

## MAKE YOUR BUSINESS VISIBLE...

Does your social media profile do you justice or could it be working harder for you?

[See Below](#)

The nature of the post lockdown workplace. Changes are inevitable and flexibility is key.

[See Below](#)

Is your business going in the right direction. Strategy and planning can save you time and money.

[See Below](#)

Are you mind-body ready? Are you reactive or responsive to change and challenges

[See Below](#)

Sept 2020 Edition



## Ask the Editor

Welcome to issue 3 of South Devon Biz covering the issues important to South Devon businesses. If you have a topic or question you would like us to cover in the next issue please do send me an email to

*Maureen*

[maureen@astralitybusinessservices.co.uk](mailto:maureen@astralitybusinessservices.co.uk)

The views expressed are our personal views from our professional business advisors (All content has t&c copyright)

## Are your social media profiles as effective as they could be?

There are a number of platforms for business and some work better than others depending on your target audience and the nature of your business. Step one is to take a look at your social media page profiles. For all platforms a regular review of your profile is recommended. When was the last time you changed your profile photo for example? Social media is just that – Social, so photographs need to convey both your professionalism and personality

For LinkedIn a close up headshot facing forward or to the right is best. This is your electronic CV so keep it professional. For Facebook a more fun image is acceptable but make sure it is clear and recognizable. If your budget allows I would always recommend getting some professional shots done.

For company pages ensure you correctly format your logo - a circle is required for FB and Twitter so make sure your logo fits into this space and doesn't cut off at the sides.

Cover images are a must and should be relevant to your business and what you do – incorporate keywords into the image but place on the right so not covered up by the logo.

What does your LinkedIn headline say about you? Does it contain the right keywords and tell people what you do, who for and for what benefit? Have you included your current company website and email in your profile. It is very easy to move jobs and forget to do this. It also creates back link to your website which is good for SEO

Have you added all your products and services on your company Facebook page – you can add up to 20 so don't waste them.

On LinkedIn and Facebook you have the opportunity to write an About Us. The description on LinkedIn allows 2000 characters so use this space and incorporate your keywords. Facebook gives a 255 character description but also the opportunity to add a lot more information under the "My Story" area.

Social media profiles work on keywords for search engines just as your website does so make sure you give yours the attention they deserve and they show your business in the best light.

Astrality Business Services can provide a full audit of business social media together with a report highlighting suggested updates. Email [maureen@astralitybusinessservices.co.uk](mailto:maureen@astralitybusinessservices.co.uk) to discuss in more detail.



**Organisers - Maureen Frost - Interesting Fact!**  
In my previous role as CEO of Hampshire Chamber of Commerce I led the team that looked after 1700 businesses representing their interests at local regional and national level.  
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# Tailored HR support for small businesses

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- Contracts and Handbooks
- Recruitment

Let's talk

Nicki Bidgood, HR Consultant

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## The Nature of the Post Lockdown Workplace...

Now that lockdown is easing, and we find a new way of going about day to day life, it is time to consider how workplaces will look in the future. As the Coronavirus Job Retention Scheme (CRJS) comes to an end in October and employees return to work, will there be reluctance to return?

- What will working patterns look like?
- Will offices look different too?
- How will the economic climate affect businesses?

### Remote Working

It is likely that we will continue to see more businesses with teams of employees working remotely, generally from home. It is without a doubt a more cost-effective way for many businesses to operate and helps to limit contact and the potential spread of Covid-19. There are challenges that come with this which have had to be temporarily accommodated during this period, but adjustments need to be made in order for some of these changes to become permanent.

Investment in technology may be required for productivity to be monitored and indeed to ensure that all areas of job roles can be undertaken remotely.

Also, to be considered is the Health and Safety of employees who are working

remotely. What is the responsibility of the employer to assess a home working space? Considering the mental health of employees is also important; for example, will employees be inclined to work longer hours if working from home with no commuting time? How will this be monitored?

### Flexible Working

Flexible working is likely to be needed by a number of employees, especially those with childcare requirements as it is looking as though schools will be limited in the amount of wrap around care that can be offered with staggered start and finish time for the school day.

It is anticipated that there will be a rise in requests for flexible working along with an increase in the use of unpaid parental leave.

Some workplaces are trialling staggered work times, a rota for attendance in the office with remote working for the remainder of working hours and the use of pay per use venues for meetings. Again, the mental health of employees is a consideration.

- What happens if you have an employee who is concerned or nervous about returning to the workplace?
- How should this be managed?

It is a good time for businesses to start to think about how they can effectively accommodate any requests and concerns from employees ahead of them being raised.

### The Future

At this stage there are a lot of unknowns about how the workplace will look moving forward but suspect that we will see a huge reduction in the number of formal working environments with the use of technology becoming more and more important. It is also a time when many businesses will be looking at the structures and productivity of their teams to ensure that resources are being used as efficiently as possible whilst protecting the safety of their teams.

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We are proud to offer a variety of business services leaving you free to run your business while we work on the additional challenges you face.

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We can give an independent view and assist with business planning, marketing strategy & implementation as well as event management for conferences, away days, product launches, teambuilding or client entertainment.

Based in Torbay and working across the South Devon area including: Torquay, Paignton, Brixham, Dartmouth, Teignmouth, Totnes, Newton Abbot, Salcombe.

**Most services can also be provided remotely if you are based outside of South Devon.**







Ann McCluskey

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To strengthen the business support and networking offer in Torbay, Paignton & District Chamber of Commerce are leading a collaboration between themselves, Torquay Chamber of Commerce, Brixham Chamber and Torbay Business Forum. Through this partnership the Torbay Business & Chambers Network (TBCN) has been formed and a combined, partially live streamed, virtual networking event will be launched on Tuesday 15th September 2020.

The format is set to be innovative and a change from the norm and the intention is to have a mix of online and physical events leading to a conference and awards next May.

The aim is to reduce duplication, expand networking opportunities and strengthen the support that can be offered to businesses across Torbay

For more information contact Dean Kelly on [torbaybusinesschambersnetwork@gmail.com](mailto:torbaybusinesschambersnetwork@gmail.com)

## Shaping the Future – Are you Mind-Body Ready?

Pressure on businesses and people since March 2020 has meant that you and your business model will have been 'stress-tested' more than at any time before. Whether you experienced COVID-19 as a crisis or an opportunity, it has created a space to reflect upon how you will shape your future. As there are bound to be further developments, having this foresight will ensure that you are not on the back foot and caught up in an emerging drama.

### Expect the unexpected.....

Who would have believed that the world would come to a complete standstill? Life can be stranger than fiction. With the benefit of hindsight, and as you continue to transition out of lockdown, now is the time to take stock and prepare yourself for what lies ahead – whatever that looks like.

### Future-Proofing

Do you react, or do you respond to what shows up in life? If you usually react to circumstances and to others, it can take its toll mentally, physically, and emotionally – it can be easy to feel out of control. If you usually respond to what's going on around you, it gives you space to think or act in a more measured way and maintain your self-control.

How you deal with everyday life – by reacting or responding – is the difference between life driving you, or you driving life. The great news is that choice is yours to make.

The change imposed by the pandemic could have significantly affected your health, work, finances, and social life to the extent that it was essential to adapt to a radically different way of living and working. With some exceptions, most people were surprised at how quickly they were able to create new daily routines, practices, and frameworks. It's likely that this way of working in the 'low touch economy' is here to stay and the more you can strengthen your resilience and keep your energy topped up the better, so that you're prepared for any tough times ahead.

Setting clear personal boundaries between work and home when they've become blurred, for example, is important to create the physical and mental space that's needed for you to dedicate time for work and non-work.

Letting go of anything outside of your control is hugely liberating and enables you to have the clarity to focus on what's important to you. This includes old patterns of thinking and doing that keep you locked into the past and limit future possibilities. Keeping life as simple as possible removes any 'noise' and interference that could compromise your quality of life.

This short article offers a few ideas for you to consider if you want to ensure that you're future-fit so that you and your business will continue to thrive – no matter what.

Ann McCluskey is a Devon-based Coach-Practitioner, Mentor, and Trainer who works with SMEs, teams, and individuals and speaks regularly at events and conferences.



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and win business...

