salary requirements, so

weigh these up alongside the salary and benefits package offered, to work out what to negotiate.

Some important guidelines to follow when negotiating are:

- Be persistent without being a nuisance
- Find reasons to back up your requests, without being petty
- Prove that your request is of fair value, without being greedy

How to evaluate if your salary request is fair

You can find out whether your salary offer is fair by reviewing average salaries from your sector and location, or searching for job vacancies with a similar job title, to see what is advertised.

If you're particularly well qualified or experienced then you may be in a position to ask for a higher than average salary.

Negotiating the salary

How you negotiate the salary depends on whether you are applying for the role directly through the employer, or via a recruitment agency. However, either way, you need to lay out your needs.

If you're obtaining a job through a recruiter, the person handling the vacancy should manage your expectations effectively as they are specialists in your market. They will also know whether this company would be willing to negotiate on salary and benefits.

If you're applying through the employer, you love the organisation and the only thing that's holding you back in the salary, emphasise that you're interested in coming on board, but you're unable to justify it because of the salary.

Be specific, honest and realistic with your salary request. There's no point asking for two grand more, when really you want three or four.

If the new employer is unwilling to negotiate on salary and you're still interested in the job. Try to negotiate the benefits package to ensure your

other needs are met, for example, via flexible working or childcare vouchers.

How to ask for more money

Here's an example of a pay rise request.

Lead with your statement: "I believe I'm valued at X instead of Y..."

Back up with reasons: "...this is because I'm more than capable to produce results, such as Z."

Show evidence: Mention specific details about your skills, abilities, experiences and value that are relevant to the role's responsibilities. You may even go a step further and have the physical evidence with you as proof. Show them an offer they can't refuse.

Negotiating your salary with a promotion

The aim of negotiating with your current employer is to show them that you are valued at a higher wage, not that you simply want more money.

Follow the same preparation and negotiation format as negotiating a job offer: research, carry yourself professionally and know what you're talking about.

If your boss rejects a higher salary request, don't be afraid to ask why. It's important to find out if it's because they don't think you're valued at the higher wage, there is a company freeze on wages or if they'd prefer to introduce a bonus scheme.

In conclusion, the three most important aspects of asking an employer for a higher salary in a job offer are preparation, evidence and confidence.

Show the employer you know what you're talking about and always be prepared for an employer to say no to your request. You want to maintain a professional persona throughout this process.

If you really think you're being treated unfairly with a low wage offer, the company may not be for you, and it might be time to search for another job.

www.cv-library.co.uk

Fashion experts reveal most popular trends in 20 global cities

Long Tall Sally has worked with trend consultants to reveal which is THE fashion piece, print or accessory that is currently the most popular across 20 of the most stylish cities around the world, from London and Paris to lesser-known fashion hubs like Seoul, Melbourne and Dubai.

To pinpoint what real women across the globe are actually wearing, trend consultants monitored 'outfit of the day' posts on Instagram, Pinterest and street style blogs from a mixture of cities across 20 countries. Alongside well-known fashion destinations like Paris, London, Milan and New York, the research delves into the style of the fashion capitals of the next generation, such as Lagos, Seoul, Berlin and Bogota. The result is a unique snapshot of the fashion and style of real women, from 20 cities, across six continents.

Surprisingly, in Paris it's the humble white tee that is currently trending on the streets of the fashion capital of the world. In contrast, Francophiles are taking over the streets of Tokyo, with colourful berets a firm favourite amongst fashionistas in Japan's capital.

The research shows that millennial pink is here to stay, with Melbourne embracing it with cropped trousers, Berlin loving the shade for their 70s panelled suits and Shanghai pairing oversized sleeves with the on-trend light pink hue.

As we enter winter, there's also plenty of outerwear inspiration on offer from the streets of Milan, Stockholm, New York and Copenhagen. The stand out trends include belted coats in

Milan, statement coats in Stockholm, check blazers in Copenhagen and colourful faux fur coats in New York.

Top 20 Fashion Trends In The World Right Now

1. Icon Jewellery in Bogota, Columbia
2. Frilly Shirts in Seoul, South Korea
3. 70s Panelled Suits in Berlin, Germany
4. Off The Shoulder in Lagos, Nigeria
5. White Tees in Paris, France
6. Belted Coats in Milan, Italy
7. Ripped Denim in Barcelona, Spain
8. Oversized Sleeves in Shanghai, China
9. Metallic Boots in London, UK
10. Berets in Tokyo, Japan
11. Check Blazers in Copenhagen, Denmark
12. Camo Print in Sao Paulo, Brazil
13. Coloured Faux Fur Coats in New York, USA
14. Cut-Out Lace in Savannah, USA
15. Cropped Trousers in Melbourne, Australia
16. Embellished Clutches in Dubai, UAE
17. Appliques in Kiev, Ukraine
18. Stripes in Tbilisi, Georgia
19. Statement Outerwear in Stockholm, Sweden
20. Voluminous Skirts in Dakar, Senegal

The 20 Hottest Fashion Trends In The World Right Now

A snapshot of what women are wearing on the streets of the most fashionable cities across the globe



Barcelona, Spain:
Ripped Denim



Berlin, Germany:
70s Panelled Suits



Bogota, Colombia:
Icon Jewellery



Copenhagen, Denmark:
Check Blazers



Dakar, Senegal:
Voluminous Skirts



Dubai, UAE:
Embellished Clutches



Kiev, Ukraine:
Appliques



Lagos, Nigeria:
Off The Shoulder



London, UK:
Metallic Boots



Melbourne, Australia:
Cropped Trousers



Milan, Italy:
Belted Coats



New York, USA:
Coloured Faux Fur Coats



Paris, France:
White Tees



Sao Paulo, Brazil:
Camo Print



Savannah, USA:
Cut-Out Lace



Shanghai, China:
Oversized Sleeves



Stockholm, Sweden:
Statement Outerwear



Seoul, Korea:
Filly Shirts



Tbilisi, Georgia:
Stripes



Tokyo, Japan:
Berets

We are a nation of coffee lovers

Caffeine loving Britons consume 1,460 cups of coffee a year on average (that's 93,440 cups in an adult lifetime), according to new research.

The in-depth look into the hot beverage habits of the nation reveals that £676 is the average amount Brits now spend each year on coffee from shops and cafes – that amounts to £43,264 over a lifetime.



According to the poll, we now drink an average of four cups a day – with the latte the most popular coffee of choice (41% said it was their favourite).

And according to the data, people from Cardiff are the biggest fans of the black stuff - with folk from the Welsh capital downing a staggering 1,825 cups a year, more than any other City in the U.K.

The poll shows a staggering 61% of us prefer

drinking coffee to tea, with a separate report by retail research consultancy Allegra, revealing there are now 22,845 coffee shops in the UK, a six% increase year on year – with 2.3 billion coffees a year being bought and consumed out of home.

The first coffee shop, The Angel, was opened in Oxford in 1652, with the second opening in London in the same year.

The survey by syrup makers MONIN shows the nation's favourite coffee is by far and away the Latte, with 41% saying it is now their coffee of choice. Cappuccino came second to latte in terms of the nation's favourite, with 38%, followed by Americano (26%) and Mocha (16%).

Asked why people switched from tea to coffee, 46% said they needed the caffeine boost they get from coffee to wake up in the morning and 39% said they needed it as a pick me up during the day. However, the majority - 65% - said they simply preferred the taste to tea.

Surprisingly a further 62% of Brits would even go as far to say that we now know more about coffee than we do wine.

And 65% of health-conscious Brits say going out for coffee to catch up with friends has now replaced heading out for a boozy night.

Lee Hyde, Beverage Innovation Manager at MONIN commented "We are seeing a rise in coffee shops and coffee culture across the country, and this trend is being replicated in the home too.

"Over a third of Brits confirmed they know more about coffee than they did five years ago and coffee drinkers are finding new ways to personalise their drinks, reaching for flavours from popular vanilla to more adventurous flavours like salted caramel.

"With coffee, the menu options are endless and with seasonal flavours on the rise and iced coffees during summer, coffees aren't only functional they're also the perfect fit for socialising too."

The survey revealed the average Brit has their first cup of coffee at 8am, with 51% of us now owning our own coffee machine at home. Over half of those who own a machine have a capsule machine, while 25% have a filter system and 15% own an espresso machine.

And it would seem Brits are more adventurous than ever, with 76% claiming they regularly experiment with different styles and flavours of coffee.

Almost four in ten (39%) say coffee drinkers are cooler than those who prefer a nice cup of tea.

25% of us admit to still having a jar of instant in the kitchen cupboard to give to friends when we can't be bothered to make a proper cup.

A further three in ten (30%) claim they have their own signature coffee - "make mine a skinny, caramel macchiato with an extra shot".

And when it comes to added extras, 18% of us like caramel syrup in our coffee, while 14% ask for vanilla and 10% want a touch of hazelnut.

Lee Hyde - Beverage Innovation Manager at MONIN added: "There are so many ways to enjoy coffee now with different machines and gadgets its even easier to recreate that coffee shop experience in the comfort of your own home.

"What this study shows is there is a real thirst for coffee and people are keen to experiment and develop their signature brew."

Britain's Favourite Coffee

1. Latte
2. Cappuccino
3. Americano
4. Mocha
5. Espresso
6. Flat White
7. Iced Coffee
8. Frappe
9. Ground
10. Double Espresso

Britain's Top 5 Favourite Coffee Flavours

1. Caramel
2. Vanilla
3. Hazelnut
4. Cinnamon
5. Salted Caramel

Many of us drastically underestimate the calorie content of the foods we eat

Brits are drastically underestimating the calorie content of the foods they eat, according to a new study Researchers quizzed men and women in the UK on their calorie intake and found the majority of us underestimate exactly how calorific our favourite foods are.

In fact, the study by Laughing Cow showed the average adult estimates there are just 270 calories in a large portion of cinema popcorn, when in fact there can be up to 965.

Brits were also way off the mark when asked to guess the calorie content of a bowl of granola – the average adult guessing that a 100g bowl contained 145 calories, but the reality is closer to 450.

A supermarket pepperoni pizza, a staple of many UK freezers contains a staggering 1,100 calories, but respondents guessed an average of 355.

And a large portion of fries is likely to contain as many as 445 calories, however Brits thought it was just 270 - while a double stacked burger has around 500 calories, but the respondents guessed 380.

The study into the nation's eating habits revealed that while the average Brit TRIES to consume 1,920 calories a day, due to the number of snacks consumed throughout the day, the true intake is around 2,635, on average.

More worryingly, over a third of respondents (36%) weren't EVEN sure what a calorie is, with two thirds saying they often completely lose track of the number of calories that they

consume each day.

Alexandra Labaisse, Brand Manager at The Laughing Cow comments: "Too often we are reaching for snacks that, when we think about it properly, we don't want. Whether it is a soggy sandwich left over after a meeting or a bowl of salty crisps that you devour on auto-pilot in front of the TV, it is clear we will simply graze without much thought.

"However, being mindful about what we are consuming and ensuring we dedicate the time to snack well means we can avoid 'Snaccidents' and enjoy a delicious snack without the guilt. The Laughing Cow is the perfect portion-controlled snack, starting from just 25 calories per triangle."

The average adult thought a typical 50g portion of prawn crackers contained just 150 calories, when in fact it is nearer to 285.

Many of us are also clueless when it comes how many calories men and women need to maintain their weight, with as many as 12% thinking men need as many as 3,000 calories to stay the same weight, when actually it is 2,500.

Almost two in ten women (18%) had no idea what a typical woman needed to consume to maintain their weight.



The poll of 2,000 Brits also found that 17% of adults exceed their calorie allowance every day of the week, with the average adult in the UK checking the calorie content on packaging just four times a week.

A quarter of adults said if they knew how many calories their favourite snacks and treats contained, it would stop them from eating them.

Wine, lager and cola were among the only foods where adults over estimated the calorie content.

Actual calorie content v what we think the calories are:

	Actual	what we think
Slice of chocolate cake (70g)	310	255
Milk chocolate bar (45g)	240	200
Bowl of granola (100g)	450	145
Prawn crackers (50g)	285	150
Peanut butter (2 tablespoons)	365	155
1 poppadum	125	100
Large Cinema Sweet Popcorn (198g)	965	270
1 supermarket pepperoni pizza (490g)	1,100	355
Large fries	445	270
Double stacked burger	500	380