

THE BUSINESS GODPARENT

WINTER 2021 | Issue 9



RED SOFA INTERVIEW

KIRSTY PARRIS,
BUSINESS THERAPIST,
ANDROMEDA BUSINESS
CONSULTING

Discover the gaps in your business

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WITH MONDAY
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Is it achievable to change career
at all stages of your working life?

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LOOKING BACK AT 2020

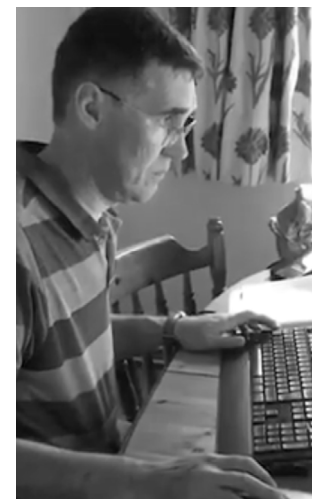
So... what will 2020 be remembered for? I ask because perspective matters here. It could, of course, be remembered as the year of Brexit, the year we couldn't visit family, and the year we saw the biggest dip in business activity ever. However, there are other ways of looking at it. For example, on a personal level it could be the year you started exercising in lockdown, learnt how to make fresh pasta, or reinvented your business.

I have often said nothing can knock an entrepreneur down for long, even a pesky virus – a true entrepreneur will always bounce back. And this year, 2020, has proven that more than ever. Take the restaurant owner who can't make his restaurant work with social distancing requirements... what does he do? He opens a pop up restaurant in his car park and then expands the business into a farm building. All in a matter of months! Or consider the personal trainer

whose gym is shut down... what does he do? He takes his offering online and heads out into his garden with each client. Lateral thinking in a fast-changing world; the inspiring characteristic of the entrepreneurial mindset.

I'd like to suggest, therefore, that 2020 be remembered as the year entrepreneurial spirit flourished. And I reckon entrepreneurs deserve a big thank you alongside the NHS key workers. Creative business people need support, and as business godparents it's our mission to support our clients and contacts wherever we can. So, to kick off 2021 here is our 9th edition of The Business Godparent. May the coming year be filled with entrepreneurial ideas for your business too.

ROGER EDDOWES
BUSINESS GODPARENT



THERE HAS NEVER BEEN A BETTER TIME TO NETWORK

The pandemic has not been great news for lots and lots of people but there are positives that can be drawn from it – one of those being the benefits of networking.

Zoom, or verbs associated with it, are likely to be a permanent fixture in the English language and now most of us are used to this virtual world, it is not going to go away. I am sure that online meetings, networking, seminars and exhibitions will continue alongside their physical counterparts.

So, why is it a great time to network?

1. Less imposing than face-to-face networking

Entering a room full of people for the first time can be a daunting and anxious prospect for anyone new to networking. Not knowing what to say or who to

speak to. Going online is less stressful and much easier to do. Worse case, if you don't like it, just click on the "X" to close the app!

2. **Reduced costs** - most networking events are now low-to-no cost events; so much easier on the pocket – your marketing budget will go further. Plus there are no travel costs incurred!

3. **Reduced time** - with there being no travel involved, you have more of your valuable time back; which in turn is probably going to improve productivity – a double whammy!

4. **No geographic constraints** - location is no longer a concern – if you have an internet connection, then the world literally is your oyster!

5. **Greener** - with your carbon footprint reduced (and that of the venue), this is making a great contribution to the environment.

If you have never tried networking – now is the time. Get out there and try as many different types as you can – give them a go. Then pick the 2-3 that work best for you so you can focus your networking efforts.

Happy virtual networking!

 The
Business
Community®

EMPLOYEE SPOTLIGHT – GEMMA BARRY



What does a typical day for Gemma look like? First thing on the agenda is checking emails and dealing with anything urgent. Then, depending on the time of year, it can either be back-to-back tax return preparation and assisting clients with tax related queries or, if it is after the 31 January filing deadline, I carry out some of my Practice Manager duties. I am known in the office for my nagging skills; but at least the office stays spik and span!

What do you get up to in your spare time? Spare time, what's that?! Having had twins at the end of 2019, I struggle to find much spare time for me full stop! I don't mind, though, the babies are so entertaining and they really do fill my days with lots of love and laughter.

What is your favourite place to travel to? Travel was a passion of mine and my husband's before the twins arrived (all plans on hold for the foreseeable future, of course). We always said we would never visit anywhere twice as there is so much of the world to see, but if I had to pick somewhere to return to it would probably be Hawaii.

Which film do you never get tired of watching? I'm not a huge film watcher, but give me a documentary on prisons or true crime and I am hooked.

Are you a dog or a cat person? Neither, to be honest. My only pet when I was growing up was a goldfish called Frank. He used to travel backwards and forwards to university with me every term. But our house is a little busy for any extra family members now!

Discovering the gaps in your business
and in your thinking



- Business Growth
- Marketing
- Systems & Processes



KIRSTY PARRIS ON THE RED SOFA

Interviewer: Hello, Kirsty. Thank you for joining us for our first red sofa interview online. Would you like to begin by telling us a little bit about your business, Andromeda Business Consulting?

Kirsty: Yes certainly. Thanks very much for having me today. Andromeda Business Consulting, I set up coming up for nearly eleven years ago. So I've been doing it for a fair old while. I became a business coach through chance, rather than it was ever a career aim. I spent many years working in different businesses, doing different kinds of roles, different kinds of functions. I've been a business owner myself before, when I had a project management training company; also did business systems analysis and design. So I know what it is to be a business owner. Then spent seven years working with an accountancy practice, funnily enough, and working with them on helping them build and grow and develop the practice. I'm not an accountant. While we were doing that, they had a business coach who specialized on working purely with accountants. And while I was doing the work with him, I thought this has kinda got legs for something for every business. So I kinda developed my own program, and started working with the accountant's clients, in-house. And I became a business coach... And that's how I started my journey. But then after a few years of doing this, I thought this is

ALL I want to do and so Andromeda was born.

Interviewer: Fantastic! So you help businesses with continuity planning. As we're currently riding through the waves of a global pandemic, hopefully on the way out with the vaccine coming through. But can you tell us a little bit more about how you can help businesses prepare, manage, and recover through these sorts of times?

Kirsty: Yes, absolutely. I know when I've been talking to some people they say, well isn't it like closing the stable door after the horse has bolted, thinking about planning? I think now, more than ever, is the time to be looking really closely at what you're doing. The idea of business continuity planning - most people just don't do this... but should do this - is looking at all the various roles and functions of their business. So from their personnel, their communications, how they communicate with their clients, with their staff. Any technology issues which they could possibly have. And now we're predominantly doing so much online, now more than ever this has become a big issue. Your payment systems, your banking, all your finance disbursements. You know, all your manual operations. Everything that's around that. You need to look at each of them and then looking as if to say as a contingency plan, what do we do in a given scenario?



When I did business continuity planning with a group of my clients last summer, we didn't envisage a pandemic; that wasn't part of the reckoning. That kind of came out of nowhere for us. However, they had put in place various safety nets and precautions. And each one of those clients is still going today. And, even though it was a terrifying time when lockdown happened, they were very much with the mind set of "we know what we need to do; we know the things we need to look at", and they revised that. And as the time's developing, we're kind of looking at this as being a new way of being. People talk about... "we can't wait to get back to normal"... but I think this is a degree of our new normal for some time to come. So we need to plan for that.

Interviewer: Yes, one hundred percent agree with that. You also help businesses market for growth. What's your approach to that? And how do businesses know that they're in the correct position to be able to grow?

Kirsty: Every business is different; every single one. But basically there are four ways to grow a business; whatever your level. That's about getting more of your ideal customers. Getting them to come back to you more often. Increasing the added value of each of your sales...

FALLING BACK IN LOVE WITH MONDAY MORNINGS



New Year is traditionally a time for reflection; for reviewing the past year and considering what we want to change and what we'd like to aim for.

Professionally, we typically make resolutions about increasing our earnings, going for a promotion, or actually taking the necessary steps to change jobs. But with the seismic events of 2020, perhaps it's time to make our goals bigger and more transformational. The year's global enforced pause has provided a unique space to step back from life's merry-go-round and discover what's important and where work fits into our lives. For many, professional goals for 2021 could be about holding onto a better work-life balance or seeking more meaning and satisfaction from their career.

However for those in industries gravely impacted by lockdown, making big career changes may be a short to mid-term necessity; and in this case it might be about looking at how to apply talents and transferable skills to new arenas.

With the positive news regarding vaccine roll outs, however, there is the very real potential for returning to the old work-norm. So is now the time to ask if that is we want to do? Does Monday morning loom heavy on the horizon, or does it fill us with joy?

Whether you stay where you are or move job, though, be inspired by the fact that your ability to adapt to new ways of working and learn new technologies

has proven your resilience, professionalism, and agility to both current and future employers.

At Personal Career Management we have seen that it is absolutely achievable to change career at all stages of your working life. Hiring managers will certainly not be surprised by gaps or shifts in direction in your CV during 2020 and 2021; so there is a real chance to explore options.

Out of adversity there is opportunity, so this new year we suggest you really think about what you have discovered about your professional and personal world these last 12 months. And ask yourself now... what could make you love Monday mornings?

TOP TEN ACCOUNTING ACRONYMS

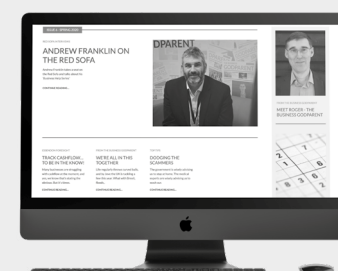
Have you heard of TLAs (three letter abbreviations)? Well, in the accounting world they don't always come in threes... and they definitely don't always get referred to in the intended way! The Essendon team have come up with a few just to whet your appetite...



- | | |
|------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| 1. POA (Payments On Account)
Payments Of Annoyance | 6. AP (Accounts Payable)
Ask Paula |
| 2. HMRC (Her Majesty's Revenue and Customs)
Hairy Monsters Ruin Christmas | 7. CBC (Child Benefit Charge)
Children Being Costly |
| 3. PAYE (Pay As You Earn)
Processing All Your Emails | 8. CFO (Chief Financial Officer)
Champion Flower Owner |
| 4. VAT (Value Added Tax)
Visiting Another Territory | 9. MTD (Making Tax Digital)
More To Do |
| 5. AR (Accounts Receivable)
Ask Roger | 10. Between you and us, we decided not to do an acronym for FFS (Flexible Furlough Scheme) |

HAVE YOU MISSED AN EDITION OF THE BUSINESS GODPARENT NEWSPAPER?

You can catch up on past editions of the newspaper over on our website:
www.thebusinessgodparent.co.uk



TOP TIP FOR
PROPERTY
INVESTORS

Managing costs to ensure a good return on your property is a sensible strategy for any investor to pursue. And keeping track of important paperwork is another. With one property, this is relatively easy to achieve on an ad hoc basis. But if you're seeking to build a portfolio, we'd recommend you become a little more organised in your approach. Nobody wants to fall foul of a legal requirement without realising, or receive a surprise tax bill!

With those concerns in mind, therefore, we'd highly recommend you look at Arthur. Arthur is an online property management tool tailored specifically for investors running a portfolio. It facilitates automated rental invoicing, enables you to log maintenance and repairs, and keeps track of things like EPC and gas safety certificates. Plus it can store important documents such as tenancy agreements and references, and gather tenant information via online forms. It even enables you to list vacancies on your website and advertise on leading property sites.

However, if that isn't enough for you... you'll be glad to learn that it also links in with Xero or QuickBooks, so you can manage your cashflow very easily. Quite a package, eh? Mind you, we do admit that it hasn't yet sussed how to make a cup of tea, but we reckon that our property investment clients enjoy savouring a cuppa with us from time to time instead.

MINDBENDERS
WHERE DID 2020 GO?

Put these events in order based on when they occurred in 2020, with #1 being the first event and #6 being the most recent. (and yes, this all happened this year)

- PRINCE HARRY AND MEGHAN MARKLE QUIT ROYAL FAMILY
- COVID-19 PANDEMIC
- JOE BIDEN BECOMES PRESIDENT-ELECT
- STOCK MARKET CRASH 2020
- BLACK LIVES MATTER PROTESTS
- THE UNITED KINGDOM LEAVES THE EUROPEAN UNION

2020

1.

2.

3.

4.

5.

6.

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



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