

SUMMER 2020

# Zokit.

BUSINESS | EVENTS  
FEATURES | DIRECTORY



#zokit

# HELLO AND WELCOME

## It's great to have you here!

Zokit is all about making connections for your business to grow.

The last few months have been challenging for most businesses. Never before has it been more important to stay connected, have a support network, nurture a resilient mindset and keep your business smarts switched on. We've all had to make changes. There have been opportunities to do things differently, better even. There have been things that we've had to say goodbye to. The reset button has well and truly been pressed.

It seems long ago now that we, in consultation with our exhibitors, made the difficult decision to postpone one of our biggest events, scheduled a few days before the immediate lockdown was announced. The next few weeks were probably the busiest, most exhausting I've had as we moved all our regular events online, amended our 2020 plans and kept in close communication with our members, team and partners.

We were lucky to be in a position to do this and my heart goes out to businesses who had to completely close their doors as well as people affected by the pandemic in other ways. It's been a time of loss for many. We await the green light for physical gatherings and will be running a blend of online and on location events into the future. We're super pleased that our Zoom events have proved popular, people enjoying the efficiencies and focus of professional business networking and development online.

We've had business owners from South Wales, London, the Midlands, the North, London and the South West networking with us, in fact visitors and speakers from as far afield as Toronto and L.A! We've enjoyed creating new ways to connect people and have welcomed lots of new members joining us to build their business from their keyboard.

Our purpose hasn't changed and we're now charting a growth path with hub launches across the UK and a new global audience. If you'd like to come along with us and take your business to the next level, we'd love to find out more about you and your goals.

**Neil Lloyd**, *Founding Director*

# Zokit.

## MEET THE TEAM If you need any assistance, our team are here to help.



**Neil Lloyd**  
Founding Director



**Karen Brown**  
Member &  
Office Support



**Sian Faire**  
Member Marketing



**Bob Kennedy**  
Hub Leader,  
Cardiff North



**Mike Colcombe**  
Hub Leader,  
Newport



**Dyfrig Thomas**  
Systems Partner



**Stephanie Evans**  
Hub Leader,  
Chepstow & Bridgend



**Adrian Hornett**  
Ambassador



**Lora Payne**  
Hub Leader,  
Vale of Glamorgan



**Paul and  
Deborah Rees**  
Global Hosts

ADVERTISE IN  
THE NEXT EDITION:  
[ZOKIT.CO.UK/MAG](https://www.zokit.co.uk/mag)



# OUR HUBS

We run over 100 networking and business development events every year, across the Cardiff Capital Region and beyond, with new areas launching soon. All events are currently online and we'll be operating a blend of online and on location business events when physical gatherings are possible again.



## Bridgend

Leader: Stephanie Evans  
*Mindful Managing*

Meetings:  
Fortnightly business lunches on Tuesdays

Email:  
stephanie@zokit.co.uk



## Cardiff

Leader: Bob Kennedy  
*Anchor Success*

Meetings:  
Weekly for business breakfast on Wednesdays

Email:  
bob.kennedy@zokit.co.uk



## Chepstow

Leader: Stephanie Evans  
*Mindful Managing*

Meetings:  
Fortnightly business breakfasts on Fridays

Email:  
stephanie@zokit.co.uk



## Newport

Leader: Mike Colcombe  
*Dor 2 Dor*

Meetings:  
Fortnightly business lunch on Tuesdays

Email:  
mike.colcombe@zokit.co.uk

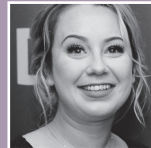


## Global

Leader: Paul & Deborah Rees  
*Accolade*

Meetings:  
Fortnightly 4pm Thursdays

Email:  
paul.deborah.rees@zokit.co.uk



## Vale of Glamorgan

Leader: Lora Payne  
*LCVA services*

Meetings:  
Fortnightly business lunch

Email:  
lora@zokit.co.uk

# BEAUJOLAIS DAY

## BUSINESS SOCIAL NETWORKING

Beaujolais Welcome Drink | Big Hot Buffet | Bubbly  
Live Entertainment | Dessert Canapés | Raffles | Prizes  
Drinks Offers | Pizza & Chips Buffet | Quiz



£39  
+VAT

“The best Beaujolais Day in town!”

[zokit.co.uk/beaujolais](https://zokit.co.uk/beaujolais)

Please note that this event may be moved online if needed.

# MEMBERS' DIRECTORY

## MEET SOME OF OUR MEMBERS

### ACCOUNTANCY

NS Accounts and Technology Ltd	>	<a href="http://nsaccounts.co.uk">nsaccounts.co.uk</a>
Mitchell Meredith	>	<a href="http://mitchellmeredith.co.uk">mitchellmeredith.co.uk</a>
OBP Chartered Accountants	>	<a href="http://obpaccountants.co.uk">obpaccountants.co.uk</a>
Derwen Accountancy	>	<a href="http://derwenaccountancy.co.uk">derwenaccountancy.co.uk</a>

### ART & ENTERTAINMENT

Picasso Griffiths	>	<a href="http://picassogriffiths.com">picassogriffiths.com</a>
Bryon Gunton Magician	>	<a href="http://bryangunton.co.uk">bryangunton.co.uk</a>

### BARS AND RESTAURANTS

Steinbeck & Shaw	>	<a href="http://steinbeckandshaw.co.uk/cardiff">steinbeckandshaw.co.uk/cardiff</a>
------------------	---	--

### BUSINESS SUPPORT

Wize Virtual Admin	>	<a href="http://wizevirtualadmin.co.uk">wizevirtualadmin.co.uk</a>
Sian Faire Virtual Assistant Services	>	<a href="http://sianfaireva.co.uk">sianfaireva.co.uk</a>
LEff Business Ltd	>	<a href="http://leffbuisness.co.uk">leffbuisness.co.uk</a>
LCVA Services Ltd	>	<a href="http://lcvaservices.com">lcvaservices.com</a>
Computer Solutions Wales	>	<a href="http://computersolutions.wales">computersolutions.wales</a>
Steven Madeley Consultancy Services	>	<a href="http://smcs.wales">smcs.wales</a>
Making Waves Consulting	>	<a href="http://makingwaves-consulting.co.uk">makingwaves-consulting.co.uk</a>
VA Go	>	<a href="http://va-go.co.uk">va-go.co.uk</a>

### BUSINESS COACHING

Anchor Success	>	<a href="http://anchorsuccess.co.uk">anchorsuccess.co.uk</a>
Dr Bridget	>	<a href="http://drbridgetnlp.com">drbridgetnlp.com</a>
Insight6	>	<a href="http://insight6.com/region/south-wales">insight6.com/region/south-wales</a>
Accolade Academy	>	<a href="http://accoladeacademy.co.uk">accoladeacademy.co.uk</a>
Vicki Ostrowski transformation Coach	>	<a href="http://vicki-o.com">vicki-o.com</a>

### BUSINESS DEVELOPMENT

LEff Business Ltd	>	<a href="http://effbusiness.co.uk">effbusiness.co.uk</a>
-------------------	---	--

### CHARITIES

Gwent Wildlife Trust	>	<a href="http://gwentwildlife.org">gwentwildlife.org</a>
Challenge Wales	>	<a href="http://challengewales.org">challengewales.org</a>
The Autism Directory	>	<a href="http://theautismdirectory.com">theautismdirectory.com</a>
Purple Shoots	>	<a href="http://purpleshoots.org">purpleshoots.org</a>
Cancer Research Wales	>	<a href="http://cancerresearchwales.co.uk">cancerresearchwales.co.uk</a>

### COMPLIANCY

Penarth Management	>	<a href="http://penarth.co.uk">penarth.co.uk</a>
--------------------	---	--

### COPYWRITING AND PUBLISHING

Words You Can Use	>	<a href="http://wordscopycanuse.co.uk">wordscopycanuse.co.uk</a>
Wordcatcher Publishing	>	<a href="http://wordcatcher.com">wordcatcher.com</a>

### DESIGN, PRINT AND SIGNAGE

Elektra Designs	>	<a href="http://elektradesigns.co.uk">elektradesigns.co.uk</a>
d3signs Ltd	>	<a href="http://d3signs.co.uk">d3signs.co.uk</a>
Dor2dor	>	<a href="http://newport.dor2dor.com">newport.dor2dor.com</a>
Treganna Design	>	<a href="http://tregannadesign.co.uk">tregannadesign.co.uk</a>

### ENVIRONMENTAL

Gwent Energy CIC	>	<a href="http://gwentenergycic.org">gwentenergycic.org</a>
------------------	---	--

### EVENT ORGANISERS

The Welsh Business Show	>	<a href="http://wbs.wales">wbs.wales</a>
-------------------------	---	--

### FINANCIAL SERVICES

Sanctuary Financial Planning	>	<a href="http://sanfp.co.uk">sanfp.co.uk</a>
Quilter Financial Planning	>	<a href="http://quilterfinancialadvisers.co.uk">quilterfinancialadvisers.co.uk</a>
Inter Alia	>	<a href="http://interaliacm.co.uk">interaliacm.co.uk</a>

### HEALTHCARE

Direct Eyecare	>	<a href="http://directeyecare.co.uk">directeyecare.co.uk</a>
One Million Steps Ltd	>	<a href="http://millionsteps.com">millionsteps.com</a>
Dr Sukhi Aesthetics	>	<a href="http://drsukhi.co.uk">drsukhi.co.uk</a>

### HOME, GARDEN AND BUILDING

Cardiff & Vale Electrical	>	<a href="http://cardiffandvaleelectrical.com">cardiffandvaleelectrical.com</a>
---------------------------	---	--

### HOTEL

The Village Hotel and Business Club	>	<a href="http://village-hotels.co.uk/hotels/cardiff">village-hotels.co.uk/hotels/cardiff</a>
Future Inn Cardiff	>	<a href="http://futureinns.co.uk/cardiff">futureinns.co.uk/cardiff</a>
The West Usk Lighthouse	>	<a href="http://westuskighthouse.co.uk">westuskighthouse.co.uk</a>



# MEMBERS' DIRECTORY

## HR

- > [Claire Baker Boutiques HR Consulting](#) > [clairebakerboutiquehr.com](#)
- > [Mindful Managing](#) > [stephanie@mindfulmanaging.co.uk](#)

## LEGAL SERVICE

- > [Maplebrook Wills](#) > [cardiff.maplebrookservices.co.uk](#)
- > [Vale Wills](#) > [valewills.com](#)
- > [Indelible IP](#) > [info@indelibleip.co.uk](#)
- > [Robertsons Solicitors](#) > [robsols.co.uk](#)

## MARKETING

- > [Forté Digital Marketing](#) > [fortedigital.marketing](#)
- > [Web Jewel](#) > [webjewel.co.uk](#)
- > [JSeven Media](#) > [jsevenmedia.com](#)

## MOTIVATIONAL SPEAKERS

- > [Mark Colbourne](#) > [a-speakers.com/speakers/mark-colbourne-mbe-keynote-speaker](#)

## NEWS MEDIA

- > [Business News Wales](#) > [businessnewswales.com](#)

## PHOTOGRAPHY

- > [Escape The Cage Photography](#) > [escapethecagephotography.co.uk](#)
- > [BOKEH](#) > [bokeh-photography.com](#)
- > [Jo Davies Photography](#) > [jodaviesphoto.co.uk](#)

## SERVICED OFFICES

- > [Workbench](#) > [workbenchoffice.com](#)

## SPORTS

- > [Cardiff City Stadium](#) > [cardiffcityfc.co.uk](#)
- > [Chepstow Racecourse](#) > [chepstow-racecourse.co.uk](#)

## TRAINING AND DEVELOPMENT

- > [Home-School Tutoring](#) > [homeschooltutoring.co.uk](#)
- > [e-Development](#) > [e-development.co.uk](#)

- > [A New Colour - aTraining, Coaching, Consulting](#) > [anewcolour.co.uk](#)
- > [Cardiff and Vale College](#) > [cavc.ac.uk](#)
- > [Mindful Managing](#) > [mindfulmanaging@btinternet.com](#)
- > [Xplain Training](#) > [xplaintraining.co.uk](#)
- > [Maverick Communication](#) > [maverickcommunication.co.uk](#)

## TRAVEL

- > [Travel Counsellor - Jonathan Davis](#) > [travelcounsellors.co.uk/jonathan.davis](#)

## UTILITIES

- > [Utility Warehouse Discount Club](#) > [utilitywarehouse.co.uk](#)

## VIDEO

- > [F9 Films](#) > [f9films.co.uk](#)
- > [Insight Video Marketing](#) > [insightvideomarketing.co.uk](#)

## WELLBEING

- > [Workwell Therapy](#) > [workwelltherapy.co.uk](#)
- > [Sue Worrall Nutrition](#) > [sueworrallnutrition.com](#)

**Zokit.** **FRANCHISE**  
Register Your Interest Now

**BECOME A BUSINESS GROWTH DIRECTOR!**

**Launch a Zokit Hub**

**Make significant income and impact  
transforming the business scene**

Online and/or On Location | Full training | Work from home or office and on the go  
Blueprints, systems and templates | Back office support | Success coaching

Build a dynamic business helping other businesses thrive **[zokit.co.uk/franchise](#)**

# What Now?

As the UK moves into a phase of more changes to what is and what isn't possible during the pandemic, here are some thoughts from a few of our members...



*"It's really important to communicate with your customers at this time, ensure you keep your communication friendly and advisory, tell them what you're doing to keep your staff and customers safe when they engage with your business as well as changes to operating functions and hours. Keep updating the comms as the situation changes, use social media, email and signage in offices, etc."*

*Mel Evans, insight6*



*"Consider using time that has become available to do new things to grow your business. Maybe you've been meaning to write a book / develop online courses / write a marketing plan / post some blogs / research new software / implement a management system / develop a new website [you get the idea!] for some time. Make this the time! (Just don't try to do it all!)"*

*Jodie Read, Penarth Management*



*"Think about how your customer's behaviour will change during the pandemic, and adapt the offering accordingly. People will be more dependent on the internet, so make sure:*

- 1. People can find your business online.*
- 2. You're engaging online to raise your visibility and connection.*
- 3. Look out for potential new audiences that have now emerged.*
- 4. How can you extend your current marketing to include them?"*

*Sarah Griffiths, WebJewel*

## FUN QUIZ!



### How well do you know Wales?

- How many castles are there in Wales?
  - 350
  - 641
  - 732
- In which year was the Ryder Cup first staged in Wales?
  - 2008
  - 2010
  - 2014
- Which Welsh town was the setting for the TV series, "The Prisoner"?
  - Cardiff
  - Swansea
  - Wrexham
- Who drove Ivor the Engine?
  - Johnnie Walker
  - Johnnie Cooper
  - Johnnie Walker
- Which Welsh designer founded a highly successful international chain of shops selling a Neo-Victorian country style in clothes and furnishings?
  - John Galiano
  - John Galiano
  - John Galiano
- Which Dylan Thomas book describes a day in the life of a small Welsh fishing village?
  - Under Milkwood
  - Fern Hill
  - Rebecca's Daughters
- Wales has 3 National Parks – Snowdonia, the Pembrokeshire Coast and which other?
  - North Wales
  - South Wales
  - Central Wales
- In which Welsh county is it believed St David was born?
  - Monmouthshire
  - Pembrokeshire
  - Flintshire
- Which two colours feature on the flag of St David?
  - Red and Green
  - Black and Green
  - Black and yellow
- King Henry VII was born in which Welsh castle in 1457?
  - Caernarfon
  - Chepstow
  - Pembroke

Answers at the bottom of page 18



# EXPO ONLINE

WEDNESDAY 14TH OCTOBER  
10AM - 3PM



- > Over 75 Exhibition Stands
- > BizTalks
- > Meet The Buyers
- > Bookable Business Appointments
- > Awards
- > Networking
- > Prize Draws & More

## AWARDS (Apply at [zokit.co.uk/awards](http://zokit.co.uk/awards))

Business Evolution | Start-up Spark | Innovation | Inspiring Leader  
 Personal Development | Sustainability | Customer Focus  
 Outstanding Contribution | Young | Entrepreneur | Business Enabler  
 Online Influence | Well-being at Work | Diversity | Engaging Speaker  
 Business Author | High Performance | Standout Business | Notable Networker

Apply at [zokit.co.uk/awards](http://zokit.co.uk/awards)

[zokit.co.uk/expo](http://zokit.co.uk/expo)



# ADVERTISING WORTH EVERY PENNY



[JSEVENMEDIA.COM](http://JSEVENMEDIA.COM)

Out of Home | Radio | TV | Travel | Print | Design



# Take a Tech break for your **mental health**

Do you use technology at work? Of course, you do! You probably thought that was a silly question! Most of us use technology everyday at work, at home and on the move. Our modern technology means that we are always connected to work, friends, connections and family.

However, we can become tethered to the various apps, email and messaging platforms. We worry about what perception others will have of us if we are not connected, commenting, liking or answering emails. Will we be seen as 'not being committed' (to work) or will friends and family think we don't care?

This can lead to us spending time we *don't want* to and time we *don't have* tapping away

on our devices in the hope to keep everyone happy and in a positive mind set about us.

This all has a negative impact on our mental health – worrying about what everyone is thinking, not sleeping because we can't put our device down or have spent so much screen time before bed that we can't switch off and are lying there in the dark with our minds buzzing!



## So, what can you do?

### TIP 1 – Explain what you are doing

- Tell your friends and family you are having tech breaks and why.
- At work, don't be afraid to put your out of office on saying you are looking at email periodically throughout the day. This will manage their expectations.
- Also ask to only be copied in where it is necessary rather than just for info – it will significantly cut down the unnecessary emails that clog your account and give you that awful feeling when you open your inbox!

### TIP 2 – Commit to screen free time

- Reduce screen time around the end of the day – give at least an hour before bedtime to allow your mind to switch off for the night.
- Set aside time for screens and time to do other things – relaxation, exercise, hobbies (that don't need a screen!).
- Have family/friends screen free time together – reinvent how you enjoy time together – play traditional games, go for a walk, visit a park, play outdoor games, read, craft, colour – the options are endless and great fun.

It's not rocket science but it does take a little bravery – remember technology is there to be a helpful tool to us not for us to be run by it! Use technology so that it has a positive impact on your life and health.



### TIP 3 – Manage your working day better

- Turn off/restrict notifications on your devices.
- Work in work time and switch off after work.
- If the person you need to talk to is in the same building as you, go find them and talk face to face – you might even have a coffee together. This will break up your screen time, get you moving and helps avoid misunderstandings that happen over quick emailed responses. You will feel much better for it.
- Have screen free meetings at work where you just focus on the meeting and pick up your devices afterwards.
- Have screen free areas – this can work in the workplace as well as at home. Most of us work with a computer on our desk and then sit in the staff room looking at the screen of our phone or tablet. HSE advises regular breaks from screen time every 20 – 30 minutes so give yourself another break at lunchtime. Move away from your desk to eat and leave your email behind and give yourself a break from all screens for at least part of your break if you can't manage it for the whole breaktime.



# Tips for online business networking by video

With many venues still closed and people working from home, online meetings have exploded in popularity. Business owners are realising they can save time, money and potentially their waistlines by networking online, face to face by live video link. Apps like Zoom and Skype are our new frequently visited places and alternative ways to do business are expanding rapidly. At Zokit we've been hosting online networking by video since last year. Here's what we've learnt....

## **TIP 1 Prepare**

Familiarise yourself with the video conferencing app that will be used for the meeting and check that your mic and camera work. Mark it in the calendar as you would a physical meeting with buffer time each side. If you have a busy household you may need to negotiate a quiet zone where you won't get disturbed and consider using headphones if you'll be in a shared space and want to minimise noise disturbance from the video call. Many online networking meeting hosts will ask you to post your introduction and links in the chat window so why not have these ready to copy and paste.

## **TIP 2 Test your mic and webcam a few minutes before**

Sometimes computers and applications don't start up properly so remember to check your sound and visual just before the meeting so you can troubleshoot if needs be.

## **TIP 3 Make sure your mic is unobstructed or use a USB mic**

Work out where your internal computer mic is and make sure it's not obstructed by any items on your desk or your sleeve as you type or anything else that has got into the aperture. An external USB mic will usually improve sound quality and control and a good enough one will only cost around £20.

## **TIP 4 Research**

If you can find out who's on the call, who the host is, any expert speaker or what the likely audience is, this will help you adapt your communications.

## **TIP 5 Rehearse**

If you will have chance to introduce your business, rehearse what you'll say so it comes across clearly and memorably. Speak confidently and succinctly.

## **TIP 6 Mind your background**

Remember people can see what's behind you... so remove any sensitive information and aim for a clutter free (or interestingly curated) background. If you have a blank wall behind you or a green screen, most apps will allow you to upload a virtual background. You can download some great free ones on Canva.

## **TIP 7 Brand your video stream**

Some ideas for this include changing your screen name to include your business name / business email or number, having a branded banner behind you or adding your logo to your virtual background image/video.

## **TIP 8 Look at your camera**

To get eye contact – look at the camera lens not the screen. It can take a bit of getting used to and in reality you'll have to balance this with seeing what's on screen and typing.

## **TIP 9 Use the chat window**

This is a great way to give feedback and information and ask questions when it's not appropriate to speak. Also a great engagement tool for when you're speaking and want to ask for feedback.

## **TIP 10 Dress for business**

In your style. It'll make you feel better. Things tend to be more relaxed online but you don't want to look like you've just fallen out of bed!

## **TIP 11 Listen**

Overtalking especially doesn't work online partly due to the technical limitations of video conferencing apps. This is a great opportunity to listen so you get to know the other people on the call more deeply.

## **TIP 12 Be facially expressive**

Smiling, nodding and other appropriately timed expressions helps you build rapport with the person speaking, increasing your visibility and connection.

## **TIP 13 Switch off your video**

...when you have to leave the room or take an urgent call or get disturbed. This will reduce distraction from whoever is speaking at the time.

## **TIP 14 Remember to mute and unmute yourself**

Most hosts will encourage you to mute yourself when not speaking to cut out background noise, prevent your video stream accidentally becoming the active one (it responds to sound) and improve the quality of the call. The trick is to remember to unmute yourself when it's time to speak! Some apps will have keyboard shortcuts to mute/unmute (you may need to switch this on in settings).

## **TIP 15 Arrive online a few minutes early**

This will give you time to deal with any lastminute technical troubleshooting and hear any 'housekeeping' from the host about how the meeting will be run including any special instructions for getting the host's attention.

## **TIP 16 Follow up**

The fortune is always in the follow on – and this is no less true online!



# WORDSEARCH

Find the names of the businesses that are Zokit members. Names may be forward, backward, horizontal, vertical or diagonal. Words in brackets are not included in wordsearch

A E D F K S H A W E K F F G I U S E F I L O B F  
 V I C K I O S T R O W S K I O F A V K P O J V I  
 I K E I F K C M Y P S S E C C U S R O H C N A K  
 L S T E I N B E C K A N D S H A W I C R A W E B  
 L P M W D A K B O X F U L L W D N V J E L K D T  
 A J I O R L O B P F O V N U O S S A C I P N W H  
 G Q C R Y X L O U D G A A L U L T Y K O A G F C  
 E U L D R E R K F J S N Q G J L E L B O G L U N  
 M S R S O I M E J N G I S E D A N N A G E R T E  
 C L A Y T F O H S V I S B A Y T K B M S S D U D  
 L L V O C Q B I P U K X E W N H N L S P O R R R  
 C I S U E U M V A G O N K O K C P D D C W G E B  
 F W B C R M S E R T S H I U S L T T P Y L X I R  
 O K E A I S K L E F F R E P D E Z U M F S W N I  
 O O D N D N E V U H R X D R D V I E A G O I N D  
 B O F U M M H O M T S D Y Y A K G G F R Q C H G  
 Z R S S S K S H C N E B K R O W A S K R Y V N E  
 K B S E I V A D O J D O L F P T Y J O R J H O T  
 F E H B T H O F G C G N I N I A R T S A C C O N  
 M L S D V I B D J X Z D K Y P B V E I H K N O L  
 H P I N A G L I N E T L S T O O H S E L P R U P  
 S A H S E W G M L B J M H F B T O E L M I L S I  
 L M E J H C O E A M L I F S P H F K C G S T G Z  
 C U D M T W I Z E V I R T U A L A D M I N K U L

- |                         |                                |                            |
|-------------------------|--------------------------------|----------------------------|
| Anchor Success          | Local Pages                    | Treganna Design            |
| Bokeh (photography)     | Maplebrook Wills               | UMT (Upcycling & Mobility) |
| Box Full of Business    | OBP (Chartered Accountants)    | Utility Warehouse          |
| CAS Training (Wales)    | Picasso (Griffths)             | VAGO                       |
| Dr Bridget NLP          | Pinagli                        | Vicki Ostrowski            |
| Future Inn              | Purple Shoots                  | Village (Hotel)            |
| Jo Davies (Photography) | Sanctuary (Financial Planning) | Words you can use          |
| Leff (Business Ltd)     | Steinbeck and Shaw             | Wize Virtual Admin         |

Answers to our FUN QUIZ: 1 b 2 b 3 Portmerion 4 Jones the Steam 5 Laura Ashley 6 a 7 Brecon Beacons 8 b 9 c 10 c

# OUR EVENTS

TRY OUR  
3 TYPES  
OF EVENTS

[zokit.co.uk/events](http://zokit.co.uk/events)

**BIZ TALKS**  
 Inspiring Speaker  
 Direct Access Q&A  
 Breakout Networking  
 Try once & join to continue

**DEEP DIVE**  
 Strategic Growth  
 Peer Mentoring  
 Action Focus  
 Members Only

**NETWORKING**  
 Introductions  
 1-2-1 Appointments  
 Biz WiZdom Spotlight  
 Try once & join to continue

*"Loving the online Zokit, really looking forward to connecting with everyone. Brilliant!"*  
*"My first experience networking using zoom. And I must say very enjoyable. Thanks"*

**insight<sup>6</sup>**  
 CUSTOMER EXPERIENCE SPECIALISTS



Mel Evans – Customer experience expert

Weather you have clients, students, members, guests, patients or good old-fashioned customers, I have two questions for you;

1. How do they feel about you or your business?
2. How do you measure customer satisfaction in your world?

I work with all sectors and businesses big or small to get to the bottom of those questions and many like them, if you don't know what your customers feel when they engage with you or what your customers want from you moving forward, then it will be difficult to keep up with the ever-changing world around us.

For many years' businesses talked about customer service but there is something new to consider – *customer experience*.....the new focus for business's should be around the whole experience a customer has when they see your brand or engage with your business. I help businesses identify how it feels to be a customer in your world, taking the customer's view of what and how you deliver your product and service. Through this rich understanding, you can improve social media ratings, increase customer retention and ensure your customers are positively promoting your business through great experience.

If you truly want to put the customer at the heart of your business then perhaps you should start by asking them how they feel and then book a call with me for a free consultation on how to manage customer experience in your business.

Mel Evans  
 Tel: 07393227347  
[www.insight6.com](http://www.insight6.com)



# 7

## TOP TIPS FOR GIVING GREAT FEEDBACK!



1

### AVOID UNDUE EMOTION – TALK WHEN YOU ARE CALM AND OBJECTIVE

If you are upset or angry about something you are not going to be able to give good quality feedback

2

### BE SPECIFIC & TIMELY! AVOID GENERAL COMMENTS OR LEAVING IT WEEKS BEFORE TELLING THEM!

Feedback like 'You're doing a great job' or 'That was fantastic' is nice and important to know but isn't necessarily good quality for development purposes. The individual needs to know specifically what they are doing to be able to continue doing it! The same applies for negative feedback. Use the **STAR** & **STARAR** model for giving great feedback.

#### FOR PRAISE

ST > SITUATION OR TASK

A > ACTION

R > RESULT

#### FOR FEEDBACK FOR IMPROVEMENT

ST > SITUATION OR TASK

A > ACTION

R > RESULT

A > ALTERNATIVE ACTIONS TO GET

R > ALTERNATIVE RESULT

3

### FOCUS ON BEHAVIOURS

It is imperative that you feedback against observable behaviours. There is a huge difference between (1) 'You are rubbish at customer service' and (2) 'When you were talking on the phone to your provider yesterday, I heard you raise your voice, shout and swear.' The first statement is general and subjective; the second statement is an observed behaviour – a description of what you saw or heard without assumption or accusation.

4

### OWN THE FEEDBACK

It is important when giving good quality feedback that you own it. 'This is what I heard, observed or felt and this is the impact it had on me.'

5

### MAKE FEEDBACK A TWO-WAY CONVERSATION

Feedback is not a speech but a two-way dialogue. You need to listen to understand too.

6

### AVOID GIVING NEGATIVE FEEDBACK IN PUBLIC

Giving negative feedback in public, even if it is good quality, will not provide the individual with the space or dignity of reflecting on the event. Also remember some people don't like to be praised in public!

7

### PRACTICE!

The more you give good quality feedback, the more natural it will become!

Feedback needs to be timely and current so that the individual can remember exactly what happened, not something which happened three or 12 months ago!

Stephanie Evans MCIPD, Mindful Managing, [facebook.com/mmstephanieevans](https://www.facebook.com/mmstephanieevans)



# 5 WAYS a Professional Business Development, Support and Networking Group Grows Your Profits and Cuts Your Costs



1

## Fast track client relationships

Whether it's directly with a potential client or through a referral / recommendation, you get to skip through a lot of the initial hoops and get ahead in the process. Smart move!

2

## Supplier Synergy

You'll save oodles of time and money by working with trusted suppliers in the network that value excellence of service to meet your business needs rather than trying to sell you everything in their shop. Savvy!

3

## Make Better Mistakes

Mistakes are needed in business. It's how business owners cut their teeth and keep sharp. But not all mistakes are equal. Group members will share their experience to help you avoid the common costly mistakes and maximise your efforts. Now that's worth knowing!

4

## A Team of Advocates

A good business development manager is, quite rightly, a significant investment... and is still limited by their connections. Imagine having a team of people looking out for business opportunities for you and opening up their network to expand yours. Hey this group stuff is pretty cool, right!

5

## Social Motivation

We're social beings, us humans. All the more important to surround yourself with people who create a success environment, cheering you on... and who are also on their own business growth adventure. Priceless!



# The Autism

BUSINESS SERVICES

## Celebrating diversity in the workplace

Our **ACE** framework provides comprehensive practical guidance for organisations about how to create autism accessible workplaces. It also tackles the many myths about autistic workers.

**Accessible** : Helping **you** make your work place **accessible**

**Customised** : Enabling you to **customise** your work place with reasonable adjustments to meet your staff and customers **needs**

**Environment** : Empowering you to create an **inclusive** environment.

**60%** of employers do not know where to go for support or advice on reasonable adjustments

**40%** of employers think it costs more to employ an autistic worker.

We support businesses to make **cost effective** reasonable adjustments to support their staff and customer base

**Please contact us for a free consultation:**

🌐 [www.autismdirectorycharity.com](http://www.autismdirectorycharity.com)

☎ 01443 844764

@ [hello@theautismdirectory.com](mailto:hello@theautismdirectory.com)

VARIETY OF  
DIFFERENT  
PERSPECTIVES

REDUCED  
EMPLOYEE  
TURNOVER

FASTER  
PROBLEM  
SOLVING



The Autism  
DIRECTORY | CHARITY

# BRIGHT & BEAUTIFUL

A BEAUTIFULLY CLEAN HOME AND A BRIGHTER YOU

## Bespoke Professional Housekeeping Services

Award winning eco-friendly cleaning, tidying, laundry & ironing service.

CALL TODAY FOR A FREE CONSULTATION

# 01633 730838

[brightandbeautifulhome.com/newport](http://brightandbeautifulhome.com/newport)



“Darren at Treganna Design has a rare ability to go to the next level with what he does. After working with him, we have been over the moon with the results.

If you're looking for the highest quality, intelligent design that connects with the reader, then I highly recommend you speak to Darren.

*Neil Lloyd, Founding Director, Zokit*

graphic design | branding | exhibition | web | brochures & leaflets | illustration

[tregannadesign.co.uk](http://tregannadesign.co.uk)

[mail@tregannadesign.co.uk](mailto:mail@tregannadesign.co.uk)

07765 474705

**treganna**  
design

# JOIN Zokit.



## BOOSTER

FOR JUST

**£19**

+VAT  
per month

- > Tap into the network
- > Access to free fortnightly Business Networking Global Online events
- > 12 Week BizBooster Course (online)
- > Online directory listing
- > Social media promotion
- > BizConnect Online Group
- > Advocacy Programme

**WORTH OVER £2000!**

## HUB

All the benefits of Booster Membership, PLUS...

FOR JUST

**£59**

+VAT  
per month

- > Free Access to ALL Online Events (over 100/year)
- > Access to local On-Location Events
- > Inspired Growth Forum
- > Magazine listing
- > Enhanced social media engagement
- > Newsletter and blog features
- > A Hub Leader as your business ambassador

**WORTH OVER £9000!**

To join online see [www.zokit.co.uk/join](http://www.zokit.co.uk/join)  
or contact us on **02921 111 232** | [hello@zokit.co.uk](mailto:hello@zokit.co.uk)