

PA ENTERPRISE

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

August/September 2019

**Coping mechanisms
to combat anxiety**

**The risk of identity
theft from free
public Wi-Fi**

**How to minimise
the risk from cyber
hackers**

**How to boost your
confidence daily**

**How alpha females
can thrive without
burnout**

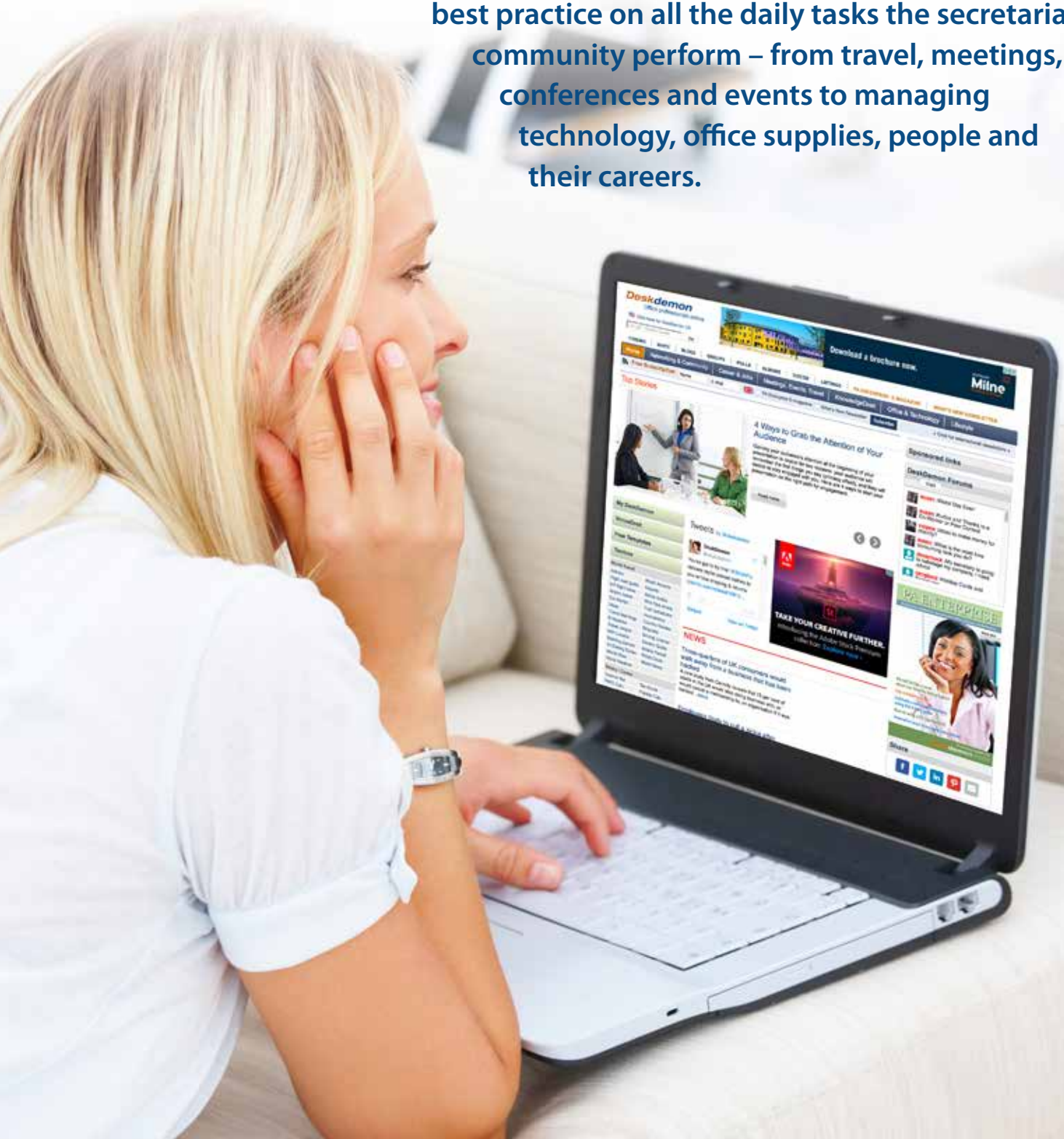
**Top tips for
producing
a successful
corporate
brochure**

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

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4



8



12

-
- 4 Top three coping mechanisms for anyone dealing with anxiety

 - 6 UK employees set to quit jobs under poor leadership

 - 8 Hackers set their sights on accountancy firms – 7 steps to minimise risk

 - 11 Office workers only squeeze in a meagre 16 minutes a day for lunch

 - 12 5 ways to boost your confidence daily

 - 14 Millions of Brits risk identify theft because they are so eager to use free public Wi-Fi

 - 18 Join the World's Biggest Coffee Morning

 - 20 How alpha females can thrive without burnout

 - 22 Top tips for producing a successful corporate brochure
-



14



18



22



PA ENTERPRISE MAGAZINE

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PA Enterprise is sent to DeskDemon UK e-newsletter, audited by ABCe (5th/6th July 2007) with a net distribution of 70,581 email addresses.



Top three coping mechanisms for anyone dealing with anxiety

National statistics claim that more than 1 in 10 people in the UK are likely to have a 'disabling anxiety disorder' at some stage in their life.

In addition to this, approximately 13% of adults in the UK will develop a specific form of anxiety at some point in their life.

These staggering figures highlight the extent of how anxiety is crippling our society and preventing people from living a healthy life.

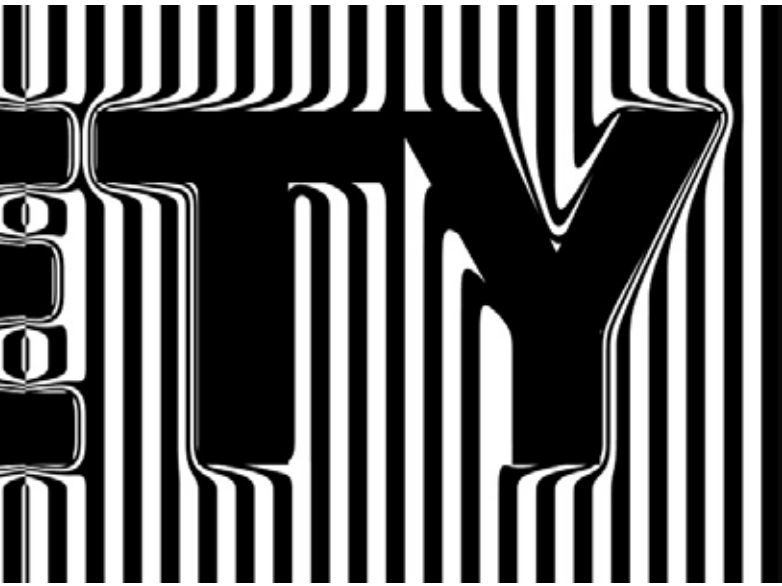
Anxiety, for the most part, is a normal human emotion that is usually triggered by stress or the impending possibility of danger. Anxiety is often the foundation of the popular 'fight or flight' survival response – that prepares the body for physical or mental challenges, ready to tackle them head on and extend chances of survival.

However, the key to understanding your anxiety and its triggers solely lies in your ability to recognise these symptoms early, and adopt the right coping mechanisms in the moments that matter.

Check out these top three tips to take on board when dealing with anxiety.

Take care of your mind

The first step to preparing your mind to cope with your anxiety is trying to accept that you can only control the controllable. By focusing your energy of the aspects of your life you do have control



over and relinquishing control of the things you can't, you will automatically put yourself in a better position to reduce your stress levels and ease the symptoms of your anxiety.

For example, if you're unhappy in your job and feel it's not taking you in the direction you need it to, then take small steps to change your environment. This could be anything from writing a list of what you're looking for in your perfect role or spending a night updating your CV.

Contrastingly, spending your time wishing your boss or colleagues were more on your wavelength or dwelling on the negative aspects of your job are prime examples of focusing on something that you can't control, and need to move on from.

Maintain a healthy body

Numerous studies prove that a healthy lifestyle dramatically increases your mental health. In addition to regular exercise, a healthy and balanced diet that reduces caffeine and alcohol consumption can help keep you focused. Both alcohol and caffeine are two of the most common dietary triggers that negatively impact people with anxiety disorders, so should be avoided whenever possible. In moments of stress and anxiety, the body often needs more time to recharge. The best solution to this is to ensure you get at least eight hours of sleep per night.

If your anxiety prevents you from drifting off to sleep easily, try basic relaxation methods such as having a bath before bed, drinking camomile tea and limiting your use of smart devices at least one hour before you aim to go to bed.

Take positive action

Breathing is often something people take for granted. As the body's automatic impulse, we breathe without thinking about it and as a result, often never consider the benefits that controlled, deep breathing can have on our mental health.

Deep breathing can help alleviate the symptoms of anxiety as it draws more air into the lungs, generates maximum blood flow and leaves the body more energised. It is also the fastest and most effective way to feel calm and manage our emotions. So the next time you find yourself in an overwhelming situation, take a few minutes out to take deep breaths and slowly count, while you gain your composure.

Volunteering can also be a superb way to take positive action to help reduce your anxiety symptoms. Research shows that oxytocin, a neurotransmitter that regulates social interaction, spikes in people who volunteer on a regular basis. This, in turn, leaves them better equipped to handle stressful or anxious feelings.

Talking to friends and family can also be a fantastic way to help process your feelings of anxiety. However, depending on the severity of your anxiety, it may be time to seek professional help from an accredited therapist to help gain a deeper understanding of your triggers.

Cognitive Behavioural Therapy, in particular, has been shown to be an effective way of treating anxiety disorders. So if you feel that your anxiety is preventing you from living the life you've always wanted, make sure you reach out to a professional as soon as you can.



UK employees set to quit jobs under poor leadership

More than third of UK employees want to leave their company immediately because their boss lacks vital leadership qualities in their workplace

More than a third of UK workers (36%) are planning to leave their company imminently because their boss does not inspire them, fails to listen to them or create a clear career structure, according to the latest research by Jobrapido - the world's leading job search engine. Within twelve months, two thirds of employees plan to leave due to their boss's poor leadership style.

Given the current challenges that UK businesses face to attract and retain talent, the latest statistics shine an even harsher light for business owners. According to statistics from Eurostat, there is a 2.7 vacancy rate in the UK, on the highest level compared to last decade.

Jobrapido's research was conducted amongst 1444 employees across more than twenty

different industry sectors including sales, marketing, engineering, transportation, construction and technology. The research took place between June-July 2019.

When respondents of the research were asked which characteristic of their boss in order for them to remain in the company, nearly half (47%) believe a boss should have is to inspire their staff and make them want to stay. A further 39% believe that the ability to listen is the most important quality for a manager. 10% believe that bosses should provide a clear

“If Britain’s bosses are keen to retain their staff, then they should look at way to inspire them and perhaps, getting direct and constructive feedback via 360-degree reviews from all their staff; also, wherever possible, look at how they can address any concerns and give adequate responses.

“At the same time, no boss or line manager should think they are above learning new skills if it can help to bolster the company spirit and retaining talent. Embarking on the right leadership training or a series of courses will be an important step to inspire staff so they feel inclined to stay for many more years within the company, considering how crucial the talent is for a company business and its success on the short and the long term.”

career structure for all their staff and not just a select few.

Rob Brouwer, CEO of Jobrapido comments:

“In UK, the demand is becoming vigorously strong and far outstripping the supply for talent. There is clearly a need for bosses, line managers and HR departments to pay even more attention to the need not only to attract the best talents on the market but, once on board, to look at all the way to engage and retain them.

“The issue can arise because staff and senior management, whilst technically brilliant at the job and or excellent at running a business, have never received training of how to lead, manage and nurture the careers of other members of their team.

Hackers set their sights on accountancy firms – 7 steps to minimise risk

Accountancy practices are facing an increase in cyber risks as criminals switch their focus to 'softer target' smaller firms. Joe Collinwood, CEO at CySure explains why accountancy firms are targets for hackers and what steps they can take to minimise their exposure.



When it comes to cyber crime, small accountancy practices are not exempt from the disruption that affects large organizations. If anything, their size makes them more vulnerable as they are perceived as a softer target. In the USA for example there has been an explosion in fraudulent W-2 filings and in the UK with more filings now on-line risk is increasing. So why are accountants being targeted?

- ***They hold large amounts of private data***
- ***They have the information cyber criminals want – corporate financial data, social security numbers, Tax IDs, bank accounts, payroll data, identification data for validation and reporting purposes***
- ***Accounting firms use similar software so if a criminal finds a vulnerability that can be***

exploited they have lots of potential victims

- ***Typically there is inadequate technical protection, policies and procedures that leave firms wide open to a cyber attack***
- ***A lack of incident response and business continuity procedures means accountants are more likely to pay a cyber criminal money because they fear they may not be able to recover from an attack and the firm's reputation will be tarnished.***

Many accountancy firms are making it easier for hackers by underestimating the threat they face from cyber attacks. There were 438 separate data security incidents reported to the Information Commissioner's Office (ICO) in Q2 2018/2019 alone in the finance, insurance and credit sector. The cost to launch cyber attacks is negligible and the most likely method of breach is phishing i.e. human error. It's time to think again.

Gateway to Information

Self-employed accountants and accountancy practices are on the radar of cyber criminals because of the amount of valuable data they hold. Firms collect and store highly desirable data and information on clients. This information enables hackers to pull off complex frauds at a later date. The more information they have, the better a picture they can build of the small business or person whose bank account they intend to target.

Cyber criminals view accountancy firms as a "gateway" to client information and are perceived as a soft target with few security barriers, limited cyber security tools and little or no in-house expertise. Additionally, as many firms use the same software systems, hackers are motivated to seek vulnerabilities in the software knowing there will be a substantial pay day by exploiting the weakness to attack multiple businesses.

Continued ►

By giving cyber security the same priority as other business goals, accountancy firms can proudly display their security credentials

Small but not safe

According to the Cyber Security Breaches Survey 2018, 42% of small businesses identified at least one breach or attack in the last 12 months. Depending on the severity of the attack, SMEs can suffer more disruption than their larger counterparts as they lack the processes and cyber expertise to deal with the ramifications of an attack. The impact to business operations and the inability for staff to carry out their day to day work can have longer term consequences, not only for an accountancy practice itself but also for its clients.

Minimise Risk – 7 simple steps to cyber resilience

No business is too small to be attacked, however with the right approach to security, no business is too small to protect itself. Accountancy firms can pave the way to cyber resilience by following these top cyber-security tips:

- **Invest in effective firewalls, anti-virus and anti-malware solutions and ensure any updates and patches are applied regularly, ensuring that criminals cannot exploit old faults or systems**
- **Ensure business critical data, such as customer data and financial information, on all company assets is securely backed up and can be restored at speed**
- **Have simple, clear policies in place to create a cyber-conscious culture in the workplace and ensure it is communicated to all personnel so they are familiar with it**
- **Have regular awareness training so that employees are constantly reminded of potential scams or tactics that can be used to trick them**
- **Review contracts and policies with suppliers to ensure they have an accredited standard**

for cyber-security for themselves and their partners to protect the supply chain

- **Have an up-to-date incident response plan that is practiced regularly so that employees know what to do when they suspect there is an attempted breach or if an actual incident occurs**
- **Consider investing in cyber insurance to cover the exposure of data privacy and security. Accountancy firms should research insurance policies carefully to understand the level of coverage offered and their responsibilities to stay within the conditions of the policy.**

Where to start and what to do now

Cyber security need not be complex or prohibitively expensive, in the UK Cyber Essentials (CE) is a government and industry backed scheme specifically designed to help organisations protect themselves against common cyber-attacks. In collaboration with Information Assurance for Small and Medium Enterprises (IAMSE) they have set out basic technical controls for organisations to use which is annually assessed. In the US the National Institute Standards and Technology (NIST) framework guides organizations through complex, emerging safety producers and protocols.

By utilising an online information security management system (ISMS) that incorporates Cyber Essentials and NIST, accountancy firms can undertake a certification route guided by a virtual online security officer (VOSO) as part of their wider cyber security measures. This will help the organization to coordinate all security practices in one place, consistently and cost-effectively. Additionally, firms can take advantage of the expertise of online cyber security consultants at a fraction of the cost of a full-time in-house security specialist.

Office workers only squeeze in a meagre 16 minutes a day for lunch

Researchers found despite having a full hour to enjoy a much-deserved break, many take a quarter of this period to eat, and nearly half will typically dine 'al-desko' at precisely 12.43pm.

One in 10 admitted eating the same meal for lunch every day, with the most popular reoccurring choices being a plain cheese sandwich or a meaty ham sandwich. And after using their desk as a lap tray, just 15% will go for a walk every day, stretching their legs for just 16 minutes at a time.

The research was commissioned by Quorn, who are encouraging the UK to change their ways with the launch of nine new products, which can be eaten "on the go" as healthy lunch options that are also healthy for the planet.

Jennifer Shepherd of Quorn said: "There are much better ways to eat lunch, than the same cheese or ham sarnie at your desk every lunch time.

"A third of lunchers are looking for more variety and 40% said they are looking for no compromise healthy meat-free options."

The study also found the average office worker has just two meat-free work lunches a week, with a fifth never going without meat.

And 38% were unaware that simply reducing their intake of meat could have a positive impact on the planet.

It comes as no surprise hard-working adults would like to give themselves an additional 15 minutes downtime to enjoy their lunch break as three quarters will work and eat at the same time.

'AL-DESKO' DINING

Three quarters agreed taking a break from their desk and getting outside will make them feel



better, yet many are getting stuck in a rut.

A third of office workers admitted they are too busy to get the much-needed break they deserve, and a quarter said they spend most of their lunch getting their personal errands and admin out of the way.

Overall one in eight don't get as much time to enjoy their break because they spend most of the time buying or prepping their lunch.

It also emerged, 47% are bored of what they have for lunch, with more than a third craving more variety in the options available to them.

The study, conducted via OnePoll, also found a fifth would like a more environmentally friendly lunch and an equal percentage desire more meat-free options which are healthy and ready to eat.

Jennifer Shepherd added: "Awareness about the environmental impact of our food choices is at record levels and with the majority (52%) of the UK now meat reducing, more people than ever are looking for ways to meat-reduce.

"Our food cupboard range now enables you to meat reduce on the go, so you can pack a whole lot more into lunchtimes."

5 ways to boost your confidence daily

Modern life sees us surrounded by beauty – Instagram filters, Love Island bombshells and picture-perfect celebrities. The result? Our confidence can be knocked. Whether it is body confidence, confidence in our ability or the confidence to be ourselves each and every one of us faces their own struggle.

But there is good news! There are some simple daily activities you can do to help you feel good. Wendy Smith, neuro trainer, sports coach and motivational speaker, says: "Anyone has the ability within them to change their thinking and therefore change their reality. If you want to be confident you can – it's all a matter of how you speak to yourself and the actions you take."

5 daily activities to boost your confidence

1. Get up and show up

Stop hitting the snooze button! Get up and decide how you want your day to play out. From the moment you open your eyes choose which thoughts are going to run your day. You have around 60,000 thoughts a day influencing your emotions and behaviours. Spend a few minutes jotting down your beliefs about yourself each morning then decide if they are really true. Whatever you think, you are never wrong so if you want to feel confident you should think confident.

2. Choose your colours wisely

Wear something you love! Clothes and colours have the power to make us feel confident. Have you got that particular outfit that makes you feel on top form? If not, find a colour specialist who can look at your skin tone and wardrobe and help you find the colours that make you feel great. Colours are powerful, they can drain the life out of us or empower us.

3. Take a long hard look in the mirror

There is no 'perfect', don't believe the filters and the Photoshop. Instead of looking in the mirror and being critical of yourself wondering why you aren't skinny enough, toned enough, tall enough, short enough, ect, stop worrying about what you think you should be and see what you love about you. Every day pick 3 things that you love. Are you a great dancer, the best friend, an





awesome lover, have the best legs or beautiful eyes? Start looking and noticing the beauty of you and notice how doing this everyday adds to your confidence.

4. Commute the right way

What do you do on the way to work – social media, listening to the news, reading a paper? Is it a habit that will generate confidence within you? If not change it! Create a morning track list to motivate you into the state you want to be in. Choose music that makes you feel really good. Music is a great state changer, choose the songs that make you want to get up and dance, stand tall and smile wide. What songs put a spring in your step? These are your morning playlist!

5. Spend some time imagining the most confident you

Our mind does not recognise the difference between imagined reality and the here and now, so the more you see yourself as a confident person, walking tall, smiling, having fun, the more your mind will create this with your body. Confidence is something we create on the inside, you cannot buy it from a shop. Imagine yourself confident and true confidence will follow.

As Beyoncé says "The most alluring thing a woman can have is confidence", so find your inner diva and believe in yourself.

For more great information on feeling confident and happy visit wendysmith.me.uk

Millions of Brits risk identify theft because they are so eager to use free public Wi-Fi

New research of 2,000 Brits has revealed that 79% of public Wi-Fi users take significant risks when choosing hotspots. Instead of taking the time to check that a hotspot is legitimate, users are selecting hotspots based on Wi-fi- strength, a name that seems appropriate, or just picking any free option.

Unexpectedly, the figure is highest for the most experienced Brits, with 86% of daily public Wi-Fi users putting convenience ahead of safety when choosing hotspots.

The survey carried out by cybersecurity company, BullGuard, revealed that 4 in 10 users look for a Wi-Fi name that somewhat matches their location, for example 'coffee shop Wi-Fi' – but this is exactly the type of name hackers set up to try and fool people into choosing a malicious hotspot with the intention of stealing personal data.

Even though they've spent little or no time checking that a hotspot is legitimate, many respondents are accessing websites using very confidential data. More than a third of daily public Wi-Fi users log into personal accounts requiring a password, 22% use credit cards, and 31% log into online banking, exactly the type of data hackers are looking to steal.

Despite their eagerness to get online, most

people are also very concerned about safety with less than one in ten being 'very confident' that they know how to stay safe when using public Wi-Fi. Furthermore, 62% of daily public Wi-Fi users admit to being afraid that their devices will be hacked and their information stolen. Consumers are most worried about the safety of banking info (68%), passwords (56%) and email content (27%).

"Brits are choosing convenience over safety, when using public Wi-Fi. The findings show that respondents do not feel safe online, yet they are ignoring their fears and are using hotspots without checking they are safe," said Paul Lipman, CEO at BullGuard. "Hackers can easily set up

Is a hotspot real or malicious? Many consumers simply don't check

Brits are choosing convenience over safety, when using public Wi-Fi

malicious hotspots which appear to be legitimate and yet can intercept and record people's personal data, allowing them to steal usernames, passwords, credit card details, bank account information and more."

The BullGuard survey also revealed that 63% of people that use public Wi-Fi daily have their devices set up to 'automatically connect to the strongest Wi-Fi signal', or to 'automatically connect to Wi-Fi hotspots they've used before.'

"If your device is set up this way, and if you're not paying attention when you first choose a hotspot, even once, and you accidentally choose something malicious, your device will automatically select it every time its within range," Lipman added.

Even if users think they're protected, worryingly the results show that consumers aren't sure how to keep themselves safe when using public Wi-Fi with almost half (47%) believing antivirus will prevent their data from being intercepted.

"Although essential for detecting and removing malware from your device, antivirus offers no protection at all from having your data intercepted by a malicious hotspot," said Lipman.

A VPN, or Virtual Private Network, is an effective way of keeping you safe online when using public Wi-Fi. It creates a secure connection tunnel between your device and the websites and services you are accessing to keep you safe whether you're using a smartphone or laptop on public Wi-Fi in a café, or if you want to check online banking accounts from an airport or hotel.

However, the survey revealed that 60% don't use a VPN, with 57% of those respondents saying they think it's too complicated or that they don't know how to use one.

"A VPN doesn't need to be complicated. For example, BullGuard VPN is designed for regular users. It doesn't require technical knowledge, install it on your device and it just works 24/7 giving you the peace of mind that you are not being tracked online and that hackers can't intercept your personal data," concluded Lipman.

Continued ►

Top activities carried out whilst on public Wi-Fi

Logging into a personal email account (42%)

Using Social Media or any other account with auto login (36%)

Logging into any account requiring a password (31%)

Filling in forms with personal details - e.g. name, address, date of birth, telephone number (18%)

Online banking (17%)

Most popular places to use public Wi-Fi

Hotels (53%)

Coffee shops/restaurants (51%)

Airports (48%)

Public transport (37%)

Retail shops (31%)

STAYING SAFE ON PUBLIC WI-FI NETWORKS

TERMS OF SERVICE

The majority of genuine public networks will ask the user to agree to their terms of service before linking up.

Instead, if you gain immediate access to unrestricted browsing tread carefully - it could be a rogue access point.

BEWARE OF 'FREE'

Fake public Wi-Fi hotspots typically copy public domain names and add the word 'free' as a hook to lure users.

For example, if you're in a coffee shop, you might see two Wi-Fi options - one called 'Coffee Shop Wi-Fi' and the other called 'Free Coffee Shop Wi-Fi'.

One of these could be a malicious network and it's likely to be the free one. If you're not sure ask an employee.

WRONG PASSWORDS

If you purposely enter a wrong password to a password protected hotspot and you don't get an error message the access point is likely fake.

Fake hotspots will commonly let anyone access them regardless of the password entered.

SLOW NETWORK CONNECTIONS

Look out for very slow network connections.

This could be a sign the hacker is using mobile internet to connect you to the web using the fake hotspot.

SECURE WEBSITES

Pay attention to the address bar of the websites you visit.

If for instance a banking website shows HTTP instead of HTTPS - your connection is unsafe.

HTTPS with a padlock symbol means data is encrypted.

HTTP connections without a padlock are unsafe.

USE VPNS

Always use a VPN such as BullGuard VPN on your tablet, phone or laptop.

The VPN tunnel stops people from seeing what you are doing and VPN encryption scrambles your data rendering it useless to hackers.

WHAT IF YOU CONNECT TO A POTENTIAL FAKE HOTSPOT

If you suspect you have connected to a compromised hotspot, follow these steps:

- Disconnect as quickly as possible.
- Clear your list of saved Wi-Fi connections to avoid connecting to the same one in the future.
- Clear your browser cache.
- Run antivirus and malware checks.
- Change the password to any site you logged in to, and any other websites that use the same login information.
- Call your bank and cancel any bank cards if you used them over the connection.



WORLD'S BIGGEST COFFEE MORNING



MACMILLAN
CANCER SUPPORT

The World's Biggest Coffee Morning is Macmillan's biggest fundraising event. People all over the UK host their own Coffee Mornings and donations on the day are made to Macmillan. An incredible £26,914,382 was raised in 2018.

How did it all begin?

The first ever Coffee Morning happened way back in 1990. It was a rather small affair with a simple idea: guests would gather over coffee and donate the cost of their cuppa to Macmillan in the process. It was so effective, it was repeated the next year – only this time nationally. Since then, Coffee Morning has raised over £200 million for Macmillan.



Holding a Coffee Morning is great fun - inviting friends and family round for a cuppa, cake and chat. The sense of achievement once it is over and you have a count up to see what you have raised for Macmillan is amazing.

Jo Prebble, Coffee Morning host



Four easy steps to your workplace Coffee Morning

1. Convince the boss

Inspire the boss with your genius idea to get the team together over coffee and cake, all in the name of workplace bonding and a charitable cause.

2. Get the team on board

It shouldn't be too hard to tempt your workmates with a nibble and a natter, but we've made it even simpler. Plan the day with our handy tasklist, then send out some invites and hang posters around the office.

3. Get inspired

Aside from the fabulous free kit you receive when you sign up, you can continue to get the team excited with our decorative downloads. Need some recipe inspiration? We've got it covered.

coffee.macmillan.org.uk

4. Bake (or buy!) and donate

Simply ask your workmates to make a donation for the coffee, cakes and bakes, and if you're feeling competitive set a cake judging challenge.

Whether you work in an office, a hairdressers, a garage, a doctor's surgery or your own back garden, there are plenty of ways to get involved. Sign up for the World's Biggest Coffee Morning on 27 September.



How alpha females can thrive without burnout

Bianca Best is well qualified to advise an alpha female that 'having it all' without burnout is a modern myth. She is a businesswoman, 'techpreneur', a media industry leader, author, networker and self-confessed driven woman, as well as being a transformational coach and speaker.

Bianca Best says, "There's a steely exterior that yells, 'I've got it all! Yet the truth is far from that. I've been on a long arduous journey. I've oscillated from exhilarating entrepreneurial business wins to soul-destroying corporate overwhelm. From domestic bliss to unrelenting personal chaos."

Never one to do anything by halves, the 44-year-old mother of four (including 9-year-old-twins) shares her life hacks for high-achieving women in her new book called *Flourish*, (published by Rethink Press at £12.99) demonstrating how she confidently succeeds on her own terms.

Baroness Karren Brady CBE says, "This is a transformational guide for ambitious women buffeted by the whirlwind of modern life. *Flourish* offers a practical antidote to the ephemeral pursuit of 'balance', encouraging women to redefine success on their terms and stop cycles of burnout once and for all. Bianca's six-step programme teaches simple, effective routes to maximise impact and joy. A bible for alpha females!"

"Amazing women aren't burning brightly. They're burning out – and burning out young," says Ms Best. "Women are working hard, playing hard and sadly losing respect for themselves and their natural rhythms. In all of this drive to succeed and achieve, we're also losing our sense of belonging and community."



The author knows only too well what happens when supposed 'extreme productivity' leads to burnout and weeks spent in bed immobile, while experiencing an immune collapse. "Many times, I've cracked in the wake of frenzied productivity

and become useless. I've lost weeks of my life, bedridden with immune collapse. I've lost time, comatose with exhaustion. I've even lost my hair."

Burnout is now such a significant workplace issue that it is a legitimate medical diagnosis, recently added to the International Classification of Diseases, or the ICD-11, the World Health Organization's handbook that guides medical providers in analysing diseases.

Four years ago, Bianca Best broke the cycle, discovering a way to achieve a non-conformist, personal and fresh version of success, finding a life that blends work, family, passions, friends, health, fitness and spirituality into a harmonious whole. She banished her burnouts.

Bianca learned from her experiences, noticed patterns of behaviour and discovered how to consciously seize control. She's created a model in six logical steps with her Energy-SCAPE™ programme. It's designed to identify an individual's energy flow and equip them with the tools to thrive, not merely survive.

The programme covers the topics of energy, self-awareness, cleansing, action, play and enrichment. The new Flourish book is full of sound advice and has the additional benefit of including practical exercises, leading to accelerated self-awareness and calm.

Extreme Productivity

There are six core areas that high-attaining women need to pay attention to if they want to honour the 'productivity balance system'. It covers sleep, diet, fake energy, relaxation, extreme productivity and emotional stress.

"Extreme productivity is an all-too-common energy crime committed by modern women every day", says the transformational coach. "It's something we high-achieving women are proud to have burnt into our psyches. We almost don't notice that we're extreme. We consider it part of life's plan.

"All too often we trip head-long into frantic

productivity through social conditioning born of competitiveness and goal obsession, with abominable disregard for other areas of our lives. It's also a way of hiding from emotional stress."

Top Hacks to Help Create Productivity Balance for Alpha Females

The anti-burnout coach's advice includes the following advice to redefine success plus create more time, energy, impact and happiness.

Sleep:

- Create a sanctuary in your bedroom.
- Beware of blue light from screens.
- Soak in an aromatherapy bath.
- Eat no food after 8:00 PM.
- Read.
- Enjoy silence.
- Allow time for reflection.

Self-Awareness:

- Create space for yourself.
- Practice mindfulness.
- Keep a journal.
- Master the act of listening.
- Gain different perspectives.
- 'Flip' your limiting beliefs.
- Identify your values.
- Trust your intuition.

Enrichment:

- Stop, retreat and renew.
- Respect the necessity of taking a break.
- Be kind.
- Learn – lessons are everywhere, whether they're presented as such or not.
- Follow your passion through work.
- Care about others.
- Have inspiring relationships.
- Try journaling for reflection and making wishes.
- Feed your soul by capturing thoughts and photos that fill you with joy.
- Make your home a haven.

Top tips for producing a successful corporate brochure

In today's fast-paced digital world a professionally designed and printed corporate brochure can help your business stand apart from the crowd.

The addition of a company brochure to your marketing arsenal will complement your marketing strategy and act as a valuable tool when introducing your company to prospective clients.

Explore our top tips to ensure your corporate brochure leaves a lasting impression on your reader.

1: Understand your target audience

Taking time to research your audience will steer your brochure towards success. Speak to your sales team and best customers to understand the challenges they face, then create content that shows how your business can help them overcome their concerns and issues. If they've come up with an objectives brief for you, review the points made and look at exactly what it is they're trying to achieve. It's not about showing off your company, but how it can add value to your customers' business.

2: Invest in professional photography

Brief a photographer to shoot a series of professional photographs to showcase your company at its best. Images of your business headquarters, key staff members and reception areas give a 'behind the scenes' feel to the publication to further engage the reader. To

maximise the investment, your images can be repurposed across your website and social media channels. Build a bank of images for use in your social media and press releases. Remember you want to make a product brochure pleasurable to flick through, you need high resolution photos that are relevant.

If you're using stock imagery try to find pictures that don't look like they're stock images. There are your usual go to places for stock images such as shutterstock, istockphoto, fotolia but there are also some very high quality free alternative options i.e. unsplash and pexels.

3: Readability is key

Ensure your brochure is easy to read by using headlines that entice the reader to digest the rest of the content. Make sure pages are not heavy with copy or long paragraphs by designing the layout with plenty of white space and customer-focused bullet points to grab the reader's attention. Choose a font that is easy to read and isn't either too large or too small to give your copy maximum impact and keep it easy on your reader's eye. You don't need many fonts when you're thinking of how to design a brochure, just a heading and body copy font. Use your corporate identity font if you already have one in place.



Well written copy is often the most undervalued element in brochure design as people focus to heavily on the graphic design aspect. A lot of people don't understand that copy needs to be considered as part of the overall design concept. You need to think about the flow of your brochure, which products and services will you start with and do they naturally lead on from one another. Experiment with different writing styles and gain feedback to see if it needs reworking.

When thinking of how to design a brochure, keep the end purpose in mind. Is this a brochure that's going to be posted out in response to requests made on a website? Is it a giveaway at an exhibition, or a leave-behind brochure? When someone opens it, what will it say to them? Design for that person, not for yourself.

4: Tell them what to do next!

Even a well-written, professionally designed and printed brochure can fail if the customer does not know how to take the next step and contact you. Make it easy to respond by including your contact details, telephone number, website and email address in key sites throughout the brochure with a compelling call to action. The addition of your social media handles can also be very beneficial to drive customers to search out and engage with your business online.

PrintUK.com are experts in professional online design and brochure printing.