

ISSUE 1 : AUTUMN/WINTER 2018  
COMPLIMENTARY

# Zokit.

SOUTH WALES BUSINESS

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## Welcome

Welcome to issue one of the Zokit  
Magazine, the new read for business  
owners and directors across South  
Wales.

*Neil Lloyd*  
Editor-in-Chief

## The Team

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**DR BRIDGET**

You're the hero or heroine in the film of your own story.

So, what sort of story is it? Is the script a story of triumphs over adversity, or is it a tragedy where the main character doesn't feel able to achieve what they would like? Is your main character stuck where they don't want to be?

Learning Neuro Linguistic Programming (NLP) will help you to re-write that script. NLP is a series of techniques which allows practitioners to look at someone's behaviour and communication and develop ways in which they can be changed to achieve a positive outcome.

Little surprise, then, that certified NLP trainer and certified master coach of NLP Dr Bridget Kirsop is known as the 'chief unsticker'.

As a coach, the former GP has helped hundreds of people using NLP. As an NLP trainer, she has trained people who have gone on to transform their own lives, the lives of the people around them, and the lives of their own coaching clients.

"I was a GP for 24 years and I've been using NLP and coaching people for eight years," she said.

"I know that I have the mission to help people, but after 24 years as a GP, with the

## How learning NLP will transform you – and super-charge your business

amount of time I could spend with each patient being cut, I realised I could help people in other ways.

"The NHS offered me NLP coaching and I changed my mindset. I made significant changes in my life and became much more fulfilled and happy. Setting up my own business tested the knowledge that I am 'good enough' and made me realise the importance of everyone having a coach - as I do."

NLP gives people an instruction manual for the mind, allowing them to overcome obstacles, change their lives, and achieve their goals. It has been successfully used in business, sport, politics, sales, and the health and wellness industry.



Dr Bridget, who is certified by the American Board of Neuro Linguistic Programming, The American Board of Hypnosis, and the Time Line Therapy Association, said NLP allows people to develop and to work more effectively with other people including staff, customers, and suppliers. Her clients choose her because of her experience, expertise, and commitment to them.

"I also expect 100% commitment from them," she said.



Past clients say Dr Bridget's NLP training has been invaluable.

Will writing business owner Fidel Beauhill has been consulting with other will writing companies and helping their staff have conversations with people about difficult subjects, often at very difficult times, and coaching people he met through boxing. He said: "The skills I picked up on this (NLP) course will be absolutely useful in those situations. This isn't just a course for helping other people, it's about self-development too."



**Web Designer Suzanne Hanbury added:**

*"I've got lots of resources to help me move my business forward. I have a clear mindset and vision and a positive direction."*

**Zokit's founder Neil Lloyd said:**

*"I recommend Dr Bridget to our clients who want to maximise their mindset and skill set for success. Clients who have attended her programmes have seen remarkable results, which they attribute directly to the strategies they learned."*

The next eight-day NLP Practitioner courses run by Dr Bridget are on October 19 to 22 and November 9 to 12, and January 4 to 7 and 25 to 28.

### Dr Bridget's 5 key tips for changing your story

1. Acknowledge what it is right now, your thoughts and emotions.
2. Is your story working for you? Decide now.
3. Take responsibility for writing that script.
4. Set some goals.
5. Start making changes - learn NLP techniques to help you do that.

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## MARK COLBOURNE on Making Change Work

**"I KNEW THIS  
WAS MY TIME...  
NOW OR NEVER"**



Paralympic gold medallist, world champion paracyclist, successful businessman, and international speaker - Mark Colbourne MBE has learned so many lessons about achieving goals, making choices and dealing with change. The headline speaker at our Springconf talked to MARIA WILLIAMS.

For Mark Colbourne, change was quick and brutal. In the space of a few minutes on May 2, 2009, Mark went from being an adrenaline-driven sales executive who was determined to seize every moment to fighting for his life after a terrifying paragliding accident.

### **"IT'S THAT PETER PAN MOMENT (OF BEING ABLE TO FLY)"**

Tredegar man Mark had always loved challenging sports such as triathlon and rock climbing. Then, at the age of 38, he fell in love with paragliding. *"It's that Peter Pan moment (of being able to fly),"* he said. On that day in 2009 over Rhossili, Gower, he had been enjoying the rush of excitement the sport gave him - until the wind suddenly became dangerous. Caught in a frightening crosswind, Mark was repeatedly smashed against rocks. Later, as he lay on a stretcher in the air ambulance which rushed him to Swansea's Morriston Hospital, he knew his

injuries were serious. He said: *"That air ambulance crew saved my life. I had broken my back and that was a total game-changer."*

In the years to come, he would have to undergo the painful process of rehabilitation to compensate for paralysis and regain mobility. His physiotherapist suggested he use a static bike to build the muscles in his legs which were still working, bandaging his feet to the pedals to ensure he could move them. That started a chain of events which would eventually lead to him receiving an MBE from Prince Charles alongside his proud mum Margaret.

*"I was in touch with the paramedic who was with me in the air ambulance after the crash, Ross Griffin, who rang me and asked me to take part in a charity bike ride. I said yes." That was Cycle Challenge Wales 2010, a 523-mile ride completed in a week which would see him rub shoulders with former Wales rugby star Colin Charvis and Olympic 4x100m relay gold medallist Darren Campbell. That ride raised more than £20,000 for the Wales Air Ambulance. It also meant a meeting with Dr Ben Matthews of Cardiff Bay Chiropractic, someone who planted a seed which would change Mark's life forever. That was when Mark first set his eyes on a gold medal in the 2012 Paralympics in London. *"I had a choice. I could look for a sales job and earn around £60,000 a year or live on £93 a week... I knew I had to choose to fol-**



low my dream," he said. "I had to give up chocolate and alcohol. I had to fall in love with compromise to achieve what I wanted. I also had to move to Manchester to access the National Lottery-funded world-class cycling facilities there." There was, however, another sickening blow life had to give Mark. His father, Cecil, was diagnosed with stomach cancer. The Paracycling Track World championships in Los Angeles were approaching in February 2012, and Mark had, understandably, initially not wanted to travel. He knew his father had little time to live. But Cecil insisted that he should, knowing that Mark had made a commitment to represent his country. Sadly, on the eve of the final race, Mark's father died. "I could have decided not to race, but I knew I had made that commitment to my country and my family, and I wanted to make them proud," Mark said. "We had also been trained by Professor Steve Peters, the author of *The Chimp Paradox*, to take emotion out of

situations. So, I knew I couldn't change what had happened, that the only thing I could change was what was going to happen that afternoon." The situation was traumatic, but Mark knew he had to race for his family and country. He won a surprise gold.

Seven months later, Mark was on the start line of his first race at the London 2012 Paralympics. "I knew this was my time - now or never," he said. "I was already 42, so I would be too old for Rio." He won a silver medal in the men's individual C1-2-3 1km time trial. For someone as driven as Mark, coming home with silver was not enough. He wanted gold. His opponent in the C1 3km men's individual pursuit was 18 years younger than him and had just smashed Mark's world record. "I had given two and a half years of my life to train for this race. If I failed, how would I feel? I knew that if I gave 100% and still lost, I could accept that outcome. If I didn't and gave 99%, I would



**Mark supports Wales Air Ambulance, which runs entirely on donations and was instrumental in saving his life.**



*have to live with the disappointment of that race for the rest of my life.” Mark not only won the race, he regained his world record. “I did it for Dad,” he said.*

## **“I WENT FROM ZERO TO HERO IN THREE YEARS”**

*“I went from zero to hero in three years.”*

The process of winning Paralympic gold gave him a unique insight into how to overcome challenges and obstacles, and how to achieve goals despite them being against the odds. Since 2012, Mark has carved out a career as an inspirational speaker at events in the UK, Iran, Israel, Spain, Italy, Poland, and Denmark.

He launched his business [markcolbourne.com](http://markcolbourne.com) in 2014. He also established Global Cycling Camps, building confidence for regular cyclists with week-long camps in the Algarve, and is working closely with Welsh ICE to promote business in the Valleys and impart valuable skills to local people. “It’s a Welsh thing to want to help people, I think,

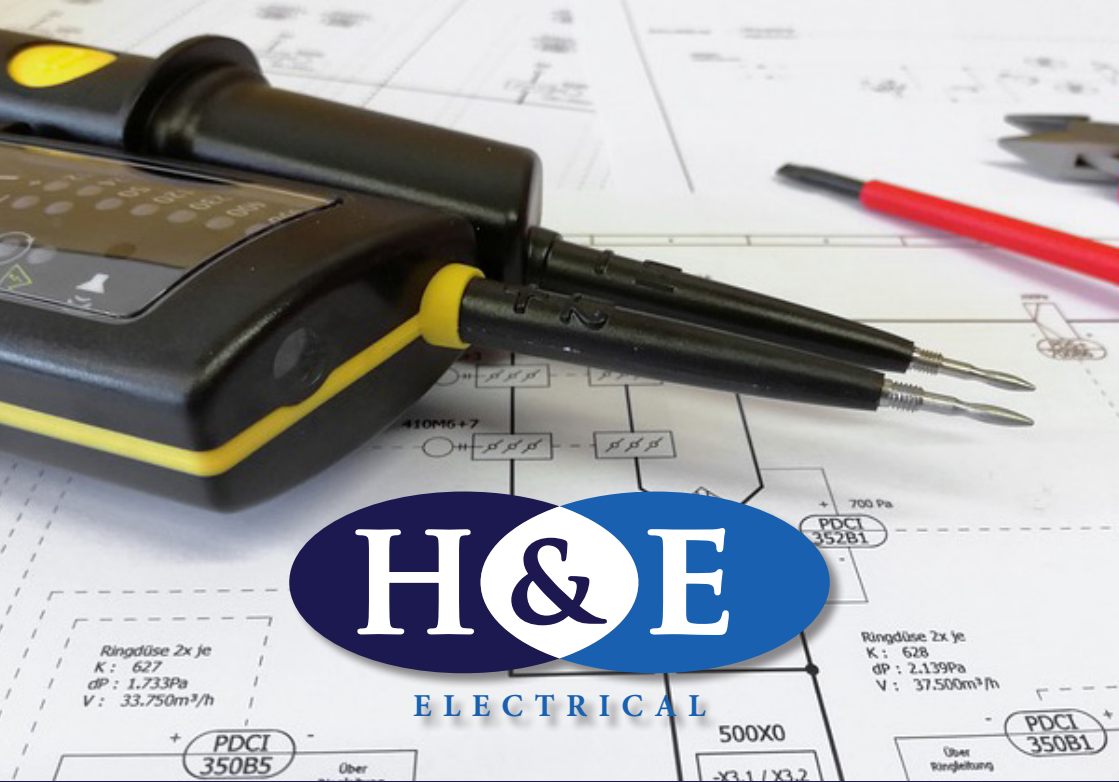
and it’s important that young business people are encouraged to find the confidence they need to take risks and follow their passions.

*“I use a Michael Jordan quote in my speaking. He says: ‘I can accept failure. Everyone fails at something. But I cannot accept not trying.’”* Mark’s message is simple: We must be trying 100% of the time. We can’t allow ourselves to be haunted by that 0.1%.

Mark Colbourne’s 3 key messages for entrepreneurs:

- 1. Have belief in the process**
- 2. Have belief in your company**
- 3. Have belief in yourself**

**Team dynamics - what does your profile say about you?  
See page 34**



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## Gareth Harris @eDevelopmentUK shares one of his favourite business reads

### WELL THUMBED

This final short sentence transformed our business into one that builds bespoke e-learning for our clients rather than building generic e-learning and trying and find people to buy it.

So in summary, a little book packed full of thought-provoking ideas. Get it today. •

### Book Title: Difference by Bernadette Jiwa.

Of all the books I own this is probably the most highlighted, noted and has the most folded-over corners. It's amazing that such a small book can be so impactful.

In this review I'll talk about three bits that have had a profound impact on the way I do business.

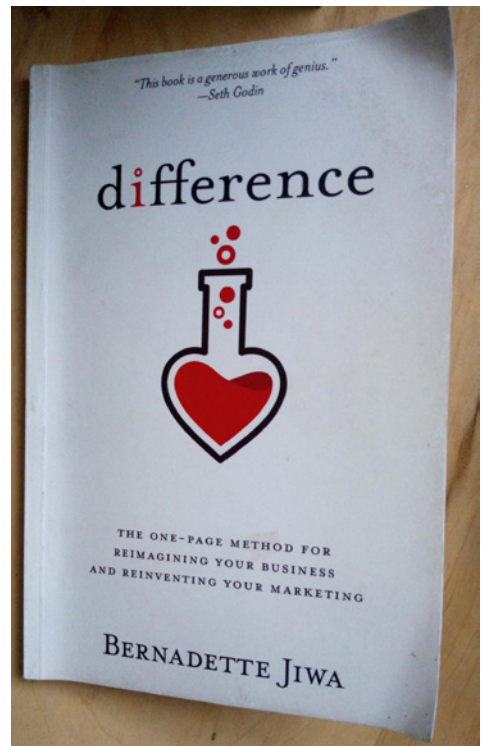
1. In a section on marketing, Bernadette talks about flipping the sales funnel where she says *"Figure out what people want and finding ways to delight one person at a time, one person who is thrilled to talk about you to their friends. Essentially turning the funnel on its head."*

I've stopped chasing numbers and concentrate on doing great work for a few. The outcome is clients are happy to tell others about what we do which equals more clients.

2. *"Your customers don't want to be anyone, they want to be someone."*

I often hear business say they can sell to everyone and often their marketing reflects this. Forget everyone and tell your story to someone. It's far more powerful.

3. *"Make products for your customers instead of trying to find customers for your products."*



Gareth's well thumbed copy of Difference

Tweet or insta your business book recommendations with hashtag #zokit and we'll share the love...



**ROBERT DICKS**

## How will you get more leads for your business? Is it time to optimise your sales funnel?

Are you running yourself ragged to generate more leads for your business?

Maybe you're driving lots of traffic to your website through social media or advertising, networking, or relying on referrals, but you're still not making the sales you need. Having lots of hits on your website isn't good enough if that doesn't translate into lots of sales and profit, and networking and referral marketing takes time to deliver the goods.

So, isn't it time you automated that process and freed up your time to work on your business, instead of in it?

One of the key ways you can do that is by automating and optimising your lead generation and sales funnels.

Robert Dicks, the founder of Forté Web Solutions, says: *"Sales funnels need to help turn cold traffic into valuable customers. A sales funnel should be highly scalable and optimised to turn your website visitors into paying customers."*

*"In the past year, we have pushed more than £500,000 through our marketing funnels returning more than £3 million in sales to our clients. That's a return on investment of more than 500%."*

Forté Web Solutions trains business owners in how to create effective sales funnels

which transform their lead generation process.

*"It's not enough to think about how to capture people at the top of the funnel," Robert said.*

*"You have to realise the points along the way where potential sales may be leaking out, look at how to hook them back in with techniques such as remarketing, and ensure you capture as many potential customers as possible."*

Our sales funnel training allows you to do that. We also provide training and consultancy in many of the techniques you will need along the way utilising such platforms as Google Adwords, Facebook Marketing, LinkedIn, SEO, and how to use utilise email management software to push your sales messages out there.

*"This training is ideal for any business looking to overhaul their lead generation, generate more sales, and grow."*

*"We also build sales funnels for our clients who are too busy to do it for themselves."*

### What are the 3 key benefits of in-house sales funnel training?

1. You know the funnel well because you helped build and design it. You know where people could be lost along the way, and the techniques to hook them back in.
2. Your staff are trained up to assist you. That means you don't have to do everything on your own and it reduces the burden on you.
3. You can create funnels yourself for different products, reducing the costs to your business.

## ONES TO WATCH - The entrepreneurs making new waves



**Name:** Dan Swygart

**Business:** Alpacr

**Vision:** Alpacr is a social-network for people travelling and adventuring. The vision is for the app to be used and loved by every traveller, backpacker, and thrill-seeking adventurer in the world.

**Biggest challenge to date:** We launched the platform in July, prior to that at Easter time I had no money for rent, to finish development, or to launch the app. After a couple of months of blood, sweat, and tears I managed to raise enough investment to launch Alpacr and take it to the next level.

**Proudest moment:** In October 2017 we won the Virgin Voom competition, where I was able to have breakfast with Sir Richard Branson. Being an adventurous man, he loved the idea of the platform, and is keeping a close eye on our development.

**Next Steps:** After launching the platform in July, we have spent two months travelling around Europe with our marketing team promoting the app. The next big step, now that we have a proof of concept, is to do our next funding round in September.

**The business wisdom I'd like to share is:** Anything is possible... you just have to strategically calculate how to achieve it, whilst never giving up on that vision.



**Name:** Sophie Rae

**Business:** ripple

**Vision:** To grow a community of conscious consumers in Cardiff. Ripple will be the city's first not-for-profit zero-waste store, offering a new way to shop, package-free; helping more of us to pass on plastic, and contribute to a greener future in Wales.

**Biggest challenge to date:** The steep learning curve I've had to face, from initial concept to launch. I've found that business has so many outdated hurdles, which, as a young entrepreneur, have proven tricky to navigate. Ethics and business don't seem to have a common overlap, but I knew I wanted to build ripple on sustainable foundations. Making that happen hasn't been easy, when others didn't yet understand my vision.

**Proudest moment:** Overfunding my ambitious Kickstarter target back in July. Many had their doubts when I set a target of £30,000, but the community of Cardiff really stepped up; understanding the need for this new concept. The outpouring of support has enthused me to never stop believing in my idea to create change, for good.

**Next Steps:** I'll be launching the shop in Cardiff this autumn, and hope to reveal the location very soon.

**The business wisdom I'd like to share is:** Arthur Ashe once said *"Start where you are. Use what you have. Do what you can."* I think that's pretty good advice for every area of our lives. That, and trust in your intuition.



**Name:** Fozan Ghalib

**Business:** Daybreak Tickets Ltd

**Vision:** Daybreak works directly in partnership with the football clubs and organisers through a blockchain ecosystem that aims to empower the clubs to control the entire ticket buying and selling process whilst eliminating counterfeit tickets and inflated black market prices.

**Biggest challenge to date:** Our biggest challenge and learning was to understand that we are not managing the product, but the problem it solves. Staying in stealth sapped our power to move fast and attract traction at the same time. Experimenting with the problem allows you to try new solutions if one does not work. For us, it meant constantly responding to the new knowledge and customer discovery in the football ticketing industry to validate the service offering

**Proudest moment:** Achieving success at the Cardiff University Spark Awards and in being selected as one of the 50 start-ups in NatWest Entrepreneur Accelerator.

**Next Steps:** Daybreak is looking to develop its beta product and pilot run the platform on a small scale to build the rapport with the ticketing industry. We are also seeking capital to help us develop the blockchain integration to capture a significant share of the market much more quickly and to further develop the product.

**The business wisdom I'd like to share is:** Fail fast, fail often but fail forward!



**Name:** Jenny Evans

**Business:** Jenny Kate Ltd

**Vision:** To grow a global luxury homeware brand that celebrates nature, using the best quality materials and craftspeople. We are all about style over trends and injecting personality into people's homes.

**Biggest challenge to date:** Balancing a growing business while doing a full-time degree has been a huge challenge. Making sure I have time to do everything to the highest standard I can has been so difficult and meant I've had to sacrifice almost everything else.

**Proudest moment:** Winning the Santander Universities Entrepreneurship Award in October 2017. It was amazing to win £25,000, but more than that - my competitors all have incredible businesses - I was utterly blown away to win.

**Next Steps:** Manufacturing our first collection - we are just sourcing our fabric suppliers now.

**The business wisdom I'd like to share is:** Share the journey. Running a business can be so lonely and difficult, connecting with your local business community is vital - both for contacts but also for your sanity!

Jenny celebrated graduating with a first-class honours in textiles from Cardiff Met this year.



## PRESENTING YOURSELF

**Q: You're obviously firm friends, but how did you meet?**

**STIFYN:** On the steps of the BBC in Llandaff presenting Children in Need. Siân fancied the pants off me, but I had to tell her I was on the wrong bus for her!

**SIÂN:** I did fancy him when he was in Brookside! It was the early 1990s. People have a habit of thinking we don't like each other because we joke around with one another so much.

**STIFYN:** The difference between us is that I'm hopeful.

**SIÂN:** I am more of a pessimist. I find that if you expect the worst, you're pleasantly surprised when good things happen.

*"Focus on what you're doing and don't be afraid."*

**STIFYN:** We've worked together quite a few times since then. One of the most recent times was the Fferm Ffactor on S4C earlier this year.

**SIÂN:** We had to learn farming, even though

For some business people, presenting themselves at networking events or giving a presentation to potential clients or investors is a daunting task. That's why we sent MARIA WILLIAMS to seek out the skills of two firm friends, weather and TV presenter Siân Lloyd and actor, producer, and presentational coach Stifyn Parri. We talked personal branding, presentation, and business tips...

we knew nothing about it. We ended up winning, though I don't know how! Actually, it was because of one key thing. Stifyn went in with the attitude that he wanted to win. We got competitive and found ourselves in the final.

**STIFYN:** I was so competitive and had such focus on winning. It is a lesson for people in business, isn't it? Focus on what you're doing and don't be afraid. However, the programme did end up with Siân falling over during a run to camera and smashing her wrist to smithereens.

**SIÂN:** I had to drive down to Tewkesbury and hadn't realised it was broken. I was at a launch of a green bank and the owner told me I had to go to hospital. They operated on it within 24 hours. I was left in a cast and it affected me for months.

**STIFYN:** Siân is the indirect cause of me meeting my husband, David. I was at a fancy-dress party which Siân had talked me into going to, and I decided to leave. I bumped into David on the doorstep as I was leaving.

**Q: You both have strong personal brands. How did they come about?**

**SIÂN:** I never think of myself as a brand, but



I suppose that I am!

**STIFYN:** I think news and weather presenters are, more than presenters of other TV programmes, because they come on the screen between programmes and are independent.

*“Start believing you can do it.”*

**SIÂN:** That does allow me to become involved in lots of other things, such as reality TV shows and, recently, in business with Patchwork Pâtés (based in Ruthin) which sell Welsh pates to Harrods, Selfridges, and Fortnum & Mason. Stifyn and I are linked by food. We often call each other up and talk about it for hours on end! It is a passion of ours and becoming involved with a Welsh food producer is wonderful. We have so much wonderful produce here which we don't shout about enough.

**STIFYN:** I think the key is saying yes to lots of different things, and not being afraid to try new things. That's what's led to me having a career as an actor, producer, manager, events organiser, writer of my one-man shows, creator of my business Mr Producer, presenter of TV and radio programmes, and now I do a lot of coaching of people



in presentation, which is so rewarding. I worked with Dilys Price OBE who, at 85, had parachuted 1014 times from a plane, but who was so nervous about having to give a presentation. I've also worked with X-Factor contestants on their presentational skills and I'm a coach on Junior Eurovision which Wales is competing in for the first time. I have a team of four, and so do Connie Fisher and Tara Bethan, and there will be a live final in Llandudno on October 9. I think I've found the next Bassey! The winner will compete in Belarus next year.

**SIÂN:** I agree. If I hadn't said yes to lots of things, I wouldn't have worked with Jo Page and Margaret John on the Vagina Monologues, for example, or ended up cycling in Naxos with Nancy Dell'Olivo! Don't be afraid to re-invent yourself.

*“You have to go on that journey and take the risk.”*

**So, what would you say to someone who needed advice on their presentational skills?**

**STIFYN:** Come to me! I'll work on it one to one with you. Confidence is key and building that is something I do within my workshops and individual sessions.

**SIÂN:** Changing your mindset is important. It's something we had to do on Fferm Ffactor. You have to start believing you can do it.

**STIFYN:** When I was 12, I wasn't selected for the chorus of a production of Oliver where I grew up. I was so determined to prove them wrong and succeed that I ended up in the West End cast of Les Misérables. You have to go on that journey and take the risk. Without that, I would probably still be in the village where I grew up and would never have met and worked with Siân, Shirley Bassey, Grace Jones, Catherine Zeta Jones, and David Soul.

**SIÂN:** One of the little tricks we use to get people feeling confident is Stifyn's 3-2-1 at dinner parties and weddings...

**STIFYN:** I just say: *"After I count down from three, everyone laugh loudly. That will make everyone else think we're having a great time, and they'll be more likely to come over and talk to us."*

**SIÂN:** It works like a dream. You could easily use that at business events.

**STIFYN:** Pace is also important. People can tend to panic when they get up to speak publicly.

**SIÂN:** Always take a deep breath before you start. That will make you feel calm and make you speak clearly. And fake it until you are confident! I had to present an award with the newsreader Alastair Stewart. I was so nervous, but I faked it, and no one could tell.

**STIFYN:** Breathing deeply will make you calmer and more confident. The other tip I have is to make the audience feel comfortable. That way, they will listen to what you have to say.



**SIÂN:** Being yourself is so important, too. That does help people feel comfortable. People ask me how I can seem so warm when presenting, but it's not a trick. It's who I am. Allow that to come out. One thing about both of us is that we don't feel superior to people, we don't judge them. That comes across.

**"Fake it until you are confident!"**

### What's next for you both?

**STIFYN:** I unveiled my new live show and did my radio show from the National Eisteddfod. My live show was written because it's something I want to see and tour. There were some surprise guests in my radio show on August 9 - Siân and Derek Brockway. I was contributing to the LGBT part of the Eisteddfod, so we had celebrities competing in pink, purple, and yellow bardic gowns winning money for charity.

**SIÂN:** You'll get all the brilliant anecdotes about Welsh celebrities in Stifyn's show. Now, I'm involved with Shirley Valentine Summer on ITV. It's being called Love Island for grown-ups! •

### Connect with Siân and Stifyn:

**@SianWeather**  
[www.twweathergirl.com](http://www.twweathergirl.com)

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## JANE CLARKE



In today's busy, fast-paced world, people need more support than ever before. Jane Clarke is a clinical hypnotherapist specialising in Rapid Transformational Therapy (RTT). Jane, based in Rhiwbina, Cardiff, is leading the way in helping people overcome the obstacles preventing them reaching their life, business and health goals.

Jane says: *"Many people misunderstand what I do. They fear they will be asleep or under my power in the same way they have seen hypnosis depicted in films or television."*

*"In fact, hypnosis is not about putting someone to sleep. It's about waking them up!"*

*"What I do is very dynamic - helping you to get unstuck and move forward with a new clarity and vision for your future."*

### So why does Rapid Transformational Therapy work so well for clients?

Jane says: *"This hybrid therapy combines hypnotherapy, neuro-linguistic programming, psychotherapy and coaching to deliver powerful results in a very short time. With Rapid Transformational Therapy you don't need to see a therapist for months or years. "RTT enables you to find the root cause of the problem, understand what's really holding you back, and to treat it - typically in three sessions or less."*

Hypnosis is about being in the zone and

## Jane Clarke Hypnotherapy

### How could you overcome the obstacles holding you back in business?

shutting out the voice that says you can't do something.

We all have that inner voice that sometimes tells us we're not good enough or don't know enough. If you are feeling stuck, anxious or self-sabotaging, your inner mind could be to blame. This can lead to overwhelm which is not conducive to growth and progress. *"Even successful business owners find they are unable to reach their goals, despite having already achieved so much success,"* Jane says.

*"People can still be very unhappy, whatever their bank balance or turn-over figures. They constantly feel they haven't achieved enough."*

*"I help clients to find the underlying 'why' and then challenge it. They know they have this issue and finally understanding where it came from is truly liberating."*

*"For them, this leads to a breakthrough that enables them to move forward in life and business."*

### Jane's Top Tip:

If you are struggling with a problem that is blocking your progress, go over it in your mind three times. If you still can't see a way through, get support because when you're stuck, often that 'stuckness' blinds you and it takes someone else to help you see the solution.

*"A major cause of pain is not being able to see beyond the struggle. The peace on the other side of the struggle exists, it's just that until now you haven't been able to see it,"* Jane says.

I offer a free Discovery Call which can be booked via phone **07538 474 807** or [jane@janeclarkehypnotherapy.co.uk](mailto:jane@janeclarkehypnotherapy.co.uk)



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**11:30** How to make your business famous  
by Maria Williams

**12pm** Hands Off Growth - Automate your way  
to Success by Dyfrig Thomas

**12:30** Positive ways to support high  
performance and reduce sickness  
by Rachael Stuckey

**1:00** Health Hacks for Busy Business Owners  
by Sue Worrall

**1:30** How to turn Customers into Superfans  
by Marina Hauer

**1:55** Property Investing Tips  
by Howard Bowes

**2:20** Publish or be Damned!  
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**2:55** BREATHE the stress away by Esther Nagle

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**11:40** Effortless Speaking  
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**1:30** The Fortune in Your Funnel  
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**1:30** Know your Business with Data

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## FROM PITCH TO KITCHEN

Anyone who has played top-level sport understands the need to build a strong team around them.

That's why former Wales and Bridgend rugby star Glenn Webbe has teamed up with successful entrepreneur Kathy Annandale for his latest venture, The Kitchen Bureau. Based in a 6,500sq ft showroom just off Penarth Road in Cardiff, The Kitchen Bureau has a range of high-quality kitchens, bedrooms, and bathrooms. Its 45 showroom displays feature products with household names such as Siemens, Bosch, Neff, Falcon, and Rangemaster.



At their star-studded showroom launch, old friends from the world of rugby including Gareth Thomas and Colin Charvis showed their support for their former team mate. Sales Director Glenn said: "That was great to see. The lesson from sport about building a team is an important one. So are the lessons of learning from your mistakes and

## Former Wales rugby star and experienced entrepreneur make a winning team at their new business.

seeing where you can make small, marginal gains which could make a big difference in business.

*"That's why I'm delighted to be a part of this team at The Kitchen Bureau.*

*"It's all about giving our clients the best quality products and the best design and delivering that with impeccable service."*

One of the reasons Managing Director Kathy, an experienced entrepreneur in the health, beauty, and wellbeing sector, was attracted to invest in the business was Glenn's idea for adaptive kitchens and his proven track record in kitchen design.



*"He's so innovative," she said.*

*"We now have a situation where you can have three or four generations of a family using one kitchen, and it needs to adapt to each person. As we get older, our kitchens need to adapt with us. Glenn's designs allow that to happen."*

The Kitchen Bureau offers design and planning services to the trade and public, and prides itself on using items from sustainable manufacturers. •

**The Kitchen Bureau can be contacted on 02922 405 580.**

**[www.thekitchenbureau.co.uk](http://www.thekitchenbureau.co.uk)**



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The results of his unique EETA developed approach to coaching his customer projects forward, have created a followed growth of business successors globally. Paul’s Elite coaching programmes have been quoted by many as *“the healthiest mind rich currency coaching programmes”* to date, with a level of mind growth and call to action accountability guaranteed to excel any corporation, business person and entrepreneurial goals to new levels of mastery success and productive multiplication.

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**UK office: 01656 744365  
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info@accoladeacademy.co.uk**

Paul Rees is an established International Executive Business Coach, Radio and Television Presenter, Author and founder of Accolade Executive Business Coaching. Paul’s unique approach to coaching and article writing has received recognition and made publication all over the world, influencing a change and understanding to the importance of corporate EQ and the power of business mind set. His EETA (Economic-Ego-Think-Accountability) coaching programmes guarantee huge leaps in growth and sustained entrepreneurial and business success.

With over 14 years of experience, studying and specialising in the productive economic, high-thinking and business emotional values required for a successful entrepreneurial life and business executive career, Paul has designed and implemented a brand-new methodology for business and executive coaching programmes that has been embraced by entrepreneurs, business

**Accolade**  
*“Mentoring Success into Professional Life”*  
**Executive Business Coaching**



**NEIL LLOYD**

## Team dynamics - what does your profile say about you?

**People make your business**, yet I'm often surprised how investment in understanding human behaviour and the inner workings of teams is so often overlooked or deprioritised.

Have you ever made an announcement or implemented a change... and it didn't go down, or play out as you expected, or wanted?

Maybe you feel that members of your team seem to be working against progress or sabotaging a high-performing, happy culture?

Whereas much of any focus is given to the effects of different personalities, a much better predictor of how people respond and interact is their behavioural tendency profile.

We're all a unique blend of different tendencies, both internally through how we make sense and feel about what's happening and externally through our words and actions. This diversity is something to be celebrated as it gives an edge to your business with different perspectives being aired and different roles being fulfilled.

Understanding your own tendencies and those of your team members gives you the knowledge to plan more productively,

address different needs and adapt your communications to get the best results that also take your team with you.

Encouraging your team to understand their own and colleagues' tendencies also builds cohesiveness and peer support.

### **What are behavioural tendencies?**

Based on the work of William Marston, and many others, four broad yet distinct groups of tendencies emerge. These are often referred to as DISC: Dominance, Influence, Steadiness and Conscientiousness.

The graphic opposite describes the four main tendencies in brief.

### **What profile are you? (and your team members)**

People often recognise their tendency profile straight away by just seeing it described. There are extensive psychometric tests that go into great detail about your individual profile, but a simple and effective way to identify your primary tendency is to ask yourself the following 2 questions:

#### **1. When first approaching situations, do you generally take a...**

**a) Task and detail approach?**

**b) People and relationships approach?**

If a, move to the left half of the graphic.

If b, move to the right half of the graphic.

#### **2. When facing a new problem, do you...**

**a) Act boldly and quickly and work it out as you go?**

**b) Act more carefully and moderately paced, giving it much thought?**

If a, move to the top corner of the diagram (on the same side you identified from the first question).

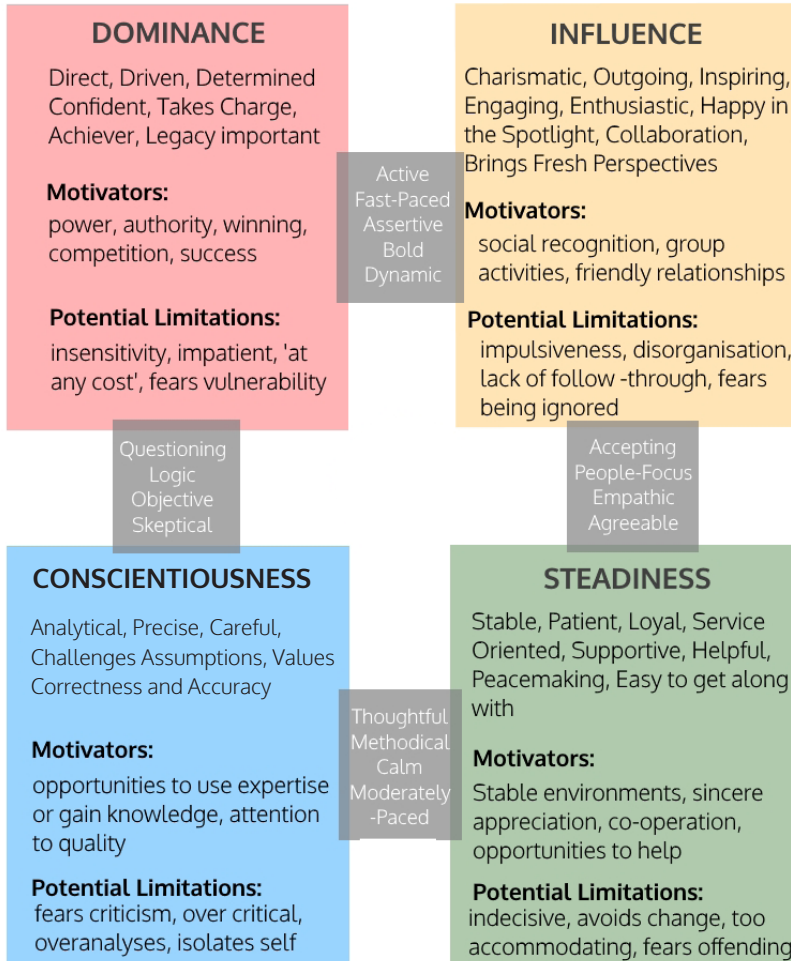
If b, move to the bottom corner (on the same side you identified from the first question).

You should now be in the quadrant relating to your primary tendency. Read the profile and see how it feels... perhaps it's completely 'you' ... or maybe you see some elements of yourself in there. Pick the quadrant that feels most right (even if it's not the one you first identified). Many people have a primary and secondary tendency with some aspects from each of the four.

The aim is not to have everyone scoring high for each tendency and adapting their behaviour to suit perceived requirements.

**The aim is to understand better how humans are.** Since your customers will also display this range of behavioral tendencies it follows that your business needs to reflect this.

We need a variety of skills and abilities to make our businesses work and this will come with a variety of behavioural tendencies. Organising your business to take this into account will support your team to do their best work After all, business is here to serve humans, not the other way round. •



For more about developing your team, see [zokit.co.uk/team-days](http://zokit.co.uk/team-days)



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# 2018 ZOKIT AWARD WINNERS

## BUSINESS OF THE YEAR

### Awarded to Effective HRM.

Sponsored by Robertsons Solicitors.

Managing Director Emma Del Torto, who also won the Inspiring Leader award said "We are delighted that we have won a couple of awards. It's been very special ... it was a surprise when I found out the team had nominated me for the Inspiring Leader Award - it was the award I most wanted to win ...and then we also won the Business of The Year!"



Emma Del Torto & Gemma Davies  
Effective HRM



### Wellness At Work

Office Om (Cathy Bailey, left)  
Presented and Sponsored by  
WorkWell Therapy  
(Rachael Stuckey, right)



### Business Evolution

National Education Show: Dawn  
Evans (left) and Trudy Williams  
(centre), from The National  
Education Show  
Sponsored by Action Coach:  
Graham Orange



### Young Entrepreneur

The Tap End: Justine Bullock  
Sponsored by Accolade  
Academy (Paul Rees)



### Innovative Dynamo

Brees Media (accepted by  
Scott Thomas, left)  
Sponsored by Smarta  
(Mark Wray, right)



### Inspiring Leader

Emma Del Torto (right)  
Sponsored by Dr Bridget  
(left)



### Environmental Excellence

Skyhawk Global: Andrew East  
and Anneline du Plessis (right)  
Sponsored by Penarth  
Management (Jodie Read, left)



**Online Influence (by vote)**

Winner: Red Squirrel Marketing (Damian Burgess, left)

Runner Up: Anchor Success (Bob Kennedy, right)  
Sponsored by Forté Web Solutions



**Start Up Spark**

Sales Cafe (accepted by Bob Shepherd)  
Sponsored by Peak Coaching Academy



**Customer Focus**

Penguin Wealth (Oliver Pughe, left; Craig Palfrey, left centre; Gavin Baos, right centre)  
Sponsored by Red Squirrel Marketing (Damian Burgess, right)



**Extraordinary Collaboration**

The Autism Shows  
Sponsored by Treen-Coward Associates



**Winning Legacy**

Wize Virtual Admin (Laura Davies, left)  
Sponsored by Cobalt HR (Kerry Chown, right)



**Amazing Space**

Challenge Wales (Vicky Williams)  
Sponsored by Shed Marketing (Matt Jones)

**SPONSORS**





**Outstanding Contribution**

Purple Shoots  
(Bob Shepherd)  
Presented by Wales Air  
Ambulance (Catrin Hall)



**Remarkable Business**

CMS & Sons Ltd (Gethin Davies, left;  
Aled Davies, left centre; Terry Davies,  
right centre; Rhys Davies, right)  
Sponsored by Words You Can Use



**Notable Business**

Direct Eyecare  
(Aqueela Jan)



**Judges' Pick**

Zoe Field (left) & Indaba Corporate Events  
(Caroline de Lange, left centre; Helen  
Davies, right centre)  
Sponsored by: Wordcatcher Publishing  
(David Norrington)

For the full list of finalists  
see [zokit.co.uk/Awards2018](http://zokit.co.uk/Awards2018)

Photography by



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Amazing Space | Young Entrepreneur | Wellness At Work  
Inspiring Leader | Extraordinary Collaboration | Diversity Driven  
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for more information



[www.zokit.co.uk/springconf](http://www.zokit.co.uk/springconf)



**BOB KENNEDY**

Ever picked up the phone to make a sales call and... just stopped?

Maybe you're dreading the conversation, you or your staff feel you aren't able to make sales successfully, or you have little confidence.

So, what's stopping you? The answer could be that you feel stuck or blocked.

That's where seasoned sales trainer Bob Kennedy comes in. His expertise could transform your sales performance, and your business.

His company, Anchor Success, was established a year ago and its name reflects his background in the Royal Navy.

*"I spent 10 years in the service in several roles. The last three were spent on board the royal yacht, HMY Britannia. It was a wonderful life which took me to many different places, taught me how to relate to people, and how to really listen to people,"* he said.

Those listening skills were vital over the next 20 years of Bob's career in sales, including almost nine years with BT as the Regional Sales Manager for Wales, the Midlands, and the South West with a team of 16.

Bob became self-employed four years ago and was the Director of online marketing company Mynt Media until 2017. He is also the Managing Director of mobile app company Mynt Apps.

Anchor Success offers sales training, sales

# ANCHOR SUCCESS

## Do you know your sales style – & how that affects your customers?

coaching, sales consultancy, Facebook Live training, and personal breakthroughs to clients in Cardiff, Bristol, and Swansea.

*"I understand the need for business owners and sales professionals to make a stronger connection with their customers, because I've been there. I help them do that,"* Bob said.

*"I help them discover what's holding them back and gain the confidence to move forward."*

One of the key methods Bob uses is helping his clients listen out for key phrases and words which will tell them how to speak to and write to their potential customers.

*"For example, someone who says 'let's see how that looks' would be a visual person, someone who will want to make decisions quickly and respond to the visuals first,"* Bob said.

*"Someone who says 'let's see how that feels' would take longer to make decisions and respond to language which promotes the relationship between them and my client."*

Those listening skills will then help Bob's clients overcome objections and close sales deals.

*"Communicating with potential customers in a way which makes them feel comfortable is a powerful thing. Of course, my clients will also have their own style of communication, so realising that is also important,"* Bob said.

*"Understanding the different styles and the fact we can all change the way we interact with other people is empowering."*

If you want to find out your sales style, and how you could transform your business, Bob can be contacted on **02921 303 541**.

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# Zokit. OUR MEMBERSHIP LEVELS

*"Zokit is an amazing organisation that's supportive to people and their businesses."*  
- Signature Member

*"The social media marketing alone has been worth the membership fee"*  
- Business Booster Member

## CONNECTOR

**Leveraged digital marketing for your business**

**£15 a month** (cancel anytime)

Actively marketed business profile on the Zokit website  
Social media engagement  
Optionally attend up to 5 events a year for the member ticket price

## BOOSTER

**Raise your profile the super flexible way**

**£29 a month** (cancel anytime after 3 month minimum)

Actively marketed business profile on the Zokit website  
Social media / digital marketing engagement and promotion  
Listing in printed business directory pages of Zokit magazine  
Distribution of press releases through our digital media channels  
Optionally attend up to one event a month for the member ticket price

## CATALYST

**Connect & grow your business with other owners, directors and decision makers.**

**£39 a month** (cancel anytime after 3 month minimum)

**or pay annually for £390** (getting 2 months free)

Actively marketed business profile on the Zokit website  
Enhanced social media / digital marketing  
Listing in printed business directory pages of magazine  
Access to all networking and business development events for member ticket price  
Get every 7th meeting free at your local hub  
Distribution of press releases through our digital media channels  
Access to private Facebook group

## HIGH-IMPACT

**Make the biggest splash for your business and brand with bundled savings**

**£67 a month** (12 month minimum then annual rolling)

**or pay annually for £670** (getting 2 months free)

Featured actively marketed business profile on the Zokit website  
Advanced, customised social media / digital marketing  
Premier listing in printed business directory pages of magazine  
Access to all networking and business development events for member ticket price  
Exhibition stand at Zokit Expo with priority position  
Get every 7th meeting free at your local hub  
Access to private Facebook group  
Ticket to Springconf  
Ticket to Beaujolais Day  
Priority notice of sponsorship and partnership opportunities  
Enhanced distribution of press releases through our digital media channels

## BOOM (Business Owner Onward Mastery)

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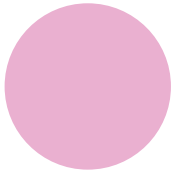
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## BUSINESS EVENTS

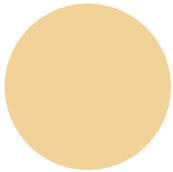
We run over 100 networking and business development events every year across the Cardiff Capital Region. Here's more about the what, where and when:



### Cardiff Hub

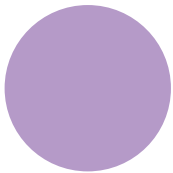
**Led by:** Bob Kennedy of Anchor Success  
**Meetings:** Fortnightly business breakfast on Wednesdays at the Village Hotel. Monthly peer support group on Friday lunchtime at Village Hotel or Cornerstone.

**Email:** bob.kennedy@zokit.co.uk  
**Tel:** 07918 080 749



### Bridgend Hub

**Led by:** Sherona Treen-Coward of Sherona Treen-Coward Associates  
**Meetings:** Fortnightly business light lunch on Tuesdays at Pantruthyn Farm.  
Email: sherona@zokit.co.uk  
Tel: 07816 821 056



### Vale Hub

**Led by:** Dyfrig Thomas of LEff Business  
**Meetings:** Monthly business light lunch and monthly hot seats on Thursdays at The Old Custom House, Penarth Marina.  
**Email:** dyfrig@zokit.co.uk  
**Tel:** 07766 952 913

You can visit a networking event as a non-member to see how it works before deciding to join.

### Other Key Events:

#### Thur 4th October 2018:

Zokit Business Expo, All Nations Centre, Cardiff

#### Thur 15th Nov 2018:

Beaujolais Day Social Business Networking, 10 Feet Tall, Cardiff city centre

#### Thur 16th May 2019:

Zokit Springconf & Business Awards, Cardiff City Stadium

**Browse and book all events at:**  
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## NIKKI SHEFFERD

### 5 excellent reasons why you should switch your accounts to Xero

How do you make business decisions? For most of us, it starts with data. That could be marketing data, information about demographics, or data about the profitability of a potential product or service. At the heart of all of those data sets is one key source of information which some businesses neglect your accounts. Instead of seeing your books and your management accounts as a chore which has to be done monthly, quarterly, or annually, you could start looking at them as a living document which gives you real-time information every day. In fact, you could be checking on your finances on the go on your mobile phone or tablet whenever you like - forget the idea of accounts being available between 9am and 5pm.

Nikki Shefferd, of NS Accounts and Technology Ltd, is an experienced accountant who specialises in giving you the data you need to make good decisions as often as you need it.

"Having your books updated regularly on a cloud software system means you can spot opportunities and nip problems in the bud quickly. You don't have to wait for the end of the month, I can update your bookkeeping every day," she says.

"I come from a software training background, which is why my business has technology in its name. So, I know that using accounting software and time-saving add-on apps can transform someone's business and really take the pressure off hard-pressed business owners.

"My clients use Xero. I have used many software systems in the past but find Xero to be the best. We're Xero Certified Advisers and Silver Partners, so we set people up

on it, help them learn it, and support them throughout the year.

"Typically, my clients have had enough of struggling with their books themselves, and they are delighted when they realise they can use a system which makes things much simpler and works for them."

Why use Xero for your accounts?

**1. It saves time** When you need to make decisions, you don't have to dig back through spreadsheets or paper files. It's all there on your Xero account on your desktop and mobile phone. It also issues quotes, turns them into invoices when you win the work, and manages your payroll. Banking transactions are imported and categorised, you can schedule payments, and batch pay suppliers. Xero also makes claiming expenses easy.

**2. It helps you to analyse growth and sales** Xero's reports allow you to track sales monthly and annually, spotting which products and services are popular and where there has been growth. You can also track costs, spotting where there are rising bills. That helps you decide if you need to look for a new supplier, for example.

**3. It allows you to plan for profits and tax without an end of year rush** There's no sudden rush to decide how to take profits and you know how much tax you'll need to pay. You can ask your financial adviser to view your accounts for extra advice.

**4. It helps manage cash flow** If cash flow begins to be a problem, you'll see it on the Xero alert system which flags up overdue invoices and auto-chases invoices which go over their payment due date.

**5. It's user friendly** Nikki says Xero is easy to learn to use and synching with your bank account is easy.

If you'd like to find out more or arrange a free Xero trial, call Nikki on **029 2064 7787**.

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QUOTE ZOKIT

# Words OF WISDOM

*"Every business owner you meet knows something you don't know... yet"*



## ON BRANDING

The worst thing any business can be is bland. If no one hates it, no one loves it! Branding is about being unique and totally owning that space of yours.

**Marina Hauer, Apricity Studio @apricity\_girl**

## ON LEADERSHIP

Remember to walk the talk. If your people don't see you doing your best every day, they won't either.

When you help others to succeed, the greater your value becomes.

**Wendy Derrick, Leading Confidently @Leadconfidently**



## ON OFFICE SPACE

A well designed office can increase productivity by 20%. Bringing in nature has a particularly positive effect... carefully selected planting, wall murals of outdoor scenes and naturally inspired lighting are all easy to implement.

**Jason Gill, Workbench @WorkbenchOffice**

## ON WORKFORCE WELLNESS

Three Simple tips to help keep your team healthy and happy at work:

1. Keep hydrated.
2. Have a proper lunch break with food and fresh air.
3. Encourage people to take regular screen breaks.

**Rachael Stuckey, Work Well Therapy [www.workwelltherapy.co.uk](http://www.workwelltherapy.co.uk)**



## ON SYSTEMS

Building systems make your business an independent self-sustaining, profit generating entity, otherwise you have a job. Creating right systems make you more productive, allows delegation/automation and creates a saleable asset.

**Dyfrig Thomas, LEff Business Ltd @leffbusiness**

**UPCOMING  
DATES**

19th September  
17th October  
21st November  
from 6pm

**SOUTH  
WALES  
PROPERTY  
MEET.**



The South Wales Property Meet is a friendly event and a fantastic platform for property investors. Whether you are new to property investment and eager to learn or a seasoned professional, you will be able to hear valuable content while rubbing shoulders with like-minded professionals, key suppliers and potential joint venture partners.

With an excellent line up of expert speakers and a fresh, positive approach to property investment, make sure you head to the South Wales Property Meet.

*"Excellent events, quality speakers. Every time I go to the South Wales property events I always leave with more knowledge which I put into action.*

*Howard and the team really know their craft!*

*10/10*

*Would recommend to any property investor out there."*

*- Huw Appleby, now a regular attendee.*