

Bright Business Bulletin

2020
March



Are you authentic?

For our businesses to truly flourish we should be true to ourselves and open in our dealings with others

Note from the editor

Welcome to Bright Business Bulletin the newsletter brought to you by Bevan Financial Management Ltd. The aim of the newsletter is to bring you interesting and relevant content on a monthly basis.

Speaking of (I hope) interesting and relevant content my book Bright Business Money is now available on Amazon, Kindle and the iBook store. It's all about helping business owners to master their finances so they can achieve the success they deserve.

The fab and knowledgeable Trevor Lever and I have just published a sales and marketing book for consultants called Catfood which is also on Amazon.

Pooh quote of the month



Each month we look for inspiration from that great business guru, Winnie the Pooh - and his friends.

Pooh made his mark in the 100 Acre Wood and achieved world domination through his clever

partnering of Disney (although my husband thinks he sold out!).

It's good to have friends to help you out of sticky spots:

"Piglet is so small that he slips into a pocket, where it is very comfortable to feel him when you are not quite sure whether twice seven is twelve or twenty-two"

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I have been thinking quite a bit about authenticity recently.

I have been to a couple of tribute band gigs over the last couple of months - Bjorn Again, T Rexstasy and Fleetwood Bac.

They were all excellent and certainly knew the material of the iconic bands they were imitating.

But, at the end of the day, their acts were just imitations of the real thing. As good as their musicianship was they just did not have that spark that sets truly great bands apart from the rest.

My friends and I had a great time at the gigs and I am not saying that I wouldn't be happy to see any of them again (indeed it was the second time that we had been to see Bjorn Again). But I know that if I ever had the chance to see the real thing the experience would be more amazing and more authentic.

The real thing will always trump an imitation.

Dave Harries and Angela Jones produce an excellent podcast called the Communication Paradox and much of their focus is on discussing the benefits to business people of being authentic.

In January their podcast was recorded as we did a Metwalk around Portishead harbour. They interviewed the people at the event asking if this type of networking helped people to be more authentic than

traditional forms of networking. The resounding view was that yes it was.

So, if being authentic is the best way for us to behave in a business setting - which I definitely agree it is (and, in fact, in our lives generally) - how do we make sure we are our authentic selves?

For me it is about not trying to copy what someone else is doing, or how someone else is being.

It may seem easier to look to copy what other businesses in our fields are doing to promote themselves, or to try to imitate their businesses, but at the end of the day people buy from, and interact with, people.

Our biggest assets are found in our own personality, and the interests we have, that make us genuinely unique.

They are our superpowers!



Michael's Minutes

Hopefully spring is on its way and this often means we look at the world in a more positive light. Now is the time to spend a few minutes each day thinking about your company's future.



Ask Jenny



Jenny is our financial agony aunt and is here to answer your questions.

Annabella asks: "The finances in my business are a bit of a mess because I hate doing the books. Is there a fool proof system I can use to take the stress away?"

Jenny says: "Yes, and that system is to DELEGATE. If you don't like doing the bookkeeping in your business the best answer is to get a trained bookkeeper.

The reasons for doing this are:

1. You are probably not the best bookkeeper for your business anyway and a bookkeeper will almost certainly do a much better job than you can! If you engage a trained bookkeeper they will settle in very quickly and you won't have to spend time showing them what to do.
2. As you didn't start your business to be a bookkeeper delegating this job will enable you to do the jobs you do want to do, so you will be less stressed.
3. You can happily turn your attention to the areas of your business only you can address i.e. strategy and leading and managing your business.
4. You will reduce the likelihood of cash flow problems because you will be on top of what you are owed and what you owe.
5. You will have a better idea of how your business is doing if the books are kept up to date.
6. Finally you will have more time, and inclination, to review what the figures mean."

Dates for your diary

Metwalking

This relatively new form of networking with walking is a great way to meet new people whilst getting some exercise. The groups are informal (with even dogs joining in) but professional and meet each month - and FREE. You can choose to join the Bristol or Somerset Metwalkers - or both! - generally on a Wednesday morning. For exact dates and more information go to: www.metwalking.co.uk

Back issues

If you have missed any prior issues of Bright Business Bulletin and wish to download a copy you can now do so from my website: www.fionabevanfinancialmanagement.co.uk Just click on the Bright Business Bulletin button.

Our community

Featured business... Headway Somerset

This month's featured business is actually a charity. Headway Somerset is a unique organisation that helps Somerset residents live as independent a life as possible after brain injury.

Headway promotes a wider understanding of all aspects of brain injury and provides information, support and services for sufferers - they also assist in assessing patients and signposting to other services in the area.



Of course it is not just the person with the injury who needs support and so Headway helps with sometimes much needed respite care for family and carers.

Through its bases in Taunton, Bridgwater, Yeovil and Henton it covers the whole of Somerset.

As with all charities they are dependant on grants, donations and fundraising initiatives so they can keep on providing their much needed services.

www.headwaysomerset.org.uk

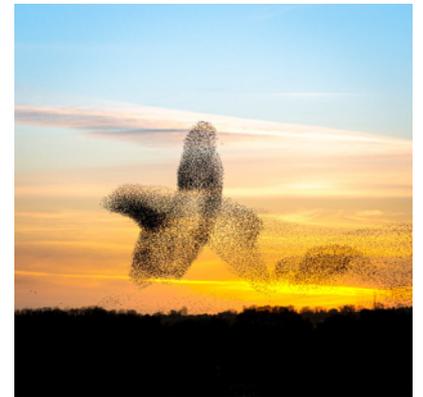
Partner of the month - Kate Clarke, Artemis Clarke

In an age when you can apparently find new staff at the touch of a button on your computer, why would you invest your hard earned cash using a recruitment agency? The answer is that a recruiter who knows their stuff will save you time, stress and ultimately money, because recruitment is about matching real people to real roles. Kate is an expert in accounting and finance herself so who better to match your organisation to the right finance person for YOUR business! www.artemisclarke.co.uk

Special thank you to... Jeff Bevan

It is about time that, once again, I thanked my lovely hubby Jeff for all the bits and pieces he does for my business.

He creates the artwork and looks after my website. He is great at taking an idea I have and turning it into something that's so much better than I had in my, limited, imagination.



Not only is he great at drawing he is also a gifted photographer - as the photo of a starling murmuration making the shape of a starling can attest to.

If you are interested in looking at more of Jeff's photos you can visit his website

www.followingmyfeet.com