

# STEER YOUR BUSINESS

## Guide to Workplace Policies and Employee Handbook

Rebecca Lister, Eclipse HR

### THE CHALLENGES OF NETWORKING

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Linda Cloke, Synergy Networking  
Events

### REWIRE, RESET & RECHARGE: THE LIFE-CHANGING TOOLKIT FOR WOMEN IN BUSINESS AT A CROSSROADS

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Sue Lee

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# SYNERGY BUSINESS NETWORKING



**Synergy Networking Events launches FREE learning and development hub for business owners and founders.**

The Synergy Business Academy launched in July 2025, giving entrepreneurs and founders the opportunity to address any skills or knowledge gaps in their businesses.

Created as a FREE public Facebook community, Synergy Business Academy (SBA) will provide live weekly video training sessions (also streamed via LinkedIn) on a wide range of subjects. The videos will stay in the group so that people can watch them as many times as they like, along with the opportunity to ask questions to other members.

SBA was the vision of Synergy Networking Events co-founder, Linda Cloke. She says:

*"The Synergy Business Academy will enable founders and directors to address any knowledge and skills gaps, and help with mindset and motivation. We wanted to create something free that all business owners and entrepreneurs could access, not just in Kent, but from anywhere in the UK."*

If you own a business or you're interested in refreshing your skills and knowledge, you are very welcome in the SBA community.

Join the free Synergy Business Academy:

<https://www.facebook.com/groups/synergybusinessacademy>

## Dates For Your Diary

### SEPTEMBER

2<sup>nd</sup> - Whitstable Walk - 09.45  
2<sup>nd</sup> - Medway - 18.30  
9<sup>th</sup> - Tunbridge Wells - 18.30  
10<sup>th</sup> - Whitstable - 18.30  
12<sup>th</sup> - Maidstone Walk - 10.00  
15<sup>th</sup> - Maidstone - 18.30  
24<sup>th</sup> - Whitstable - 10.30  
25<sup>th</sup> - Dartford - 18.30  
30<sup>th</sup> - Ashford - 18.30

### OCTOBER

1<sup>st</sup> - Sidcup  
7<sup>th</sup> - Whitstable Walk - 09.45  
7<sup>th</sup> - Medway - 18.30  
8<sup>th</sup> - Whitstable - 18.30  
14<sup>th</sup> - Tunbridge Wells  
20<sup>th</sup> - Maidstone  
22<sup>nd</sup> - Whitstable - 10.30  
27<sup>th</sup> - Ashford - 18.30  
30<sup>th</sup> - Dartford - 18.30

Please book on the [website](#) or  
email: [linda@synergynetworkingevents.co.uk](mailto:linda@synergynetworkingevents.co.uk)



# LETTER FROM THE EDITOR

How is it September already? Christmas is just around the corner which is a scary thought!

After a crazy summer weather wise, how is your business looking?

We have an eclectic mix of fabulous articles to support your business in this issue ranging from ...

We have some new contributors with an amazing amount of knowledge to share with our readers.

If you have a look through all the different articles, I'm sure you'll find something which is relevant to you and your business.

All our contributors are experts in their field so please connect with them and see how you could work together to grow our community.

*Sally*

**Editor**

# Are you ready to take your business to the next level?

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# GUIDE TO WORKPLACE POLICIES AND EMPLOYEE HANDBOOK

Clear and accessible HR policies are vital for every organisation. They ensure legal compliance, consistency, and employee understanding across all aspects of human resource management.

Whether it's a bullying and harassment policy, health and safety policy or disciplinary policy, having effective HR policies in place protects your business and your people. An HR consultancy like Eclipse HR can support your people strategy with tailored guidance and documentation.

HR Policies and Handbooks: A Must-Have for Today's Workplace

With the ever-changing nature of the work-environment, clear and comprehensive HR policies and employee handbooks are becoming more and more of a business necessity. Creating effective HR policies isn't just a compliance checkbox – it's your frontline defence against workplace issues, legal issues, and reduce employee confusion.

What are policies?

Workplace policies are statements outlining your businesses practices and procedures. You can have policies covering everything from day-to-day conduct to operational procedures.

HR policies and handbooks can be dynamic and vital tools that outline rules, regulations, and expectations that govern employee behaviour, rights and responsibilities within an organisation.

Clear and accessible HR policies are vital for every organisation.

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By Rebecca Lister of Eclipse HR

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Policies can also provide your business with a clear framework and structure for addressing issues.

Having these policies in place ensures that procedures are clearly explained to staff and employees can understand what is expected of them. Policies can also provide your business with a clear framework and structure for addressing issues.

Having carefully drafted HR policies and procedures, which are in line with employment laws and regulations, can be essential in ensuring organisations are staying compliant. A well-written handbook/policy can outline any statutory rights and obligations and provide guidance and framework on how to deal with any issues legally.

In the event of a dispute, having documented policies in place can provide evidence that the organisation has taken steps to inform and protect employees, as well as show that legal obligations were followed.

Policies and handbooks also provide frameworks for employees, offering clear guidance on company expectations, procedures and workplace conduct. Having consistent procedures and rules in place ensures that all employees are treated fairly and consistently. A consistent framework also means that responses to issues are grounded in company policy, allowing managers and HR teams to deal with issues objectively and fairly.

It can be hard for businesses to know where to start when it comes to policies and handbooks. Keeping up to date with changes to employment law and understanding how these may impact you and your organisation, is the best way to ensure your policies and handbooks are relevant and compliant. Having regular reviews and updates, is a much-needed way to ensure you are keeping pace with any changes.

When drafting policies and a handbook, you must ensure they clearly state their aims and have clearly defined terms to ensure they are easy to understand and follow. Having jargon filled policies benefits no one and can leave managers and staff alike, confused and unsure what procedures are in place.

Make sure policies and a handbook are readily available and accessible by managers and staff alike. Ensuring everyone knows where a handbook and policies can be accessed, ensures staff are aware of how to review procedures to be followed.

### How Eclipse HR Can Help

An effective HR policy framework should align with your broader HR strategy and business goals. HR professionals can help ensure that employment contracts, employment rights, and company policies are clearly defined, consistent, and easy to implement.

By partnering with expert HR consultants at Eclipse HR, you'll benefit from strategic insight and compliant documentation, tailored to your organisation's unique challenges and workplace issues.

Here at Eclipse HR, we understand the significance of HR policies and/or a handbook; and are best placed to offer you tailored documents to meet your businesses specific needs. By working closely with your organisation, we can understand your goals and ethos and ensure employment policies and handbook are customised to reflect this.

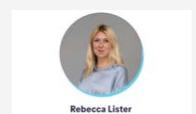
For businesses seeking to establish clear guidelines, ensure legal compliance, best practice and promote consistency across their handbook, employment policies and practices, get in touch to talk with a member of our team today!

Contact Us:

<https://www.eclipsehr.uk/>

[enquiries@eclipseHR.uk](mailto:enquiries@eclipseHR.uk)

[01580 765722](tel:01580765722)



# BANK OF ENGLAND CUTS BASE RATE TO 4%: WHAT THIS MEANS FOR BUSINESSES

By Ellie Tombling, Azets

Lower interest rates mean more favourable borrowing conditions



The Bank of England has reduced the base rate to 4%, marking the lowest level in two years. This signals a potential turning point for businesses across the UK, offering a window of opportunity to reassess borrowing strategies and financial planning.

Why this matters

Lower interest rates mean more favourable borrowing conditions, which could significantly impact how businesses

:

- Refinance existing debt
- Raise capital for expansion
- Manage cash flow
- Fund new investments

With borrowing costs easing, now is a strategic time to review your funding arrangements and ensure you're making the most of current market conditions.





If you're starting to think about how this rate change could benefit your business, now's the time to act.

We're seeing a shift in business sentiment  
As interest rates continue to ease, we're seeing a shift in business confidence. More business owners and finance leaders are starting to ask:

- "Should I refinance now?"
- "Can I access better funding terms?"
- "Is this the right time to invest in growth?"

These are the right questions to be asking - and our Advisory teams are here to help you answer them.

How we can support you

Our specialists work with businesses of all sizes to:

- Evaluate refinancing options
- Source competitive funding solutions
- Optimise capital structure
- Support growth and acquisition plans

If you're starting to think about how this rate change could benefit your business, now's the time to act.

Whether you're looking to reduce your financing costs, unlock new funding to support your ambitions or consider the impact on your cashflow, we can help you make informed decisions.

Get in touch with our team today.

Ellie Tombling

[Ellie.tombling@azets.co.uk](mailto:Ellie.tombling@azets.co.uk)



# BEWARE OF THE CASH GAP: A SMALL BUSINESS OWNER'S GUIDE TO SMOOTHER CASH FLOW

By Anita Pickersgill



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Instead of trying to explain what defines the cash gap and the formula to calculate it, here is a little story.

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When Maria opened her local bakery, she never imagined that success could bring stress. Customers loved her cakes and orders were piling up. But behind the scenes, Maria was struggling—her suppliers demanded payment up front, while catering clients sometimes took 45 days to pay.

Even though her bakery was profitable on paper,

Maria often found herself scrambling to cover payroll and rent. What she was experiencing is known as a cash gap.

A cash gap is the time between when you pay money out (to suppliers, staff, rent) and when you actually receive money from your customers.

In Maria's case:

- She paid her flour supplier on day 1.
- Her bakery delivered catering orders within 10 days.
- Her clients paid 45 days later.

That's almost two months of expenses Maria had to cover before seeing the cash.

Why Cash Gaps Hurt Small Businesses  
Cash gaps are dangerous because:

- You might struggle to cover bills, even if sales are strong.
- Expensive short-term loans or credit cards may become a lifeline.
- Growth stalls—you can't buy more inventory or take on bigger projects.

But Maria's story didn't end there.

She made a few changes that turned her cash flow around.

# Cash gaps are common, but they don't have to control your business



## How Maria Reduced Her Cash Gap

1. Faster Customer Payments \*\*\* Only offer a discount if the profit margin has calculated for it

Maria switched to an online invoicing system and added a small 2% discount for clients who paid within 10 days.

Many took advantage, which sped up her cash inflows.

## 2. Negotiate with Suppliers

Instead of paying for flour immediately, she asked her supplier for 30-day terms. Because she was a loyal customer, they agreed.

## 3. Watch Stock Closely

Maria noticed she was overstocking on specialty ingredients that sold slowly. By ordering smaller amounts more frequently, she kept more cash in the bank.

## 4. Started Forecasting

Each month, Maria created a cash flow forecast to see when money would come in and go out. This let her plan ahead, not panic.

Within a few months, Maria had turned her cash gap from 60 days down to just 15.

She no longer worried about covering payroll, and she had the confidence to invest in a new espresso machine that boosted sales even more.

- Invoice quickly and clearly — don't delay asking for money you've already earned.
- Encourage faster payments with discounts or digital payment options.
- Negotiate supplier terms to match your cash cycle.
- Manage stock smartly so cash isn't stuck on the shelf.

Forecast regularly to stay ahead of shortfalls.

If you would like help with reducing your cash gap then reach out today email

[anita@thornburycollections.co.uk](mailto:anita@thornburycollections.co.uk) or call 07506735705

Cash gaps are common, but they don't have to control your business. With planning and a few strategic moves, you can shorten the gap, free up cash, and give yourself room to grow—just like Maria did.



# THE CHALLENGES OF NETWORKING

By Linda Cloke of Synergy Networking Events

We all have different challenges when it comes to networking.



We all have different challenges when it comes to networking. With some of us it starts with the drive there and whether or not we can find a parking space. If parking is too far away, we could choose to turn around when we are walking to the venue or if we arrive at the venue and it isn't clear where to go this could be the point we decide to leave.

If we make it past these two hurdles, then we see no one we recognise in the room we may choose to find the cloakroom and then look for the exit.

Once in the room we may find that we know many of the people and spend the whole event in the safe space with them. Whether you are networking for your business or someone else's, it often means stepping out of your comfort zone and the key is in preparing your mind beforehand. It is focusing on the benefits networking will give to you personally and to your business or job role.

Networking provides industry insights, increases personal confidence and opportunities so it is worth the effort. When we look up advice on how to deal with challenges we are told to look at a list of who is attending and find the people we want to speak to in the room.

It is worth the wait as once the trust is established the people you meet don't just use your services for their own needs, they also recommend you to others and often actively seek clients for you.

This isn't as easy as it sounds as in a room of 100 people not many of us move around the room scanning people's badges. I would advise moving to the tea station first and starting a conversation with someone you do not know there.

The key when opening a conversation at a networking event is to ask questions and listen to the answers, then having a conversation around that topic rather than immediately telling the person all about your business. Listening and being authentic often leads to genuine relationships being formed which is when the magic of networking starts to happen.

When I first started in business and advertised in newspapers they always said to me there is no point advertising for one month, you need to promote your business in this newspaper for a minimum of 6 months to build trust with the readers. Networking isn't any different and also is not a quick fix it is a long game as with any type of promotion. To maximise the effectiveness of networking you can follow up on the contacts you make by following and engaging with their social media pages. So, if you only meet certain people once a month then you are staying on top of their mind by commenting on their content. This activity strengthens your relationship with them as it helps their socials reach a wider audience.

So are you ready to build long term relationships to promote your business? It is worth the wait as once the trust is established the people you meet don't just use your services for their own needs, they also recommend you to others and often actively seek clients for you.

Linda Cloke  
Partner , Synergy Networking Events

[www.synergynetworkingevents.co.uk](http://www.synergynetworkingevents.co.uk)

So, are you ready to build long term relationships to promote your business?



# GOOGLE ADS: A MYTH ABOUT BIG BUDGETS

The reality is that Google Ads is a remarkably flexible tool that operates on a pay-per-click (PPC) model.

By Joanne Gregory of Gregory Marketing Ltd



As a business owner, you're always looking for effective ways to attract new customers and grow. Yet, many believe that platforms like Google Ads are exclusively for large corporations with massive marketing budgets. This isn't just a myth—it's a barrier that stops promising companies, whether they're just starting out or ready to expand, from reaching their full potential.

The reality is that Google Ads is a remarkably flexible tool that operates on a pay-per-click (PPC) model. This means you only pay when someone actually clicks on your ad. Unlike a huge billboard or a magazine ad with a fixed, high cost, you have complete control over your daily spending limit. You can start with a small, manageable budget and scale up as your business grows. It's a level playing field where a smart strategy can beat a big budget.

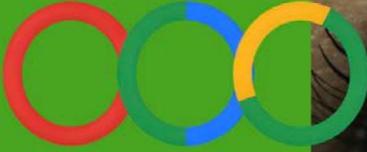
A successful campaign isn't about how much you spend; it's about spending your money wisely. By targeting the right keywords, you ensure your ads are shown to people who are actively searching for your specific product or service. This precise targeting is what makes Google Ads so effective for any business, helping you make every pound count.

At Gregory Marketing Ltd, we're proud to help businesses of all sizes understand and navigate the world of Google Ads. Our approach is to strip away the jargon and focus on what truly matters to you: getting new customers and growing your business. We believe your marketing partner should speak your language, not theirs. Don't let the myth of big budgets prevent you from using one of the most powerful advertising tools available. A well-managed, cost-effective Google Ads strategy can put your business in front of the right people, helping you move to the next stage of success.

Get In Touch : [expertppc.co.uk](http://expertppc.co.uk)

# STRUGGLING TO UNDERSTAND GOOGLE ADS?

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# Synergy Networking Events

Synergy brings business networking to Kent with monthly gatherings that are structured for success.

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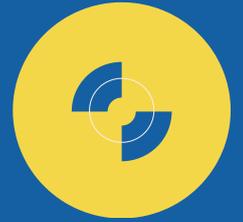
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We are Constant Recruitment. Your local recruitment partner in Ashford, Kent.

We specialise in permanent recruitment across IT, Legal, and Business Support roles, working with SMEs across Kent, London, and the South East.

Whether you need a Software Developer, Legal Secretary, or Office Manager. We can help.



## What makes us different?

We do not just send CVs. We listen, we see what others miss, and we match the right people to the right roles. Which means people and businesses grow together

We started out in 2012 in IT recruitment, placing top tech talent into roles from 1st Line Support to Senior Developers. But our clients kept coming back with a new request:

“Can you help us find someone just as good for our legal or office team?”

The answer was yes.

Now, we apply the same trusted, consultative approach across legal, professional services, and general office roles. One team, one process.

All driven by the same core values:

## Our Core Values

- ◆ Honesty – Clear, open communication. No waffle. No false promises.
- ◆ Integrity – We always put people before placement.
- ◆ Diligence – We take the time to get it right.

Why choose Constant Recruitment?

- ✓ Local, experienced team – Based in Ashford, with over 100 years' combined experience
  - ✓ Industry insight – We know IT and legal inside out – because we've worked in it
  - ✓ Innovative pricing – Monthly payment plans with no upfront cost – ideal for cash flow
  - ✓ No screening shortcuts – just proper, people-first recruitment
  - ✓ Long-term focus – We care more about the right match than a quick fee
- We work with companies who want a recruitment partner, not just a CV service. If you're hiring, we can help you write a strong job spec, market the role, screen applicants, and manage the whole process. Saving you time, money, and stress.

## Real results:

We recently worked with a growing SaaS company in Maidstone who needed to scale their tech team quickly. Over 12 months, we helped them hire a full squad. From graduate developers to a Head of Product. Our monthly pricing model kept recruitment affordable and flexible, helping them grow with confidence.

A pricing model built for small businesses

Recruitment costs can be a blocker for smaller businesses. That's why we offer a flexible model: spread the cost over 12 equal monthly payments. No large upfront fee. And if your hire leaves early, we stop invoicing. It's that simple. It improves cash flow, reduces risk, and keeps everyone focused on long-term success.

And if you are job-hunting? We've got your back. We'll give honest feedback, help you improve your CV, and only put you forward for roles that suit your skills and goals.



Rachel Constant-Taylor

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[www.constantrecruitment.co.uk](http://www.constantrecruitment.co.uk)



# FORECASTING CASHFLOW!

By Sally Marshall

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## Having a cashflow forecast will help you manage your business

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Many of the business owners that I work with don't spend any time working ON their business but prefer to work IN their business. After all, that's what they went into business for isn't it?

But ... it's important to spend some time working ON the business as well.

Making a sale is one thing but when will you actually receive the cash into your business?

It could be that your payment terms state 7 days or maybe 30 days from the date of the invoice. In some cases it could be even longer until you actually see the funds in your account.

If you have bills to pay - and who doesn't - then you need to know when the funds will be available to you.

Some business models support regular payments known as recurring income. This could be a subscription model where your clients pay a regular amount every month. This is great for cashflow as it keeps your bank account topped up on a regular basis, enabling you to pay your bills as they become due.

If you have a cashflow forecast, you can see at a glance what funds you are expecting and when.

This is therefore an important document and should form part of your regular business review.

In fact, it's a major factor when you set up the business and decide on a business model that you are going to follow.

Could you include a subscription based package into what you offer?

Business owners quite often think that isn't for them but if you can, it will definitely help with your cashflow.

Once you have a customer, you want to keep them and a subscription is one way to do that.

# A subscription model can help with your cashflow and increase your revenue



Having worked out your cashflow, then you can set your budget so that you know what you're spending and when. A budget is not set in stone but it does give you a good idea of where the money goes and what you've got coming up. You can forecast the bigger items that you need to pay for and when.

Looking at the budget will also enable you to see where you need to increase spending or reduce costs for example. You might decide that you need to allocate more money to marketing for instance. This is often where businesses cut costs when times are hard but actually without marketing, no-one knows who you are or what you do. Marketing should therefore be higher up the list for "must do" things rather than on the list for savings.

When your marketing is working well, it will bring in new customers and increase your cashflow. The key is finding what works for your business and then do more of it, not less.

Once your business is a bit more established, you can start to look at performance metrics. That doesn't just mean the financials, but where your customers find you (back to marketing again), how long they stay, how much they spend etc.

It's most cost-effective for a business to retain their customers than go looking for new ones so customer retention is a key metric to keep an eye on.

Looking at customer reviews is a great way to improve and grow your business. Everyone loves a good review and that's great. You know you're on the right track and need to do more of the same.

But ... the bad reviews are the ones that you should focus on. Not in a negative way but in a constructive way. They will tell you what going wrong and your action is then to fix it as quickly as possible and turn disgruntled customers into ambassadors for your business.

Once you know what the issue is, you can find a solution to fix it. That in itself will affect your cash flow and help you to get back on track.

We all look at reviews whether we are looking to purchase something or try a new restaurant etc. They are a key metric for any business and can make or break them.

Cashflow and budgeting are not the most interesting parts of running a business but they are key to keeping on top of everything.

Need some help?  
[Get in touch](#)



# REWIRE, RESET & RECHARGE: THE LIFE-CHANGING TOOLKIT FOR WOMEN IN BUSINESS AT A CROSSROADS

By Sue Lee

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## When the Spark Fades: Why So Many Women Hit This Stage

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For many women in business, life can feel like a constant balancing act. Managing a career, a household, relationships, and the ever-changing demands of our own bodies. For those in their 40s, 50s, and beyond, the pressure can intensify.

Perimenopause and menopause can bring a wave of changes: disrupted sleep, hot flushes, mood swings, brain fog, aching joints, low energy, and, for many, a creeping loss of confidence and self-esteem. These shifts don't just affect how we feel physically, they can erode our motivation, cloud our decision-making, and leave us wondering where our old spark has gone.

I work with many brilliant, capable women who tell me, "I just don't feel like myself anymore." If this sounds familiar, you're not alone, and it's not a sign of weakness. It's a sign that your mind and body are calling for a reset.

### A Mind-Body Reset for Lasting Change

That's why I created the 'Rewire, Reset & Recharge Program' a tailored approach designed to help women reclaim their energy, confidence, and clarity so they can get back to living and leading fully.

My work combines a range of proven tools that address both the mind and body:

- Life Coaching to help you clarify what you really want, set meaningful goals, and rebuild confidence.
- Hypnosis to release unhelpful patterns and reprogram your mindset for success and self-belief.
- Mindfulness Meditation to calm the mind, improve focus, and create space for better decision-making.
- Breathwork to lower stress, regulate the nervous system, and boost energy.
- EFT (Emotional Freedom Technique) to dissolve emotional blocks and reduce anxiety.
- Health Coaching to improve sleep, nutrition, movement, and daily habits in a sustainable way.

If you're at a crossroads, tired of feeling flat, stuck, or unlike yourself, there is a way forward.



The power of this program lies in the fact that it's not "one size fits all." We work together to identify exactly what's holding you back, whether it's stress, poor sleep, low mood, physical discomfort, or self-doubt, and then create a personalised plan to address it.

### Reclaim Your Energy, Confidence, and Clarity

I've seen women go from feeling drained and directionless to feeling energised, motivated, and in control again. They sleep better, think more clearly, and rediscover the confidence they thought was gone for good.



When you've been running on empty for too long, it can feel indulgent or even selfish to focus on yourself. But the truth is, when you take care of your own mind and body, you have more energy, focus, and passion for your business, your family, and your life.

If you're at a crossroads, tired of feeling flat, stuck, or unlike yourself, there is a way forward. The Rewire, Reset & Recharge Program is here to help you reconnect with your strengths, restore your energy, and reignite your spark. It's not about going back to who you were, it's about becoming the best version of who you are now.

Sue Lee is a certified Hypnotherapist, Life, Health & Wellness Coach specialising in helping women in business overcome burnout, self-doubt, and life's transitional challenges.

Through her Rewire, Reset & Recharge Program, she blends mindset work, holistic health strategies, and practical tools to help women restore their energy, confidence, and clarity.

Connect with Sue at [www.sueleehypnotherapy.com](http://www.sueleehypnotherapy.com) or on LinkedIn at [www.linkedin.com/in/sueleehypno](https://www.linkedin.com/in/sueleehypno) or book your 'Discovery Call' with Sue directly <https://calendly.com/sueleehypnotherapy/30mins>

# RESILIENT PEOPLE, LEADERS, TEAMS AND ORGANISATIONS HAVE A PURPOSE!

By Russell Harvey, The Resilience Coach

I clearly identified my purpose as “to positively affect 100,000 people by the year 2025.”



I've recently achieved a couple of significant milestones in my life and business. Firstly, I am celebrating 10 Years of The Resilience Coach and secondly, in 2017, I knew I needed to be a better Resilience role model and have a clearer Purpose as it is one of the specific dimensions of being Resilient.

To that end I clearly identified my purpose as “to positively affect 100,000 people by the year 2025.”



This could be by developing a client's self-confidence, providing clarity and direction to their role, providing them with the tools and techniques to create the right conditions to apply "transformation" to their department or company, and much more.

I'm extremely happy and proud to let you know I recently achieved this stated Purpose!

Now I need a new one.....

According to [the Cambridge Dictionary](#), purpose can be defined as "why you do something or why something exists," or "the feeling of knowing what you want to do."

My Purpose was like a guiding light/internal compass for me. It enabled me to:

- make decisions on who I would and wouldn't work with
- gain clarity on how I needed to turn up in work and life to be the best version of myself
- make better choices on what genuinely was and wasn't a priority
- have a real sense of identity about who I am, which gave me greater satisfaction and confidence.

And so much more.

Having a sense of purpose is crucial for well-being - both personally and professionally.

It provides direction, motivation, and a sense of fulfilment - impacting everything from mental and physical health to career satisfaction and resilience.

Purpose injects life and meaning into the workplace - transforming it into a [vibrant ecosystem](#) where both individuals and organisations thrive.

Here are some reasons why purpose is an essential ingredient for workplace success:

### Meaningful engagement

When employees have a clear sense of purpose, their work becomes more than just a means to a pay cheque. It becomes a meaningful endeavour - aligning with their personal values and aspirations.

This sense of purpose encourages them to go above and beyond - contributing their best efforts to achieve shared goals. Purpose-driven employees are more likely to be passionate, dedicated, and committed to their work.

### Motivation and drive

When individuals understand how their work contributes to a larger vision or societal impact, they feel a sense of pride and fulfilment.

This purpose provides them with a reason to push their boundaries, overcome challenges, and strive for excellence.

### Retention and attraction of talent

In today's competitive job market, attracting and [retaining top talent](#) is a pressing concern for organisations.

Purpose plays a pivotal role in this regard. Organisations that infuse purpose into their culture become magnets for talent - attracting passionate, driven, and eager individuals to make a difference.

### Resilience and adaptability

When employees understand the purpose behind their work, they're better equipped to [navigate challenges and setbacks](#).

They're united by a shared sense of purpose - enabling them to face storms and adapt to new circumstances more easily.

### Customer connection and loyalty

When business purpose aligns with the values and needs of its target audience, a deep connection is formed.

Purpose-driven companies often cultivate a loyal customer base that believes in the mission and becomes advocates for the brand.

In essence, Purpose infuses work with meaning, passion, and direction. It empowers individuals to also find [purpose and fulfilment](#), drives organisational success, attracts top talent, and fosters a resilient and customer-centric culture.

We only need one Purpose in life, however, whenever I work with Leaders, one of my initial questions to them is, "What is your Leadership Purpose?"

Most of the time, I get a blank expression...

So, what is yours....?

Russell

Podcast Episode 1 Series 1 (all episodes available on website) <https://www.theresiliencecoach.co.uk/podcast/e01-what-is-resilience>

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### Steer Magazine

Steer Your Business is a business magazine to support SMEs with information and resources to help them with their business. None of us know it all and running a business is no different whether you're a start-up or a more established business. Everything changes so quickly that keeping up-to-date can be a challenge. Steer Your Business brings together an eclectic mix of information from different sectors to support business owners moving forward.

### Distribution & Readership

The magazine has a wide social media reach across the main business platforms of Linked In, Twitter and Facebook. Social Media has opened up significant target markets and has made our material, accessible to a wide variety of businesses. A large proportion

of our readership view online, either via our app or through the website and of course social media sites.

The magazine has achieved a wide international presence, viewed online and providing support and the best business resources to grow in international networks. The print edition of the publication is sent to key decision makers from blue chip companies to SME's by paid subscription.

Our business development manager will be pleased to discuss the vast scope of media opportunities, for aspirational SME businesses, both in the U.K. and overseas markets.

### Rates & Packages

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- Front cover, full colour picture or montage.
- Credit on the contents page
- Full page of editorial.
- A MPU on the website for a month and listing in the business directory in both print and digital versions

£1495

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