



September  
2007

# BUZ WORD

Newsletter of the Business Connection

Bringing you news about the club and its members, as well as information to help your business prosper.

## The Business Connection

### Meeting Format

Meetings take place in the evening. Soft drinks and coffee are usually served from 7.00pm with light refreshments. Our standard meeting cost is £12 but only £7 for members. The formal part of the meeting begins around 7.30 and membership information, new member introductions and the speaker for the evening last until 9.15pm when we break for more refreshments. There will be time for networking before, during and after the serious business so bring your business cards. See individual meeting announcements for changes to these times.

**Annual Club Membership** costs just £35 and includes free links to your web site from ours, a free self-creation members' directory, and reduced entrance charge to our meetings.

### Our Next Meetings

#### The Business Connection

Tuesday 16th October 2007,  
Venue and topic to be confirmed,  
please see updates on our website.

#### Women's Connection

Friday 19th October 2007,  
12 noon - 2 pm, at Harrow in  
Business.

Contact Rhona Denness  
(020) 8427 6188 for more details.

### Future Meetings

Visit Future Events on our  
web site:

[www.businessconnection.org.uk](http://www.businessconnection.org.uk)  
for full, up-to-date details.

## The next Women's Connection meeting

Friday 19th October 2007 from 12.00 – 2.00 pm,

Venue: Harrow in Business Enterprise House, 297 Pinner Road, Harrow HA1 4HS.

Batteries recharged after the Summer break? Want to get your vision back on track? The Women's Connection has some good news for you. The Women's Connection in partnership with Harrow in Business are holding a mentoring surgery, where your business concerns can be addressed and those burning questions answered. An array of business advisers with a range of expertise from finance to marketing will be on hand to meet your every need from 9.30 until 12.00 at Enterprise House. This will be at no charge.

This will be followed by our networking lunch from 12pm - 2pm. Cost: Members: £7 Non-Members £12.

**To book a morning slot** with an adviser please call Rhona on **020 8427 6188** or e-mail her at [rhona.denness@hib.org.uk](mailto:rhona.denness@hib.org.uk)

**To book for the networking lunch** - You can either send a cheque payable to the Business Connection to Enterprise House, 297 Pinner Road, Harrow, HA1 4HS or payment can be made online at [www.eggmeg.co.uk](http://www.eggmeg.co.uk)

## Last months meeting - Summer BBQ

On 14th August 2007, on a not-so-sunny summer's evening the annual barbecue was held at the Amano Restaurant - Northwick Park Playgolf. In spite of the rain the event got off to a great start with welcome drinks and nibbles, followed by a wonderful buffet style barbecue.

The entertainment for the evening was provided by resident jazz singer, Ava Golding who blasted out many popular tunes, past and present. Money was raised during the evening with a raffle, for which many of the prizes were donated by Business Connection members. A total of £91 was raised for Harrow Mayor Jean Lammiman's chosen charity of the Teenage Cancer Trust. A big thanks to all who participated.

## New rules on disposal of electrical and electronic equipment

With more than one million tonnes of waste electrical and electronic equipment (WEEE) being thrown out each year in the UK, new rules on disposal and recycling are set to take effect in 2007.

The Government recently published draft regulations, and is inviting responses. The main principle behind the proposed rules is that producers and distributors of electrical and electronic equipment (EEE) must take responsibility for the potential environmental effects of their goods once they are disposed of by their owners.

The draft regulations impose different obligations on producers and distributors: Producers must either set up their own system for collecting, treating, recycling or disposing of WEEE, or else join a collective producer-compliance scheme (PCS) for the same purpose.

Distributors must provide a range of environmental information about WEEE to consumers, and must also provide consumers with a free-of-charge means of disposing of their WEEE—this can be done in-store or through a joint distributor take-back scheme (DTS)

### \*Office Furniture in Light Oak available, at no charge for an office of 5-6 people.

Items Include:

5-6 desks, 5-6 under desk filing cabinets, Meeting Table with chairs, Big Filing Cabinets and a Book case (desk height).

The owner would like these to go to a small business owner who is setting up a new office, who would like to take all the items in one go. If you are interested please call Ian Parkinson on 07757 257644. All these items are available to be picked up from a residence in Eastcote. \*

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Web: [www.businessconnection.org.uk](http://www.businessconnection.org.uk)

## Who do you think you are?

Decision makers have established a level of success but there's always room for improvement. By examining your strengths and weaknesses, you can give your best to your business.

Concentrating on your strengths means you can spend time doing what you do best. But identifying weaknesses is equally important - not only so you can delegate tasks - but so you can develop your own skills.

Creating a personal development plan helps identify areas for improvement. The process defines a list of structured, realistic and achievable learning objectives that deliver measurable value to you and your business.

Implementing personal development plans for your employees could also help you delegate. A motivated employee who wants a new challenge may welcome the prospect of inheriting some of your responsibility.

Losing control can be difficult but delegation can make your business stronger. Others may do things differently, but their approach might be better. Building a team you can trust, communicating with that team effectively, and giving them your support can bring out the best in your people.

How you manage your development and what you choose to delegate are matters for your own judgement. But once in a while it doesn't hurt to think about who you are, what you are good at, and what you want to do with your time.

## Hypnotise yourself to business success

Want a powerful way to achieve great things in business? Take a tip from the world's leading sportsmen and women and try a bit of self hypnosis...

It goes without saying that to be a sporting star you need to train physically. But that's not enough nowadays. To be truly great, sports stars spend time flexing their mental muscles too. And it's a method that you can also use in your business.

Top names, from David Beckham to Tiger Woods, use a specific technique of creative visualisation to improve their sporting performance. They spend several hours each day visualising the perfect response to given situations, whether that's Beckham taking a successful penalty or Woods making the perfect putt. They visualise what happens and how it feels, and they keep replaying the image until it becomes a mental blue print that their bodies can easily tap into when needed.

Neil Shah, director of The Stress Management Society, says this is great news for those of us in business: "When you learn this simple technique, you can use it for all sorts of business applications. Just choose what area of your work or life you'd like to improve, and start picturing the desired results. That might include:

- Reducing your stress
- Achieving your business goals
- Stopping smoking
- Making better presentations.

"Such visualisations work very effectively as a self hypnosis tool. The brain uses the same pathways for processing both real or imagined visual images. So by picturing your desired outcome over and over, you actually fool your brain into believing that you can easily achieve such results, whether or not you have before.

"You end up with the belief that you can achieve your goal. And where the mind goes, the body then follows.

"For example, if you have an issue with stress you should picture yourself relaxed and happy in situations you might usually find stressful. Do it often enough and with the right level of belief, and it will have a powerful effect on what happens in reality. In situations that would previously have left you tense, you will find yourself calmer and knowing you can cope."

HiB Business Centre runs various courses with the Stress Management Society, teaching self hypnosis techniques for business. Currently booking are

Ways to de-stress - The feel Karma Stress Gym

If you are feeling the effects of pressure or perhaps you would like to reduce the stress levels that accompany running your own business, then this course could be just what you need. A practical session showing you how to tame your stress demons in an evening. Techniques include yoga, massage, advice on diet/exercise and self hypnosis.

Wednesday 19 September, 6.30 to 9pm

Stop smoking - it's your choice!

Stop smoking with help from a really powerful ally - your own mind. Learn valuable techniques that will turn around how you think about smoking, and break free of the addiction.

Wednesday 26 September - 6 to 9pm



## Web Watch

For new WEEE rules visit:

<http://www.dti.gov.uk/innovation/sustainability/weee/page30269.html>

Looking for independent news for importers & exporters see:

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

To get impartial advice on Intellectual Property Rights visit:

[www.baylisbrands.com](http://www.baylisbrands.com)

## Unlocking the value of unpaid invoices

The basic principle behind factoring and invoice discounting is the same. Both allow you to raise finance on your unpaid invoices. The key difference between the two relates to whether or not you keep control over your sales ledger (and therefore your customer relationships).

If you use factoring, you pass all payment-collection responsibilities to the factor. Every time you make a sale, you copy the invoice to the factor. Straight away, the factor pays you a proportion of the invoice's value. Once the factor has collected payment from your customer, you get the balance (minus charges).

With invoice discounting, you retain the role of payment collector. When a sale is made, (as with factoring) you copy the invoice to the discounter and receive an initial proportion of its value. However, you still retain control of your sales ledger, so it's up to you to collect payment. When you receive the customer's payment, you hand it over to the discounter, who then passes back the balance owed to you (again, minus any charges for the service).

Factoring and invoice discounting is more suitable for some types of business than others, so speak to your bank first as they operate subsidiaries who handle this type of work.

## Welcome New Members

**Ms Katharine Locke**  
J Katherine Locke  
(Alternative Medicine)