

02

FEBRUARY
2010

MONTHLY
NEWSLETTER

IN BUSINESS
Women
MEDWAY & NORTH KENT

NEXT MEETING DETAILS:

Wednesday 3rd
March

7pm – 9pm

Venue to be
decided

TALKS OF THE MONTH:

**Planning your
Financial Year**

with

**Julie Angell of
Clinker Little Ltd.**

And

**Create a Vision for
your Life and then
Take Action!**

With

**Pamela Ibanez of
Arbonne**



The February Meeting – what you missed!

Hello Everyone,

Welcome to the second newsletter of the year and how pleased I am that we were able to hold our first meeting, finally, at The Enterprise Centre in Chatham. We were given a warm welcome with crisps and hot drinks! Sadly we cannot make this our new home as The Enterprise Centre will be closing at the end of March. Our search continues ...

The aim of this newsletter is to keep those of you who were unable to attend, informed and to remind those of you who did attend what happened!

February's Talk of the Month:

Sarah Cresswell, from Rich Picture Ltd, treated us to a thought provoking and fun session on goal setting. Her first key message was to emphasise how goals provide focus, direction and an increased likelihood of achievement.

Sarah went onto explain that goals are often set around themes of improving relaxation time, reducing stress levels, or finding the motivation to do something. Often the goal has an impact on all 3 of these areas.

We identified what was important to us, discussed how goals could be achieved, and in pairs defined our goals.

We were encouraged to think of these goals as being achieved and describe them in what we could see, feel, touch or do differently. Some pictures were drawn for putting on the fridge door!

Sarah cleverly illustrated how powerful her methods are. Putting your goals down on paper, then discussing what you want to achieve and how you will do it with someone else, far increases the likelihood of getting the results you want.

Having gone through the exercise with Grace, it really struck me how important it is to find other people who can support you to achieve your goals.

All in all, it was the best way to launch the 2010 Women in Business network meetings! Whether our goals are personal, or related to our businesses, we now have something to aim for and can support each other throughout the year. Thank you Sarah!

IN BUSINESS
Women
MEDWAY & NORTH KENT



Quote of the Month:

"The person who doesn't know where his next pound is coming from usually doesn't know where his last pound went."

Anonymous

Women in Business - spreading the word

Exhibiting at the Kent 2020 Show:

One of the first items we discussed at the meeting was whether we should be exhibiting at the Kent 2020 show this April. As a group, we decided that Women in Business should have a presence there. I have been able to secure a stand for £100 which represents very good value, so all we need now are some volunteers to man the stand! Unfortunately I am not available, but please let me know if you would be willing to spend some time on the stand, promoting the services of Women in Business and signing up some prospects!

I also agreed to approach the other Women in Business groups in Kent to see if they would like to share the stand and the cost. West Kent have already agreed and East Kent will let me know after their next meeting.

It was felt that the promotion of our own businesses was not appropriate when manning the stand, as it may cause confusion. However, we did agree that any of our volunteers could freely network when they were not on the stand.

The date for your diary is THURSDAY, 22nd APRIL and the show will be held at the Kent Showground, DETLING. I hope you can help us.





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Women in Business - spreading the word

The "Be an Amazing Business Builder" Show:

Kirsten Gibbs told us about another event she is organising on the evening of May 24th and during the day of the 25th. The show is aimed at anyone who wants to start, grow or hand on an Amazing Business, and it's completely free to attend.

This represents another opportunity for Women in Business to promote ourselves and Kirsten hopes to be able to offer us a stand for a very reasonable rate! The show will be held in The Inn on the Lake Hotel, Shorne, Kent DA12 3HB.

More details can be found here:

<http://www.thebeanamazingbusinessbuildersshow.co.uk/>

At the meeting, we agreed together that we should be represented at the event, in an attempt to re-raise our profile in the business community.





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Member's Profile

This month we hear from Kirsten Gibbs, the co-founder of Replico:

If you have a business that is really smart and that your customers really love, then Replico can help you to get other people running copies of your business in different locations under license.

That means you get to expand your business without having to get physically bigger, you protect the things that make your business special and you get paid to share your know-how and experience with your licensees. Meanwhile your licensees get to start a business that has already been tried and tested by someone else, so they get going more quickly and are less likely to fail.

It's a win-win situation - actually win-win-win - because your potential customers in far-flung locations get to have some of what you offer!

Over the last 10 years the team at Replico (Kirsten and her colleague Carl French) have developed a process that leads you through how to create a successful franchise or license operation, including the franchise proposition, the manuals, the franchise agreements and finding the people to make your franchise work - including a careful selection process that makes sure that we only put together franchisors and franchisees that are likely to work well for each other.

We currently have about a dozen franchises and licenses on our books - including children's cookery classes, lawn care services, coaching would-be authors, running a traditional sweet shop, a full-on turnaround consultancy and a marketing agency. They are all very different but have one thing in common - their owners are passionate about what they do and they want to grow. Who do you know that's like that too?

*If you would like to be featured here, please send me your profile!
sarah@effectiveoutcomes.com*





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Forthcoming workshops

Rich Picture Ltd. will be holding a series of training days on the following subjects. For more information, please click on this link:
<http://www.richpicture.ltd.uk/open-courses>.

Team Working	11 Feb 10
Communicate with Impact	17 Mar 10
CreativeThinking	16 Apr 10
CV & Interview Skills	27 May10
Improve Your Confidence	22Jun 10
Managing Conflict	15 Jul 10
Change Management	28 Sep 10
Coaching Skills for Managers	27 Oct 10
Customer Service	25 Nov 10

If you would like your workshop or training event listed here, or other events that you wish to publicise, please email sarah@effectiveoutcomes.com and I will include them, space permitting!





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Calendar of Events for 2010!

Kirsten Gibbs, of Replico Ltd., has very kindly produced a calendar for us, which details the dates of each WiB MNK meeting and the planned topics of each meeting.

The aim is to build, month by month, on what has gone before, giving you useful tips and advice on how to make your business stronger, more attractive and more profitable.

Promote Your Business slot

For those who are willing, a 15 minute time slot will be introduced to each meeting, giving you the opportunity to inform fellow members about who you are and what you do.

Receive informal advice

The meetings commence at 7pm and while the £7 attendance fee is collected and refreshments are being ordered take the time to chat to other members and maybe pick their brains!

Tell your colleagues and clients

If you feel our meetings would benefit other women who are in business, either running their own or as part of an organisation, then please invite them to come along. Their first attendance will be free of charge , just to see if they like us!

The 2010 Marketing Challenge

As you know, the biggest threat to our group's existence is a lack of regular members. So please put your thinking hats on and help us become a marketing force! Let 2010 be our year!

