

PA ENTERPRISE

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

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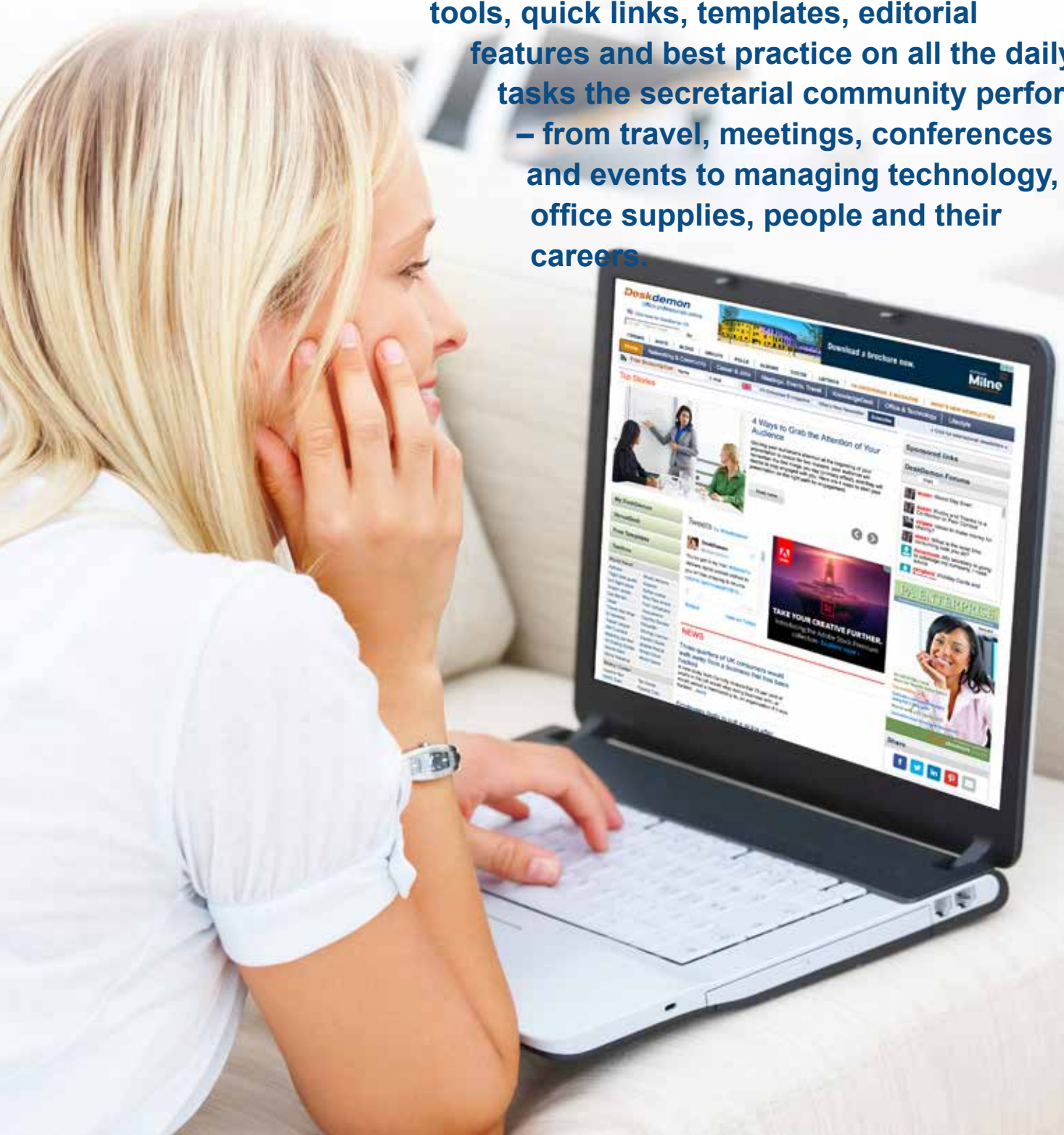
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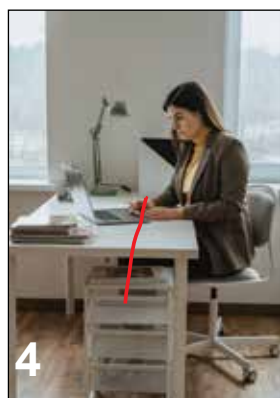
As an office worker, where do you go for information, advice, tutorials, vital tools, training and relaxation?

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



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How to avoid a sedentary day – and why you should



As we pass our two-year anniversary of using kitchen tables, beds and even ironing boards as desks, we explore how sitting still from 9-5 can take a toll on our bodies and minds. Here's a handful of workplace hacks to avoid a sedentary day – and why you really need to use them.

On any given pre-Covid day, we took for granted the amount we moved. We'd walk to train stations, stand on the tube, climb sets of stairs, walk to meeting rooms, meet friends for evening meals and eventually journey home.

Though none of that felt like exercise, it all added up to a fairly mobile day. But since working from home, our step counts have diminished into the microcosms of our homes – from table to fridge, from couch to bed, and weather-permitting, from home and back.

In fact, data published by Vitality in 2020 highlighted a 28% drop in physical events, “such as cardio sessions, daily step counts and gym workouts, during a two week period, from 16 to 26 March, compared to the 10 weeks period of 6 January to 15 March.”

This was most prominently driven by a sharp decline in the number of people reaching their daily step counts.

What's worse is that whilst working from home, our bodies have been deprived of office furniture – which, in most cases, is designed ergonomically to support our posture, the angle of our necks and even our proximity to our screens.

The science behind a sedentary day

To put it bluntly, we need to sit less and move more.

Sitting for long, uninterrupted periods of time is said to slow down your metabolism, which hinders your body's ability to regulate its blood pressure and its blood sugar levels.

In fact, sitting has been dubbed our generation's 'new smoking', and it's been called a 'lethal activity' by James Levine, a doctor of endocrinology at the Mayo Clinic. In fact, after just an hour of sitting down, studies have suggested there's a 90% decline in the production of enzymes that burn fat. But the dangers extend to our mental health, too.

A study of 3,300 workers who sat at their desks for over six hours a day scored much higher in psychological distress tests compared to those who sat for just three hours. And regardless of how much leisurely exercise they did, the stats held true.

As the research around sitting being the new smoking began to surface over the last decade, many workforces turned to standing desks as a solution. But in an interview years



later, Levine explained: “The solution to sitting isn’t to stand, though it helps...the real solution is to move. All day. The stillness is what’s killing us.”

Moving makes us happier, healthier, smarter and less stressed.

So, whether you’re hoping to spruce up your home office habits, or want to hit the ground running (quite literally) with a movement-friendly office, here are a handful of workplace hacks to avoid a sedentary day.

Whether you’re hoping to spruce up your home office habits, or want to hit the ground running (quite literally) with a movement-friendly office, there are a handful of workplace hacks you can use to avoid a sedentary day.

How to avoid a sedentary day

1. Invest in the right desk

Though standing desks aren’t the entire antidote to sitting, they certainly do help. We know a handful of offices that offer these, so get in touch if you’re ready to make the move.

If you want to take it a step further, treadmill desks – yes, it’s true – are a great alternative. The CEO of Zillow, Spencer Rascoff, for example, swears by them. He explains: “I like to keep moving throughout the day because it keeps me energized. My treadmill desk helps me do that while answering emails and doing other solo tasks.”

Or, if you prefer, cycling desks exist, too. But they’re a slightly rarer find.

2. Walk and talk

Aristotle asked his students to roam the streets, Charles Darwin famously had a specific walk reserved for thinking, and Silicon Valley's brightest minds swear by walking meetings.

They're a fantastic way to catch up with colleagues – especially for more informal chats. It's a far more dynamic experience, too; it gives your eyes a screen break, and helps you enjoy the benefits of both fresh air and exercise. If your employees are working remotely, a walk and talk phone call will do the trick, too.

3. Set up a running club

Whether you opt for a virtual run club where everyone runs at the same time in their own local area or (Covid restrictions permitting) an in-person one, the act of exercising as a group can be a great motivator to get up and moving.

Unfortunately, presenteeism sometimes leads employees to feel nervous about momentarily walking away from a busy day (despite breaks being essential to productivity), but if others are joining them, they're likely to feel more comfortable.

4. Make a habit of desk-based stretches

Don't underestimate the power of a few quick stretches to reset your posture and get your blood flowing properly. Back and neck rotations, shoulder shrugs, leg stretches and shoulder blade stretches are all easy desk-based exercises to alleviate muscle tension and stiffness.

Aristotle asked his students to roam the streets, Charles Darwin famously had a

specific walk reserved for thinking, and Silicon Valley's brightest minds swear by walking meetings.

5. Get a headset

A headset or a pair of wireless headphones can free you from being tied to your desk. If you're on calls, you can pace around your office or home, benefiting from the stimulus of new surroundings, a screen break, and of course, physical movement.

6. Set up a team step count

The general consensus is that everyone should do around 10,000 steps a day, which equates to about five miles. While some of us are perfectly motivated by the goals we set ourselves, others rely on external expectations; they'll struggle to form new habits unless people are counting on them to do so. A team step count is a great way to get everyone moving and geared towards the same achievement.

7. Get an office that helps

Though we briefly mentioned there are offices that have sit-stand desks, flexible offices, as a whole, place a huge emphasis on health and wellbeing. Though this varies on a case by case basis, they tend to include fitness classes, yoga sessions and sometimes even gym memberships as part of your monthly rent.

Alternatively, offices that embrace agile working environments are a fantastic way to get employees moving around. And even better – offices that accommodate cycling to work with bike racks, showers and lockers.

6 Business Skills you need and how to improve them

SKILLS

Business skills are an important component of workplace success. Whether you are a business owner or an employee, possessing certain business skills can positively impact the efficiency, performance and productivity of the company. In this article, we discuss what business skills are, examples of business skills in the workplace and how you can improve your business skill set.

What are business skills?

Business skills are skills that help people understand the consumer and organizational behavior and use this information to promote the success of the company. Business skills are often considered soft skills and may include team management, leadership and communication skills. These skills are primarily important for entrepreneurs, company owners and managers, however, more and more employers look for job candidates who possess a combination of both business and technical skills.

Specific examples of business skills include:

- **Time management skills**
- **Team-building skills**
- **Analytical skills**
- **Negotiation skills**
- **Problem-solving skills**
- **Sales and marketing skills**
- **Financial management skills**

Business skills will vary between company type and industry. For example, a person working in the finance industry may be required to have business skills that include being able to produce financial reports and analyze the market. Someone who works in management should be able to properly delegate and communicate with team members.

Why are business skills important?

Business skills are a fundamental component of starting, running and managing a

successful business. If you are a business owner, these skills equip you with the ability to meet the needs of both your consumers and employees. As a potential or current employee, business skills can set you apart from other workers and help you advance within your career.

Additionally, your business or career can benefit from business skills by allowing you or your company to:

- **Maintain high product quality**
- **Build excellent customer relations and customer care standards**
- **Increase performance, productivity and profits through efficient planning, management and implementation of business aims and goals**
- **Form a sound financial base and maintain a prudent financial policy**
- **Maintain a positive and productive company culture**
- **Motivate employees to perform at their best**
- **Establish profitable sales and marketing channels**

Examples of business skills

There are several different business skills you can benefit from in the workplace. While some types of businesses or positions may require specific talents, several skills are common across industries.

On the next page are six business skills you can benefit from mastering, regardless of the industry you work in:

1. Team building and team management

Achieving a business goal often begins with the ability to select and manage an efficient team. Knowing how to choose the most appropriate team, assign tasks and motivate your workers can result in your employees performing at peak levels. The better you are at team management and team building, the more able your team will be to perform as a harmonious unit and work unitedly towards a common cause.

2. Communication

Both business owners and managers should be able to effectively communicate with employees, other managers, consumers and other individuals involved in day-to-day business operations. Effective communication skills include both verbal and written and should allow you to clearly communicate information in an easily understandable way.

Examples of communication skills include being able to:

- Effectively negotiate to mediate disputes
- Compose clear and concise emails
- Confidently speak in both one-on-one settings and large groups
- Keep communication open between yourself and employees
- Effectively relay the goals of a project and the steps required to complete it

3. Delegation

As a manager or business owner, you should be able to effectively distribute work to individuals and teams depending on their abilities and proven strengths. Effective

delegation means striking a balance between freedom and responsibility. Your employees and teams should be given adequate freedom to accomplish tasks, but also the responsibility and accountability of achieving desired results within deadlines.

4. Leadership

This is a key skill of any astute business person. As your business grows, you will likely need to hire people and be able to provide them with a vision and mission as well as concrete goals to achieve. Leadership is often strategic in nature and requires you to understand how to offer your employees and teams an actionable plan and the motivation to complete it. In addition to business owners, leadership skills are also needed by those in management positions to maintain effective day-to-day operations.

5. Financial management

Business owners and those in management positions are often required to have financial management skills to effectively understand and manage the company's financial needs. Financial management skills include the ability to analyze the current market, understand investment benefits and risks, timely and effectively budget and identify anything that is negatively impacting the company's bottom line. In addition to business owners, positions that may require financial management skills include business analysts, accountants and bank employees.

6. Project management

Projects in the workplace often have specific timelines, milestones, budgets and end goals. Project management skills enable you to effectively handle day-to-day efforts as well as



the overall progress of a project. Cost control and timely completion are two important aspects of project management skills.

How to improve business skills

With research and practice, you can learn and regularly implement business skills into your day-to-day work life. The following are tips on how you can start improving your business skills today:

1. Research

Take some time to read up on the most valuable business skills needed in your industry. Determine which skills you already have and which skills you could improve. Regularly researching and studying business skills can also help to keep your skills up-to-date and allow you to remain abreast of the current and emerging business trends.

2. Find a mentor

Having a mentor who has extensive business experience can provide you with the guidance needed to develop professionally. Mentors

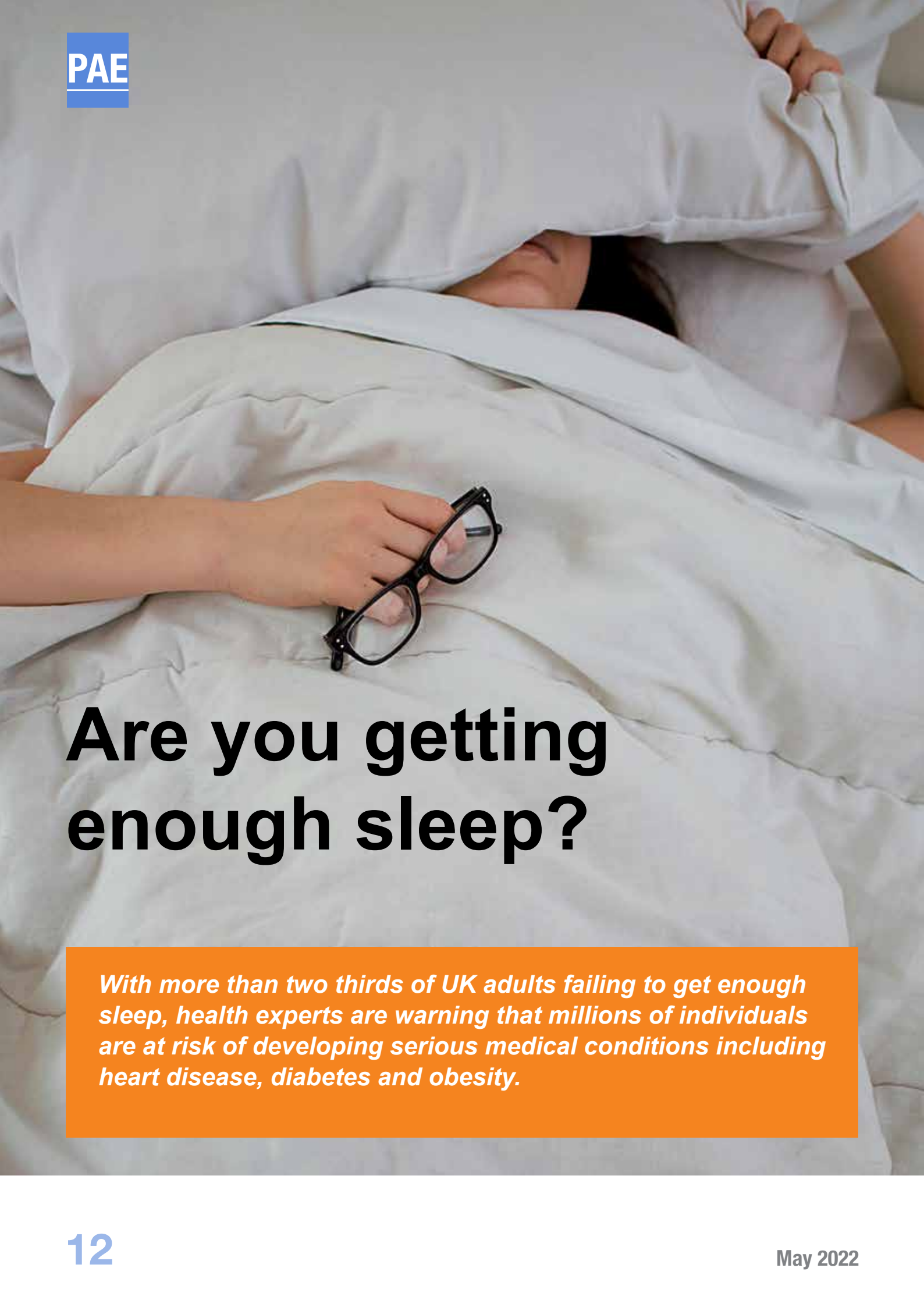
can give you both advice and support and help you determine which business skills will most benefit you in your current or desired career. When deciding on a mentor, first set clear goals of what you wish to gain from the relationship. This will allow you to choose the person who has the experience and skills that you will most benefit from.

3. Read business books

There are several helpful books on business skills that you can read to broaden your knowledge and understanding of this topic. A great way to find valuable business books that are worth your time is to search for books currently being read by business school students.

4. Take a business skills course or class

A great way to improve your business skills to take a course or class. Many courses are available online, and some are even free of charge, making it convenient and affordable to fit into your schedule.



Are you getting enough sleep?

With more than two thirds of UK adults failing to get enough sleep, health experts are warning that millions of individuals are at risk of developing serious medical conditions including heart disease, diabetes and obesity.

Research carried out by healthcare provider, Benenden Health, found that the average UK adult gets just six hours of sleep per day, with more than two thirds of the nation (68%) failing to get the recommended amount of at least seven hours.

As a result, individuals could be unwittingly putting themselves at risk of weight gain, heart disease and type two diabetes, with fewer than half of UK adults knowing that a lack of sleep can have this impact on their physical health, despite evidence to the contrary.

The survey of 2,000 UK adults identified the main reason for this widespread lack of sleep to be stress and anxiety, with more than half of adults identifying this as the principal reason for their poor sleep hygiene, creating a vicious cycle whereby mental health challenges are having a wider impact on physical wellbeing.

Loud noises, uncomfortable temperatures and going to bed too late rounded off the most common reasons for a poor night's sleep.

Nationwide, those in the North East and Scotland reported having the most sleep per day, whilst individuals in Greater London are failing to get even six hours on average.

Respondents did recognise that they are not getting enough sleep, however, with individuals admitting that they believe seven-and-a-half hours is the optimum, healthy amount of sleep per day.

Matron at Benenden Health, Cheryl Lythgoe, said: "Whilst individuals may feel like they can operate off the bare minimum amount of sleep, our research has highlighted an epidemic of insufficient sleep across the UK, with the vast majority of adults not getting the minimum

recommended amount of seven hours.

"Many of us know the positive impact that sleep can have on our mental wellbeing, but it's incredibly important for our physical wellbeing too, so making small changes to our lifestyle and investing more time in ourselves can be hugely beneficial to our overall health.

"The stresses of today are well known and it is clear that as the nation faces a mental health crisis, this is having a knock-on effect on our sleep, creating a vicious cycle of poor wellbeing. By taking small steps – trying to stick to a set bedtime, preparing a comfortable sleeping environment and winding down appropriately in the lead-up to bedtime – we can sleep better as a nation and improve our health as a result."

Cheryl's top tips for a good night's sleep:

1. Establish a relaxing sleeping routine

Take some time out to wind down before you go to bed. Activities like reading or taking a warm bath, can help you separate your sleep-time from what's been going on in your everyday life. Though being active throughout the day promotes a better night's sleep, you should avoid excess physical activity in the 1-2 hours leading to bedtime to allow the body to relax.

2. Clear the mind

With stress and anxiety the leading cause of poor sleep, doing what you can to alleviate excessive stresses can help you relax into a good night's sleep – for example, it may be worth writing a "to do" list for the following day so you can organise your thoughts and clear your mind about any stress or anxiety you may be feeling about the next day.



3. Optimise your sleeping environment

Ensure your bedroom is the perfect place to get a good night's kip. Firstly, be sure to avoid working in your bedroom if you are still working remotely. Associating your bedroom with a workplace may stop you from 'winding down' when you do want to go to sleep on an evening.

Remove digital equipment from your bedroom to avoid checking it if you wake up as they can make it more difficult to go back to sleep. You could try using an old-fashioned alarm clock instead of your phone to remove this temptation.

You should also make sure your room is at optimum temperature – aiming for it to be between 18-21° – and make sure your bedroom has good blackout blinds, as unwanted light may disrupt your sleep cycle.

4. No napping – only sleep!

If you are having trouble sleeping at night, you could be tempted to catch up with naps when you finish work on an evening. The more you do nap, the less likely your body will be 'ready' for sleep when the time arrives to.

If you feel like you are getting tired during the day, stand up and take a walk, get some fresh air or do something that will challenge your brain for a while, such as a crossword or word search.

5. Avoid stimulants before sleeping

The effects of stimulants can take hours to wear off and can have a big impact on how quickly you fall to sleep and the quality of it when you do.

Nicotine causes your heart rate and alertness to increase meaning that you feel more awake before you go to sleep. Nicotine enters the bloodstream within a few minutes but after a few hours it will begin to leave your body and due to its addictiveness, your brain will wake you up for more nicotine causing a more disruptive night.

Alcohol may make you feel drowsy, but it can disrupt you later in the night and won't allow you to fall into the deep sleep that you need. Avoid caffeinated drinks like tea and coffee before bed, however some studies suggest that malty drinks or warm milk could aid sleep.

SquareMeal announces the Top 100 Restaurants in London and the UK

The UK's leading independent restaurant guide - SquareMeal - has announced the best restaurants that London and the UK has to offer. SquareMeal's London Top 100 shines a spotlight on the Capital's greatest places to eat, as voted for by critics and diners. Elsewhere in the country, SquareMeal's UK Top 100 is the only list of its kind to exclude London's restaurants - allowing the wider UK's dining scene to truly shine.

Using a combination of thousands of reader votes and the opinion of SquareMeal's own expert critics, the UK top 100 restaurants is a true reflection of Britain's beautifully varied dining scene - with everything from fine dining experiences through to farm-to-table restaurants and everything in between. Each eatery is truly unique but they all have one thing in common - an unmissable menu.

Mayfair restaurant BiBi named the best in London



Chef Patron Chet Sharma has a seriously

impressive CV, having completed a PhD in physics and worked at L'Enclume, Moor Hall and The Ledbury before then opening BiBi last year. Stepping out from the side-lines and into the spotlight, chef Chet Sharma's debut solo venture is a confident addition to the Mayfair dining scene. Having sensed a gap in the market for contemporary Indian food made with best-of-British ingredients, his menu delivers plate after plate of vibrant fare.

Somerset restaurant named the best in the UK

Somerset restaurant Osip came out on top as the UK's best restaurant. This tiny farm-to-table gem is located in the village of Bruton and owned by ex-head chef of London favourites Portland and Clipstone, Merlin Labron-Johnson. The 22-cover restaurant is housed in a charming stone building which used to be the village ironmonger and brings top-quality cooking to this idyllic rural spot.

SquareMeal's Head of Content Caroline Hendry explains: "A huge congratulations to all 200 restaurants, and in particular to our winners Osip and BiBi, who impressed us not only with their menus but with their work ethic and positive contribution to the hospitality industry"

"While some institutions have remained in the Top 100s, many newcomers have also risen up the ranks since we last ran the awards. A wonderful accolade for each new restaurant that has opened within such a trying couple of years for hospitality."

An aerial photograph of a busy multi-lane road. The road is dark asphalt with white lane markings. Several cars of various colors (white, grey, blue, red, yellow) are visible, moving in both directions. There are large green trees planted in the center of the road and along the sides. The overall scene is a typical urban or suburban highway.

12 of the worst driving habits

Avoiding bad drivers can sometimes be difficult with so many cars on UK roads. In most cases, drivers might not know that they've committed a motoring faux pas. So, it's good to keep your habits in check and think about how you drive every now and again. See if you commit any of these driving sins.

There's always a chance that bad driving could result in injury or death to an innocent person. This is undoubtedly one of the main reasons people get so irate about terrible or reckless driving habits. With this in mind, we present a dozen of the most inconsiderate or downright dangerous driving habits that many of us deal with on a regular basis.

Tailgating

Unlike some of the others listed here, tailgating is not only profoundly irritating, but also dangerous. This is because it tends to be on motorways and dual carriageways, that another motorist will attempt to pressurise you to move over.

The main issues here are that the driver being pressurised may spend too much time looking in their rear mirror. And rising anxiety could lead to mistakes, such as speeding up to pacify the bully behind. Also, if incident happens ahead, and you have to brake, the tailgater could then ram into your car.

The best solution is to safely move into a different lane to let them pass.

If you can't, you could gradually slow down to a still sensible speed. Then, if a tailgater does slam into your car there's less chance of grievous injury or significant damage. This might annoy the driver behind, but it's a safer course of action.

Hogging the middle lane

Driving in the middle lane rather than moving over to the left lane could cause a huge tailback on motorways, ratcheting up the stress levels.

It could lead to accidents, as drivers take

chances to slip into the outside lane, causing cars in that lane to brake sharply.

Anyone hogging the middle lane would be in breach of Part 264 of the Highway Code. They could face a £100 spot fine and three points on their licence.

Hogging the outside lane

Staying in the outside lane, which is intended for overtaking only, could cause serious tailbacks and encourage cars to pass on the left. It's also a breach of Part 264 of the Highway Code.

Undertaking

The two previous examples of poor driving can prompt drivers to pass a lane hog by undertaking, which means passing on the left.

This isn't illegal in itself unless it is deemed dangerous. But it could cause accidents if the car being passed, or one further ahead, moves to their left.

Driving with full-beam lamps

It's not illegal to drive with full-beam lights on, but it is inconsiderate to fellow road users who can be blinded by the light.

It can be dangerous both to other drivers, and of course to the person leaving full-beam on, as an oncoming vehicle could swerve into their path.

Failing to indicate

Failing to indicate when changing direction is another annoying and potentially dangerous habit. It's not illegal, but nevertheless it's to be avoided.

One reason this makes the list is that many bad drivers can't be bothered to indicate even when other road users are present.

Often they don't flick the indicator lever if they're turning into a side road. As you can imagine, this is annoying if you're waiting for an opportunity to turn into the main road.

On the flip side, indicating doesn't give motorists the right to act, it just shows an intention.

You can't force your way into traffic just because your indicators are on. And don't forget you still need to give way to pedestrians who might be crossing.

Jumping traffic lights

Running a red light can be dangerous to other road users, including cyclists and pedestrians. It's also illegal, and red light cameras could catch you in the act.

Even if you just cross the white line at traffic lights, you risk a minimum of three points and a £100 fine.

Moving away slowly from traffic lights

Slowly moving off when the traffic lights change isn't illegal. But it could annoy other drivers, especially only one or two cars manage to cross before the lights change red again.

Also, it could be dangerous. A frustrated driver following the snail-like car might look for an opportunity to overtake when it's not safe to do so.

Last-minute braking

Slamming the brakes, or brake checking, is

only allowed to avoid a serious and imminent accident, such as a child running into the road.

Brake checking could result in a higher penalty, even a custodial sentence, in certain circumstances.

For instance, if a driver deliberately intended to cause a crash so they could claim on the other drivers' insurance.

In this case, the offence would be 'crash-for-cash' fraud, which is serious and likely to lead to a prison sentence.

Blocking traffic

With so many cars on the road it seems common sense to try to make driving as stress-free as possible.

Blocking roads so drivers can't make a right turn, and needlessly hold up all the traffic behind, is not on.

The same goes for stopping in box junctions, which are there to help the flow of traffic.

It's a selfish action that really can enrage even the most normally-passive driver. And it's illegal, with guilty parties facing a fine of up to £130.

Parking on the pavement

Drivers who park their cars on pavements, to the extent that pedestrians, wheelchair users and parents with prams can't pass, can be a menace.

Not only is it downright inconsiderate, it could be dangerous to the pedestrian. This could be particularly bad for people with visual impairments, who may be forced to pass the car on the road.



Parking on the pavement isn't illegal outside of London. But there are plans to introduce a change in the law to make 'Unnecessary obstruction of the pavement' illegal.

It's a different matter when it comes to driving onto the pavement to park.

Drivers who do so face a fine and may have their car towed away. This action has been illegal since the creation of the Highways Act 1835, and is now in Part 145 of the Highway Code.

Using hazard lights to excuse bad parking

One that makes people feel like tearing their hair out is when drivers park badly, stick their hazard lights on, and block traffic.

It could be frustrating for many to be

stuck behind a car parked in this way, and potentially dangerous. Part 116 of the Highway Code covers hazard lights and states: "Never use them as an excuse for dangerous or illegal parking."

Why take the risk?

Not all of these examples of bad driving could land the driver in hot water with the police, but that's not the point.

Who wants to risk getting stopped by a blue light, or even earning a reputation as a bad driver?

Points on your licence could result in higher car insurance costs in the future. So save your wallet, and play nice with other drivers.

A person is seen from the side, looking at a laptop. The laptop screen displays a complex data dashboard with various charts, including a line graph and a bar chart. The person is wearing a dark blue shirt and has their hand near their chin, appearing to be in deep thought or analyzing the data. The background is dark, suggesting an office or meeting room environment.

How to create an Analytical Report (and why it's important)

Analytical reports help businesses make informed decisions, solve issues or discover business opportunities. It's valuable to know what these reports are and how to create them so you can provide your team with data that can help increase their productivity, collaboration and adaptability. If you're a business professional, then it might benefit you to learn how to create one of these documents.

What is an analytical report?

An analytical report is a business document that uses data to display information that leads to a certain conclusion. Typically, companies create analytical reports to solve issues, find opportunities or support decisions. For example, if a business' marketing team would like to implement a new strategy, it might create an analytical report to present data that shows why the strategy is beneficial. Analytical reports represent data visually through charts and graphics. To create these reports, business professionals conduct research and synthesize it in a document.

Why are analytical reports important?

Analytical reports are important for several reasons, such as:

- **Improved productivity:** Generally, analytical reports help you gain insights about a current question or challenge the company has. You can use this information to enhance and streamline business operations to improve the company's overall productivity.
- **Enhanced communication:** When you create and present an analytical report, you enhance your team's communication. The report provides each team member with data analytics, which allows them to have intelligent conversations about an issue, question or opportunity.
- **Increased collaboration:** Having a comprehensive analytical report provides team members with information that can increase their collaboration. If you're trying to resolve a challenge, you and your team members can use the data from the report to discuss potential solutions together.
- **Improved adaptability:** Analytical reports allow you to improve your team's ability to adapt to continual changes across the market. If you have accurate data, you can use that information to adjust your team's operations, so you can manage changes as they occur.

Types of analytical reports

While you can use analytical reports for a variety of reasons, here are some common types of reports you can create:

- **Financial analysis:** The financial team of a company might create an analysis to learn about the company's finances. For example, they might use an analytical report to discover why the company is making more or fewer profits in the current quarter compared to previous quarters.
- **Operations analysis:** An organization's managers might make an operations analysis to improve the company's operational performance. Usually, these types of analytical reports show ways that the company can enhance its productivity.
- **Trend analysis:** A company's analysts might develop a trend analysis to study current market trends to be more successful than their competitors. They analyze market trends, new products and consumer preferences to develop a strategic analytical report.

How to create an analytical report

1. Identify an issue or question

Before developing your analytical report, it's important to identify an issue or question. Your question or issue is the main topic of

your report, and it can help you create an outline. For example, you might create an analytical report to determine why sales have been lower than usual. You'd use this issue to conduct research, collect data and propose solutions. To identify an issue or question for your report, try looking at how your company is currently performing.

2. Gather relevant information

Once you identify your issue or question, start gathering relevant information. This could include data or resources. If you're making an analytical report about market trends, then you might study your industry's current market or how competitors are performing. You could even read credible articles that are related to your report's topic. Inquiry informs your analytical report, so it's important to conduct accurate research.

3. Choose a format

Now that you have the groundwork for your analytical report, you can choose a format for it. There are several ways to present an analytical report, such as a spreadsheet, document or presentation. Another popular option is an online dashboard. An online dashboard allows you to create and display charts in a way that's easy to understand. Try to select a format that can present all of your data.

4. Add charts and other elements

A common component of an analytical report is its charts and other elements. Charts and graphs are how you display your data, so it's valuable to include several of these visuals. Try to add charts that accurately represent your findings. Some common graphs for an analytical report include line charts, bars charts, maps and plots. Along with charts, you



can add other elements, such as images and icons. These can help your chart be easier to read and look impressive.

5. Use design practices

Once you've added your charts and other elements, start designing your report. While you can make your analytical report as simple or complex as you'd like, it's important to use design practices. These guidelines help make your report visually appealing and easy to read. For example, a common design practice is to use a layout that's clear, with a mix of visuals and text. Another practice is to use plenty of white space to improve the readability of your report.

6. Make recommendations

The last component of your report is the recommendations. Since you're trying to solve a problem or answer a question, it's important to provide a few solutions based on your research. Try including a few recommendations in the conclusion of your report.

The benefits of Serviced and Managed office spaces

Running a business is time-consuming and often quite stressful, so it makes sense that entrepreneurs would want to lighten their load as much as possible. This is where renting serviced and managed office spaces can provide them with all sorts of benefits.



The Key Benefits of Serviced and Managed Offices

Before choosing your next office space, it's worth considering the benefits of serviced offices and managed office services. For starters, these kinds of workspaces save you from researching a range of different workspaces and navigating the complex lease agreements offered by each of them, and working out what new equipment you'll need to purchase.

1. Enjoy flexible contracts that suit your needs

One of the biggest considerations when choosing office space is the length of your

lease. In this regard, serviced offices are perfect for new businesses, or organisations that are growing quickly, because the rental terms for serviced offices are short-term and very flexible. That lets you easily upsize (or downsize) in line with your business plan. They can also be a good choice for smaller businesses with remote and hybrid staff that want to keep a central office that employees can use a few days a week.

Managed offices are also flexible, allowing businesses to negotiate contracts according to their requirements. Whether you choose a short-term or long-term lease will depend on where you are in your business plan, your business's needs and how you see those



changing over the next few years. The average lease for a managed office is typically one to three years, making it a more suitable option for businesses and SMEs looking to scale up.

Another benefit of managed office services is that they give you the flexibility to customise the workspace to create your own look, feel and company identity.

2. Keep your balance sheet in check

With both managed and serviced offices, you will only pay for the space you need, which can help to free up cash for your other business priorities. The great thing about managed offices is that all the costs are rolled into a single monthly or quarterly fee,

and there are no hidden charges after that. That gives you total cost transparency and helps you budget accordingly. Typically, your rent and utility bills, allocated parking, on-site security, waste and recycling services, and cleaning of communal areas are included in your fees (although it can differ between providers). You will also have someone on call to address any issues and provide anything you need.

One of the key benefits of serviced offices is that your rent covers the number of desks you're using, and nothing more. That makes it a great way for small businesses to keep their costs down. If your business is growing and you need more space, the flexible leases

allow you to move to a larger office, potentially in the same building, allowing for a fast and seamless transition. That makes future expansion easy and helps you control your costs in line with your income.

3. There's next to no downtime

The last thing you need when moving into a new office is a lengthy delay in operations while you set up your space. That's something both serviced and managed offices can help you with.

In a serviced office, everything you need will already be in place, so you can move in and get to work immediately. Your office will be furnished and pre-cabled, with internet and telecoms included in your serviced office package. You'll usually be expected to use your own computer equipment in a serviced office, so you may have to spend a few minutes setting it up before you can get down to business.

Like a serviced office, managed offices are also difficult to beat when it comes to maintaining the continuity of your operations. Once you have chosen how you want to configure your office, your managed office provider will do the customising while you continue to operate from your existing location. As a third party is doing all the work, you can set up a managed office more quickly than a traditional office space, which means there's little to no downtime when moving in.

Choosing Between Serviced and Managed Offices

There are three different ways you can rent office space for your business. You can go for a standard office rental, a serviced office, or a

managed office.

With a standard office rental, you're paying for a completely blank canvas - just the space, and nothing more. This then leaves you responsible for everything required to turn that empty space into a functioning office, including the set-up, utilities and furniture, and filling it with all the office equipment you need.

What's more common is to rent either a serviced office or a managed office, particularly for small and medium-sized businesses. This approach requires a lower initial investment and allows you to get up and running more quickly. But what's the difference between the two?

Serviced Offices

A serviced office is a workspace you rent that is all ready to go. The space is fitted out to the provider's specifications so you can simply turn up and start working.

contracts on serviced offices are typically very flexible and available on a short-term basis (usually one to 12 months), and often include additional facilities that are built into your monthly rent. These include reception staff, clerical support, Wi-Fi and the use of on-site meeting rooms. In a serviced office, you typically pay per desk.

Managed Offices

A managed office has similarities to a serviced office, as flexibility is built into the lease and the office is operated by a third party. However, while you have to take a serviced office as you find it, a managed office gives you the freedom to tailor the space to meet your business's requirements.

For example, in a managed office, you can choose everything from the number of chairs and desks to the location of meeting rooms and floor finishes. The provider can then deliver the space to your exact requirements to create your custom-built workspace. You typically agree to a lease of a minimum of 12 months and pay for the amount of space you occupy rather than the number of desks.

What Businesses are a good fit for Serviced and Managed Office Space?

Who uses a serviced office space? The simple answer is anyone. Many smaller and home-based businesses rent serviced offices because the benefits they provide are such a good fit for their needs. However, even some global companies rent serviced offices if they want a local hub for their employees or they'd like an affordable way to try out a new location without committing to a long-term lease.

Serviced offices are popular with:

- Entrepreneurs and freelancers who want to benefit from the facilities and improve their work-life balance
- Start-up businesses that need a flexible solution while minimising risk
- Small businesses that are growing quickly and need to be able to upsize seamlessly
- SMEs that can benefit from the networking opportunities and want the same facilities as their larger competitors (such as the use of meeting rooms)

Managed office services tend to be more popular among larger businesses across a broad range of sectors. They are the perfect

solution if you want a purpose-built and branded workspace that can help you optimise your efficiency and impress your clients.

Managed offices are often used by:

- Growing businesses with 20+ employees that are outgrowing coworking or serviced offices but still want the flexibility and convenience
- More established businesses that have previously had traditional office spaces but now see the value of a flexible solution
- Corporate project teams that need a hub in a new location so they can complete a project or contract
- International companies looking for a more agile space to better accommodate modern working styles

Meeting the demands of modern working styles

Businesses now have more choice about their working environment than ever before. And with many businesses embracing a more agile approach, the benefits of serviced offices and managed office services can make them an excellent fit.

Whether it's a serviced office complete with breakout areas, meeting rooms and in-house reception staff, or a fully customised managed workspace, we can help you find the right office space for your business. We know the office market inside out and our service is entirely free. Just take a look at our available office spaces or get in touch to discuss your requirements with our team.