

THE BUSINESS GODPARENT

SUMMER 2020 | Issue 7

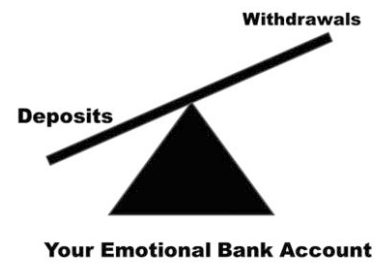


RED SOFA INTERVIEW

RACHEL BRUSHFIELD, TALENT LIBERATOR

Rachel takes a seat on the Red Sofa and talks about helping her clients to liberate more of their talent

PAGE 2



© Asentiv 2020

NETWORKING

FEAST OR FAMINE: LOOK AFTER YOUR NETWORK

How you can help others

PAGE 3

THE BUSINESS GODPARENT

As we come out of hibernation and the bustle returns, there's no doubt that many of us are now bracing for more stress. Yes, the Chancellor has helped to a degree, but it is us entrepreneurs who'll ultimately get Britain moving and the unemployed back into work again. And at Essendon Accounts, we're mindful of both what our clients have endured so far, and what's ahead; we've made a point of keeping in touch. So whilst we shall continue to do so, for your wellbeing matters more than a big phone bill, we hope this issue of The Business Godparent can provide you with some hope and inspiration as we all start to get to grips with the new norm.

ROGER EDDOWES
BUSINESS GODPARENT



THE POSITIVES OF LOCKDOWN...

Fairly quickly into lockdown it was reported that alcohol sales skyrocketed, along with the consumption of homemade cakes. But with that said, it also appears now that as a nation we've pulled our socks up re our health overall, and there are some real plus points to this incarceration.

1. Did you realise that more than 300,000 people have stopped smoking in the last few weeks? And for those who couldn't actually stop altogether, nearly 2 1/2 million have cut down at least. (Joint Study YouGov and ASH).

2. FLORA did a survey regarding eating habits and of the 2000 people they interviewed, 25% had increased the amount of fresh fruit and vegetables they are eating. Fewer sarnies munched on the hoof, we guess.

3. And we mustn't overlook the effect things have had on our environment. Air pollution decreased significantly whilst we weren't all hopping in our cars. And this will have given wildlife a bit of breathing space, as well as helped those who suffer from asthma.

4. Plus, with the only opportunity to get some fresh air being our single exercise outing each day, many of us made the most of the time we were allowed. Bike sales shot up five fold, and we're pretty sure that more pairs of trainers were allowed to realise their true vocation at long last.

So all in all, therefore, you could say lockdown has at least led to some healthier habits. And that's bound to have an impact on the amount of energy we have for moving our businesses forward, eh?!

REDUNDANCY TO START-UP...

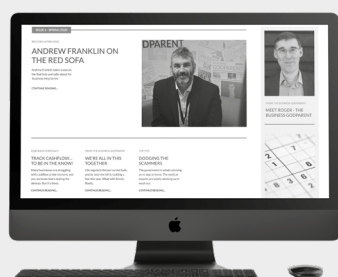
Now's a great time!

You're unlikely to get chatting with anyone down at your local for a while. However, you may well have been in touch with a friend who's unfortunately been made redundant. It's tough news for anyone to deal with, and they may already be talking to a careers adviser for help with another job. But if they are drawn to the idea of getting something going for themselves, here are a few pointers to pass on.

Everyone has skills - Get them to do an audit of their talents and experience and see what inspires. What could they now offer directly themselves? Take advice on tax and legal matters - A good accountant will be able to guide them on which route to take re sole trader vs limited company, as well as national insurance contributions, VAT, and such like.

Pull together a business plan - Again, a good accountant is worth their weight in gold here. They know the pitfalls to avoid and also what is reasonable to expect in the early months. Ask lots of questions! - Take advantage of the many helpful experts around offering advice in all areas of running a business.

And if they can't track any experts down, get them to call us... We have a superb network of people we love to recommend!



The new Business Godparent website is now live. Head over to check out past editions of the newspaper at:

www.thebusinessgodparent.co.uk

RACHEL BRUSHFIELD ON THE RED SOFA

Interviewer: What does a 'Talent Liberator' do?

Rachel: I help my clients to liberate more of their talent and achieve an uplifting breakthrough at major career and business crossroads.

Interviewer: You have a portfolio career. What's a portfolio career?

Rachel: A portfolio career is a future-proof career which you can flex and adapt for changing times. You have different strands to your career, rather than just one thing. Portfolio careers have been growing for a while, fuelled by younger workers wanting to travel and set up their own business and the 50+ market seeking a 'slope' rather than 'cliff' to retirement. The coronavirus impact is causing many people to have a 'career reset', even if it isn't what they would have chosen. Many people resist change, so forced change often has a positive outcome.

Interviewer: How has lockdown life been treating you?

Rachel: Pretty good and it has been great not to have to travel, although lot of my coaching is done on the phone and Skype anyway. I have been in lockdown with my husband and our cat, and haven't had the home schooling responsibilities that many self employed people have had. The Spring cleaning has been very thorough this year! We are lucky to have a garden and allotment, and they have been receiving a lot of tending!

I spend a lot of time thinking and reflecting doing house sits and on career retreat, as I write a lot, so lockdown has been not that different- it's just that the career retreat has been on 'home turf', rather than away!

Interviewer: In over 20 years of running your business, how has your business changed over time?

Rachel: Energise was established in 1997, and at the start I did freelance strategy work for communication agencies, defining brands, lots of new business pitches etc, as marketing and brand strategy is my career heritage. I retrained as a coach, and initially did a mixture of executive, life and career coaching for corporates and individuals. I started attracting mainly women professionals wanting a career change and help marketing themselves. People wanting more career fulfilment, flexible working and a portfolio career. Now, the mix is always changing as I have a portfolio career. I am a published author, do content creation, lots of events for membership organisations and women's networks, I co-run my own network PWHub for senior employed women, all sectors in Oxfordshire, do lots of career coaching with individuals plus talent management consulting for progressive small businesses needing or wanting to change/update their workforce planning. I don't fit in one 'neat box', nor do I want to. I often work with people who don't fit in one 'neat box' either.

Interviewer: Who are your clients?

Rachel: I work with a lot of solicitors as I have focused on the legal profession as a core sector for over 18 years, and lots of professional women at a major career crossroads wanting to change career direction and become self-employed. People come to me when they are ready for change, fed up of being fed up and knowing that they cannot crack it by themselves.

Interviewer: What have been the most radical career changes by your clients?

Rachel: One of my clients who was made redundant set up a business organising cheese holidays! Another client changed from being a solicitor to working in management for an orchestra.

Interviewer: What do you most love about your work?

Rachel: I absolutely love the variety and the fact that I am always learning. I also really love to see my career coaching clients grow in confidence and get clear and achieve their career goals. They come back to me at their next major career crossroads, which is lovely.

Interviewer: What are the best talents of 'The Talent Liberator'?

Rachel: Listening, questioning, thinking out of the box...

RETURNING EMPLOYEES TO THE WORKPLACE



It is not just a matter of switching the lights back on

Things have certainly moved on since the introduction of the Furlough scheme in March 2020.

We have seen the extension of the Furlough scheme until October, with employer making contributions from August.

Employers need to strike a balance between the desire to open the workplaces fully and very real risks still posed by Covid-19.

The Guidance is clear that employers need to do a **Covid-19 Risk Assessment** and put up a Notice that this has been done.

This article looks at some of the things involved in that Risk Assessment such as:

- Workplace zone allocation
- Employee consultations
- High traffic use identification
- Putting in place a 10-step plan

The Risk Assessment should bear in mind these two main goals:

1. Look after the Safety of workers returning to the workplace
2. By dealing with employees fears it will in turn increase productivity.

Clean Practices:

Clean practice compliments but does not replace social distancing.

Risk Assessments:

A risk assessment is not about creating huge amounts of paperwork, but rather about identifying sensible measures to control the risks of Covid-19 in your workplace.

A business with more than 50 workers are expected to publish their risk assessment on their website and display a Notice when they have conducted the process.

There are 10 Key Elements for Employers in a Clean Practice Plan:

1. **Create a Plan**
The faster you put in place a plan if you are wanting staff to return to work, the greater the benefit.
The start is the Risk Assessment document.
2. **Undertake an Initial workplace assessment**
The best way is to divide your workplace into zones. Walk in a spiral around a workspace starting from the edge of the room to identify high frequency touch and social distancing touch points. Mark these on a map.
3. **Build trust by sharing your plans**
The senior most leader(s) present the plan to gain feedback.
4. **Demonstrate the plan**
Emphasise regular handwashing, use of hand sanitiser and not to touch high traffic areas.
Maybe have tissues and bins available to open doors. Set up a realistic cleaning regime with senior managers participating.

5. Make it Visual

Sticker high traffic areas in different colours for rooms.

6. PDCA (Plan, Do, Check, Act)

Having a plan in place which employees are engaged will reassure them.

7. Review

Conduct a second review walk a week after the first

8. Expand trust

Sick employees coming to work are the most important vector to address so ensure you have a plan to identify this.

9. Accountability

Build in comments into further assessments.

10. Growth

Be prepared to share your plan so other businesses can adopt similar measures

ActifHR can provide a full Risk Assessment document, with full guidance for employers and employees for a fixed fee (including 30 minutes telephone advice).

Caroline Robertson, qualified as a solicitor in 1999 and acts a consultant advising business of all sizes on Employment Law and HR.

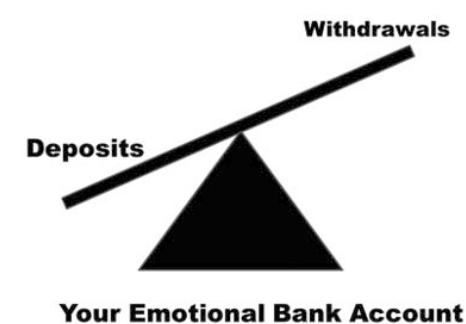
FEAST OR FAMINE: LOOK AFTER YOUR NETWORK



Feast or Famine, a familiar phrase for many consultants. You know how it goes. You get out there networking to market your services. Then you get really busy, too busy in fact to spend time to think about, let alone go networking. Then suddenly your project comes to an end and so does your income. So you gird your loins and go along to the next networking event and start the whole process over again.

Our new normal is full of uncertainty but what we do see is a new feast and famine emerging. A distinct polarisation across businesses, and the consultants that advise them, between those feasting and those facing famine.

The over-busy consultants who are offering “must have” advice about such matters as redundancies and social distancing in the workplace. Then there’s the underemployed who tend to be involved in longer term projects, such as strategic planning or staff development. It’s not that business leaders don’t want these services, it’s just a hesitancy to spend the money whilst waiting for more market certainty or simply until there is cash in the bank.



© Asentiv 2020

LOCKDOWN *DOG* ITATION

It's been tough, this lockdown lark. They've needed walking twice a day and haven't left me alone for a minute either. I have squeezed a few extra treats out of them, but what's a pup to do, eh? Keep them on a tight leash, that's what. So don't worry, I've made sure they've been working doggedly the last few weeks.

... So much so, actually, I reckon I've become the Business Dogparent!

POPPY EDDOWES
BUSINESS DOGPARENT



MINDBENDERS
COVID-19 WORDSEARCH

WMFAOJDOPYIMZVYYHZXQAUYQL
LLSLEAISEOADGUSRQOTZDOFQB
XHTCGTSLXGDTJP IEFSCROZKE
KLAOTDTPYADESKOATUAPLHCBC
IOYHVVAUSPDHFRREDPIWCI OFAN
NCHOIMNROATS LUTAPEDBETR RP
SSOLRPEC LN PVAHTAHCRGJTAOY
IVMPUOILVTYSTOIOKHNTCXILX
DOEFSSNLMSSRTFWRI ZDHOOQME
EGPRLNGPOFQNEQBPPLYAVWLRE
QQVFACEMASKKNFL LHKEBFGEPR
VCNHGGIBXVYNCYEKZYUTTJYLN
LWBOIYAUAXTBULAGCCFTPKVSS
UNWMWL BXCHZWRHCGLVMEWAAYZ
SJOEOIVHAJJQVOHRGJGAJZPRL
AHBSRSGZNQTBEKQYCOLKROAES
NISCXEGLNGUVQSEQOVOLENIQR
IZZHJFY PESHAXPWTVYVZSLREA
TLOOHDXVDPINRIWNIXECPIFCV
IYUOFGWJFYAXFAPDDUSDINVSQ
ZHI LMSMOOJSJFUNNCNVNREWQS
ENUHISZAORUEAEPTNLMIA TVCX
RHSLAKQNDHPCYMEJIMTOTTRXR
CZAWZVHKWRZKZAATINGGOLDPY
YXC IUOWWL UQXNUWSEKEBRLABZ

- Flatten curve

Distancing

Face mask

FaceTime

Online

Clorox

Zoom

Toilet paper

Canned food

Homeschool

Pyjamas

Bleach

Inside

Covid
- Paper towels

Respirator

Sanitiser

Stay home

Purely

Gloves

Virus

Quarantine

Yoga pants

Hospital

Six feet

Alcohol

Lysol



Want to maximise the potential of your business? Contact the Business Godparent now to steer you in the right direction.

Call today on 01908 774320



essendon

ACCOUNTS & TAX

The Business Godparent
is a publication of
Essendon Accounts & Tax