

YOUR MOMENT IS TODAY!

EMPOWERED MAGAZINE

FUELLED BY WOMEN ENTREPRENEURS

FEBRUARY 2017



EDITORS LETTER

To the awesome women reading this magazine:

After taking a PR course I sent out a tweet using [#journorequest](#) that I never realised would get such a huge response. Over the next few issues we're going to be bringing you some fantastic articles that are written by some amazing people.

We had a great competition on our Facebook page and the winners will be announced very shortly so good luck to everyone who entered.

Remember that we're always on the lookout for your articles, tips and book reviews. Don't forget to check out our new website! There is exclusive content on there that you won't find in the magazine. Visit [Empowered Magazine](#) to check it out!

I hope you enjoy reading this issue as much as I have enjoyed putting it together.

I really hope you enjoy reading this magazine and that you'll join us on our [Facebook Page](#) and in future editions of the magazine. Feel free to [email](#) your comments to me. I hope to hear from you soon.

Stay fabulous and keep working towards your goals. Wishing you light and love.

Hannah

J.R.R. TOLKIEN

"All we have to decide is what to do with the time that is given us."

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DEBORAH TURNER

I followed the traditional career route of getting a profession on the advice of my parents and since I didn't realise what I wanted to do I thought I ought to do at least try something worthwhile. However I knew at 18 that I didn't want to be tied to a desk 24/7 so opted for surveying as a career because I knew it would enable me to be outside and to visit different sites and places and people regularly.

When I started my surveying career only 2% of surveyors were women and so I thought to get ahead that I had to be one of the boys, leave my femininity at home! As a young black female I stood out just by turning up so wanted to blend in, be one of the gang and so I left my personality at home.

As a result I wasn't really taken seriously, I was overlooked for promotion and missed out on opportunities. It wasn't until I discovered the power of personal brand that I changed my mindset and my outlook. By uncovering and building my own personal brand I realised what made me special and good at my job was indeed my femininity and my talents, skills and expertise. Once I started to own my brand I really started to be noticed and opportunities came knocking at my door!

I realised that I could help more people by showing them the importance of having a strong brand identity and so I sought out a personal image training course in London and specialised in personal branding.

I started my personal image business You Image Consultancy in 2013 and work with ambitious leaders and professionals who are at point of positive transition, being starting their own company, returning to work, seeking a promotion and I show them that by looking as skilled and talented as they truly are they can stand out, be visible and get noticed for the right reasons.

In addition to building my Image Consultancy Business I have a surveying company and work as a surveyor for part of the week on mainly a consultancy basis.

I now get to choose the type of surveying work I do and so I only do projects that excite and motivate me in an environment that fuels me.

I am committed to empowering and championing women. I am the champion for women in business for the FSB Kent region and part of the FSB Women National Taskforce. In addition I have jointly founded Breakthrough Women, a not for profit series of events to showcase real women.

I want to address the matter of 'if I can't see it I can't be it' and so am encouraging women to be more visible and to share their stories, both successes and failures.

NERDY MENTOR GIRL

I am Nerdy Mentor Girl, champion of self-worth! On behalf of the nerd and geek community, I will help you see new perspectives, intergrade a positive mindset. You will also learn how to define what Self-Worth means to you by learning how you can add practical techniques in expressing your own versions of self-love, self-care, self-esteem, and self-acceptance!

This is what I am here for, to help you gain some STAR POWER! If you're struggling with something right now, message me. Let's chat. Let's see if I can help you discover your true hero class - guide you on your treasure hunt to finding your Self-Worth. I help you learn to define what Self-Worth means to you by focusing on intrinsic goals & values by learning how to express your personalized versions of Self-Care, Self-Love, Self-Esteem, & Self-Acceptance.

I wanted to help people who maybe have spent the bulk of their lives feeling excluded, misunderstood, socially awkward, depressed, unhappy - the feelings can go on. I wanted to show people that you can change those things, you can heal yourself, and everything you need is already inside of you. You just have to unlock that final Treasure Chest.

I remember the friendships I built over the years hanging out in Sailor Moon chat rooms and joining forced with Clans on Starcraft. Many of whom I still talk with. There was one thing that always seemed to happen as we became friends and trusted one another. They would come to me, they would tell me their hardships, their struggles, why they couldn't save the princess (themselves) so to speak. I would share my struggles with them, show them they weren't alone that more often than not, people's struggles are very similar.

I would like to create something very special here, with you.

I really wanted to make this INTERACTIVE - so I have gone and designed actual Side Quests & Star Power Quests you can complete during the week and the month in order to Earn points to level up, Earn Crystals, & Earn Badges! You can submit Fan-Fiction, and apply to be in the Featured Spotlight!

[Learn more about my newsletter & Sign-Up!](#)



HALEY HANSON

Hayley Hanson tells Empowered Magazine what it's like running a micro tannery.

I was born and raised in rural Wales, but had wanderlust as a teenager. I studied business and finance at agricultural college in Northern Ireland, then worked as a wayleave surveyor (obtaining consent for work to be carried out on private land) for Babcock Global Engineering before I had children – then I started the business. I have always been involved in farming, and been interested in diversification projects.

I own a micro tannery – we take animal skins and clean them, then immerse them in a pickle, tan, dry and oil them to make amazing hides. We primarily tan the skins of our own animals as a by-product of beef production, and those of other farmers' cattle as well. We turn these into rugs, furniture, handbags, cufflinks etc. We have recently expanded into leather-covered books and diaries, as well as our own fabric designs. These are available as bags and aprons, and we'll soon be making cushions and homewares – though I am very careful not to stray too far from our main business.

I believe that if you raise cattle as we do, and fatten them for meat, then the hide (skin) should not be exported, which is what happens to most UK hide. Not only is hide beautiful but it's a huge waste to export such a product. I wanted to get a hide done after we fattened a heifer for our wedding breakfast, but I couldn't find anywhere in the UK doing it, and the business went from there. I realised I'd have to do it myself and, being quite a determined woman, I eventually set up my own business.

I've always been into cattle hides and cattle hide products. I settled on the idea after finding out no one else was offering the service, and a honeymoon in Texas gave me loads of ideas for products.

I have to sort the children and farm first, then usually I like to have a tidy-up. I keep a big whiteboard on which I write job lists, ideas, people to phone etc, as well as setting reminders on my phone about jobs to do. I work through the day's tasks, for example any dying of leather needs to be done first so it's dry by the time I need it in the afternoon. I usually have a few customer calls and the odd unusual request – most recently to repair a lion! There is a lot of paperwork on the hide side but, as long as I keep on top of it, it's ok. Then it's time to box and pack the day's sales, ready for the courier pick up!



Haley
Hanson

[To read more of Haley's article visit our website!](#)

2FACED DANCE

NEW DANCE EXPLORES THE DARK SIDE

By Diane Parkes

A new triple bill by Hereford-based 2Faced Dance Company aims to take audiences to the dark side. RUN brings together work by three female choreographers from across the globe in an exploration of the human instinct for fight or flight. Headed by 2Faced Dance's artistic director and choreographer Tamsin Fitzgerald, the production tours the UK this autumn before travelling to India. RUN is a step forward for 2Faced Dance, the company which Tamsin founded 17 ago and which has won acclaim for a number of its previous works including In the Dust, Dreaming in Code, Out of His Skin and Still Breathing.

"RUN is very visceral and gritty," says Tamsin. "It's an hour and a half of physically adventurous contemporary dance with a hint of other styles of dance within that."

"There is a link that runs through all three pieces. It sounds quite dark but it's that exploration of the human soul. Each piece looks at how we exist as humans and how easy it is to fall into the dark side. So Rebecca Evans' piece takes inspiration from horror movies and looks at fear and our relationship to fear. Mine looks at social consciousness and our inability to stand up for our own strong beliefs. And Lenka Vagnerová's piece is about angels who fall to earth and are stuck between heaven and hell."

"It is fairly current in terms of what is happening in the world at the moment. We didn't set out to do that but I think people will find it very relevant to today."

Tamsin's decision to commission all three works from women follows 2Faced's launch of The BENCH – a project specifically aimed at providing opportunities for female choreographers.

"The BENCH came about because I had done a lot of work encouraging more men and boys into dance and I had sat on hundreds of panels over the years talking about how we encouraged men into dance," explains Tamsin.

[To read more of Diane's article visit our website!](#)

LITTLE MEDIA BUREAU

How I started my company?

I would say it all started in 2014 when I graduated from University. I remember seeing very clearly a bright future and feeling that I can achieve absolutely anything. Soon after I found out that the reality is slightly different. I discovered that no one just offers you a job and your 2:1 doesn't actually mean anything.

Nonetheless, I was determined and I wasn't going to give up easily. I had two jobs and every spare minute I was looking for work. Finally after 1.5 year I found a position in a small firm as a Social Media Executive.

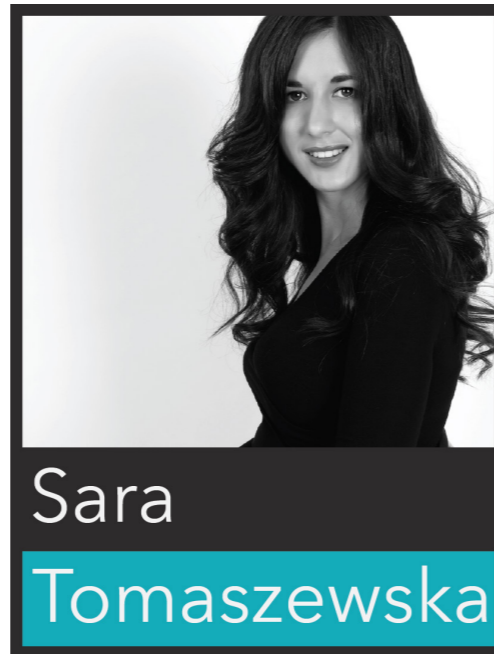
I always imagined my first job to be very prestigious and important. It was nothing like it. It seemed like there must be something more out there for me, a bit more challenging and exciting.

At the same time, I started helping out my mum with her company's social media. I realized that there are hundreds of people just like my mum who don't have the knowledge and skills to manage their companies' social media. Hiring expensive and fancy agencies isn't always an option either which means they miss out on great opportunities. I came across several companies that could really improve their online presence and attract wider audiences but they just don't know how.

Every small business needs to showcase their products and services somehow and the reality is that advertising is extremely expensive. I decided that I will fill this gap and provide affordable and effective social media for small businesses. Just like that my Little Media Bureau was created and my journey began. A lot of people doubted in me but I said to myself I'm doing it regardless of what they think.

I will succeed no matter what.

I carried on working full time however in every spare moment I worked on my business. There was a lot I had to learn. When you have absolutely no budget you have to figure out everything by yourself. It wasn't easy but I never regretted my decision. Having your own business means that you are being challenged every single day and you have to learn how to cope with all the problems that come your way. I felt pretty safe because I had a full time job and I wasn't under any pressure.



LITTLE MEDIA BUREAU

I had little successes like being featured in Daily Telegraph and the Guardian, I had a couple of clients and I was making a little profit.

I was moving forward however it wasn't fast enough to quit my full time job.

One day everything changed. This feeling of security and stability was completely ruined when I received an information that I'm being redundant. It was an incredible shock but I knew I had to act fast and get as many clients as quickly as possible.

I think that was a major moment in my career because losing my job gave me no other choice. I was determined, extremely motivated and I had to make it work.

Looking back at this experience now makes me think that everything happens for a reason. If I loved my job after University I probably wouldn't start my business in a first place. Being redundant pushed me to work even harder in order to reach out for my goals and dreams. I think there is no better way to success than being determined and even desperate.

As my friend once said to me, losing the job was just a way of tidying up my life so I could have more space for all the good things that came my way afterwards.

Sara Tomaszewska – founder and managing director of [Little Media Bureau](#), a social media agency based in Birmingham, UK, that gives small businesses a chance to succeed and stand out among their competitors.

ENNOBLEMENT MACADAMIA NUT OILS



Ennoblement is run by Hannah Zussman and partner Nicos Sliney. They import Macadamia Nut Oil to the UK and are making it their mission to show the country the fabulous oil.

1. Can you tell me about your business?

My partner and I have imported Macadamia Nut Oil to the UK this year and are on a mission to show the UK this elite, fabulous the oil.

2. What is your background?

I have been in the fitness industry for 14 years. I have been a personal trainer for 6 of them.

3. What led you onto the business path that you have taken?

Have had a vested interest in nutrition and have leant so many different approaches and models but once thing that has stood

the test of time is whole foods and when I came across macadamia nut oil and its plethora of benefits I could not believe that it was so unknown; especially with the rise of convenience foods and protein enriched chemical foods.

4. Is this what you have always wanted to do? If not when did you realise that this is what you wanted to do?

I have always wanted to have my own product.

5. Did you have any difficulties in the beginning and how did you overcome them?

Starting off totally blind, we have encountered a few issues. The main one was after spending a couple of months plugging away we felt that our voice was too small and enlisted a PR company – huge mistake that cost us all the money we had and 2 loans. I wish we would have just had the faith in ourselves that we do now and carried on plugging away. They did nothing that we haven't done ourselves.

6. What does a typical work day normally look like for you?

I work 6am till around 2pm in the gym and visiting clients, then I catch up on emails and package orders. Then either meetings with other brands or plugging away online.

7. How do you define success as a business owner?

Be nice, people like people.

8. What are the biggest issues for running this business?

Time, I'm running 2 businesses and I have to make them both priorities.

10. How did you fund your business at the beginning?

A loan from my partner's dad.

11. Can you tell me about your business model?

We do not have one.

12. Do you have a specific marketing plan that you follow?

Nope.

13. What makes your product/service unique?

People are very much stuck in the 80s with the mindset that fat is bad, and if they are having fat it is the wrong type. We are a start up putting across the message of balanced health and wellbeing.

14. What is the latest that is happening in your business?

I am filming some recipes with a company called 'performance kitchen' and writing an eBook called My Vegan Christmas; there has been some talk in the media of the growth of veganism and I am using that to show people that you can still have these feasts without all the health implications and ridiculous heartburn!!

15. What are your biggest strengths and weaknesses?

Honesty, it's an amazing product so we have no sales pitches or lines. Weakness is unfortunate that as a small company it is hard to be heard.

16. Can you describe your customers?

People interested in their health and food.

17. Do you have employees? How many?

Just my partner and I.

18. If you were to design the perfect team of 4 people to help you run your company, what characteristics would those four people have?

1. Computer whizz
2. Enthusiasm and knowledge in the field
3. Efficient and organized
4. Well connected in the field

TONYA MEERS & NATASHA DENNIS

Name: Tonya Meers and Natasha Dennis

From: Hungerford.

How many businesses: 1

Business name:

Little Creative Days Ltd

Business industry:

Educational Resources, Training and workshops.

Which of these categories do you fit into?

- (a) I built my business from scratch - yes
- (b) I left my career later in life to do something new - yes
- (c) I built my business with no support – yes in terms of financial support.
- (d) I built my business up as a single mother – no



My background:

I trained as a local government lawyer and have spent 27 years practising this area of law. I worked my way up from a law clerk to Solicitor to the Council and studied part time whilst working full time to gain my professional qualifications which took about 11 years including management qualifications. However, I had the opportunity to take voluntary redundancy through a restructure as I wanted to spend more time on the business that my sister and I had started. Natasha had previously been a commercial interior designer and CAD trainer but due to the recession a number of companies that she had worked for had gone bankrupt so she's also had a change of career.

What made you decide to build your own business?

The whole idea came from a family holiday, Natasha had just started selling craft kits for children as she wanted something to fit in with raising my nephew who was 2 at the time and my brother-in-law said "every time Sam goes to sleep he seems to wake up somewhere else these days" as they had been on a few different trips in the previous few months. I replied that I thought that would make a good children's story and that was when I had a bit of a light bulb moment about writing children's stories.

After I had started a creative writing course Natasha and I got chatting one night, as we do, and we came up with the idea of putting the children's stories with the craft kits and that's where our first puppet making storytelling kit came from. At around the same time Natasha had started going into the local school doing stories and crafts and had also spoken to some managers of children's centres who thought that what we were doing was very educational and great for young children.

So we decided to really make the Creative storytelling kits more educational and we now specialise in writing stories based on topics/themes taught in the curriculum and put them with puppet making and

TONYA MEERS & NATASHA DENNIS

other creative and literacy based activities that are linked to the story and the topic. Our award-winning stories are based on a little dog called Pojo who gets itchy paws and goes off to have adventures.

It was after we had seen the effects that our stories and puppet making kits on the children when we tested them that I decided that I really wanted to change my career. It is so rewarding to see the kids enjoy something that you have created and know that we are part of their education.

Deciding to take redundancy was quite a life changing decision after having spent so long in my career but at the same time I was also diagnosed with breast cancer. Fortunately, I responded well to the treatment and have come through the other side but it also made me realise that I was definitely making the right decision to change my career path and do something that was really rewarding and fulfilling with the rest of my life.

I would never have previously considered working with children until my nephew came along. He was something of a miracle baby for Natasha who had been trying to get pregnant for over 10 years and had also had IVF but fortunately he came along naturally. However, he had been quite poorly on and off during the first year of his life with norovirus and suspected meningitis so Natasha wanted something to fit in with raising him.

How old were you when you decided that you were going to be an entrepreneur?

43 years and 37 years old.

What is the biggest struggle you have had in business?

Education is a tough market to break into and getting noticed in such a crowded market is difficult. It is also hard being a new company and because we have completely funded the business ourselves and there is a limit to how much marketing we can do.

If you could redo one thing in your business what would it be?

Probably focus on less expensive forms of marketing than we did but then no experience is ever wasted,

What piece of advice would you give to someone starting their own business?

Know and understand your customers, what their needs and problems are.

Have you had a lot of support or have you found that you've lost a lot of people along the way?

Mostly support especially from family and friends, although you always get the odd person who thinks they know best.

TONYA MEERS & NATASHA DENNIS

Is there anything that you wish you had learnt before starting out?

Understanding marketing – it's a whole skill in itself!

Who has been your biggest inspiration throughout your experience?

There are probably 2 people. Nigel Botterill founder of Entrepreneurs Circle they really help us to focus on what is important in running a business and their words of wisdom are invaluable.

Ken Robinson – because he talks such a lot of sense when it comes to education and letting children develop naturally and be creative rather than focussing on children all having to learn at the same rate. His ethos fits with ours perfectly!

What do you think is the biggest struggle that women have when breaking into industries that are typically seen as being for men?

I'm not so sure it's as much of a problem now as it once was as there are definitely more women taking on roles that were generally more male dominated. Eg whilst studying for my legal qualifications there were definitely more women on the courses than men and a lot of legal firms were encouraging the women to qualify as legal executives and solicitors which is good to see. I think the key is to stay professional and calm in whatever situation gets thrown at you so that you earn more respect from colleagues.

Please email responses to empoweredmagazineuk@gmail.com



Botty's Rules - published in 2011 by Vermilion

If you run your own business this book should be one of your must reads. Nigel Botterill is a successful entrepreneur who has built 8 £1million plus businesses from scratch. In this book he gives you 29 rules that have contributed to his success as well as telling you how he did it. The rules are very nicely interwoven into his story although he does sum them up at the back of the book.

Nigel now runs Entrepreneurs Circle, which is an organisation he set up to help business owners, big and small, run their businesses. He has a whole team behind him that are there to provide support and to help.

Nigel is a very straight talking Yorkshireman and it comes across in this book. However, it is a very insightful and entertaining read and by the end of it you will have a good understanding of the basic things you need to be doing and thinking about in your business. I guarantee that this rules will make you think very differently about your business and what you need to do to make it a success!

Build your business in 90 minutes a day - published in 2015 by Capstone.

Nigel Botterill is a very successful self-made entrepreneur. He has built 8 separate million pound plus businesses. One of Nigel's rules for building a successful business is to allocate 90 minutes a day to getting and keeping customers. In this book Nigel and co-author, Martin Gladdish explain the logic and the science behind why this works. The book has even been designed to be read in just 90 minutes.

You might think that you don't need a whole book setting out why you need 90 minutes a day to be successful. But, this book sets out a combination of real-life anecdotes and examples illustrating the power of the theory as well as a number of short exercises to get your brain thinking and helps you to plan how you can incorporate this theory into your daily routine.

Reviews by Tonya Meers



5 TIPS TO PROTECT YOUR DEVICES FROM CYBERCRIME

(BPT) - Your smartphone, your tablet, your computer - they are some of your most important and most used possessions. They are the daily tools you use for research, to connect with others and make purchases.

You take them everywhere and fill them with your important, personal information, and all of that makes them the perfect targets for a cyberattack.

The number of cybercrime incidents in the United States grows each year, and as Americans move into an increasingly digital society - thanks to smart phones, smart cars and smart in-home technologies - cybercrime is expected to grow in frequency again in 2017. Protecting yourself, your family and the vital information on your devices means increasing your focus on your own cybersecurity. That starts with these five tips.

1. Recognize you're not immune

Cyberattacks increase in frequency and severity every year, so don't make the mistake of believing it can't happen to you. "It's important to protect yourself by taking personal responsibility for your data; we can't expect banks or other institutions to do it for us," said Jim Karagiannes, Ph.D., professor in DeVry University's College of Engineering & Information Services. "We lock our doors and take other security measures to protect our home and car. We need to also take precautions with our personal security and information."

2. Don't store your username, password or credit card information with a website.

The convenience makes it tempting, but websites are a popular target for cybercriminals because a successful hack gives them access to hundreds or thousands of files, including yours. Even storing this

5 TIPS TO PROTECT YOUR DEVICES FROM CYBERCRIME

information on your own computer can expose it in a cyberattack, and if your credit card information is captured, criminals can use it to gather your social security number. That exposes you to identity theft. Keep this information off your devices and, instead, create complex passwords and write down all of your usernames and passwords on a piece of paper that you keep in a safe place, such as a deposit box.

3. Use only a credit card, not a debit card, when making online purchases.

Using your credit card instead of your debit card allows you to keep better track of the purchases you have made. It also limits the effects of any possible theft to just the one card instead of several. If you have no choice but to use a debit card for an online purchase, do not use your pin number online.

4. If it feels like a trick, it probably is.

Cybercriminals often engage in "social engineering" or other non-electronic methods to try and trick you into surrendering your data. If you get a phone call about a banking or credit card issue or if your computer tells you to call a number because it just caught a virus, be cautious. Do not divulge any personal history or credit card details. Hang up or ignore the computer-generated notices and call the customer service number of the institution's website with any questions.

5. Replace your existing credit cards with chip cards as soon as possible.

Chip cards are becoming the new normal these days, and if your current credit card does not have a silver square chip on its front, consider replacing it quickly. Popularized in Europe, chip cards possess the necessary encrypted information to eliminate delays in the transaction process. Doing so closes the window criminals need to steal your personal information, thus protecting you from identity theft.

You have no intention of abandoning your devices, of course, so protect them.

Following the tips above will help better secure your technology and personal information from the threats of cybercrime so you can enjoy your devices with greater peace of mind.

ESOCARE SKINCARE

Esocare was created by a British born Luna Afriyie, NLP practitioner, Life Purpose and Wellness coach, who has created a link between holistic well-being and her rich cultural heritage. I offer a product line and mind body soul services, Esocare is about linking mind body and soul, I believe that this is the difference I am offering my customers. Each product comes with an affirmation card, which you recite, whilst using the product or services.



Esocare offers an organic skin care range comprising of Unrefined Shea Butter, African Black Soap and Virgin Coconut Oil. The Skin Care line launched Organic Shea Butter as their first product. Having travelled to Ghana to sourcing products from local cooperatives, the objective is simple: to provide their customers with effective and ethically sourced products that shields against the toxins we all too often come into contact with during our day to day lives. The products sold for the body are from natural ingredients, plant-based food-grade cold-pressed oils.

I believe that well-being is paramount to everything we do, mind body and soul. Esocare was created from turning a really dark negative life situation into a positive outcome.

I had no intention of starting a business; Esocare was created from a need to share my story. I started off coaching on a one to one level and introduced a product line after visiting Ghana in July 2015; my trip to my home town was the missing piece to the puzzle.

A typical day for me consists of, meditation, followed by saying my morning affirmations. I read a few pages or listen to some chapters of various books after my affirmations. At the moment, I am reading a book by Gabby Bernstein, called The Universe Has Your Back. I now am big on self-development, reading a few chapters a day can really help, to put your day into perspective. I then get to work. I have a Brand Manager called Terri who assists me with daily tasks; she works virtually and is a God send! I manifested her, I ensure that she is equipped for the day, I check in with a few coaching clients and then proceed to take care of day to day business needs.

I personally believe that success is in the little things we do, to achieve an overall result. I used to believe in accomplishing the 'quick wins' first but, I understand that in business and as a business owner, sometimes we can kid ourselves into thinking that the bigger things can wait. Don't be too hard on yourself as a business owner, sometimes showing up and being present, to reflect and to allow, your intuition to advise you of the next steps, is just enough for the day... or a few days. That too is a success! possess these qualities in a role, the team can flow better.

[To read more of Diane's article visit our website!](#)

NEELY REYES

Neely Reyes is the founder of the award-winning Sapphires Model Management, a boutique agency that has worked with some of the biggest names in the industry. Her client list includes brands such as Vivienne Westwood, Victoria Beckham, Rimmell, Chloe and Topshop to name a few.

Neely is also an accomplished Producer and Art Director and has worked across the UK and Europe creating and styling shoots for brands such as Harvey Nichols and Selfridges and celebrity projects with charities such as Comic Relief and The Prince's Trust

As a Creative consultant Neely's experience spans half a decade. Working with everyone from independent designers through to large European retailers, her advice, guidance and knowledge of the fashion industry has been of valuable use to many companies.

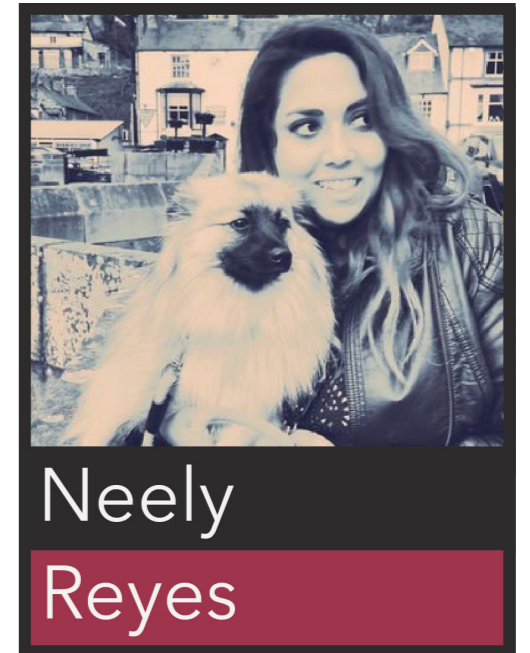
She is also a noted and respected fashion commentator and has worked with many trade magazines and events such as Womenswear Buyer, Drapers, the WGSN Global Fashion Awards and New York's platform for emerging designers, Nolcha.

Her latest venture has been a move into narrative filmmaking. After creating a short documentary about the modelling industry, she has co-produced and co-directed two short films in the last 18 months - both of which have seen success at International Film Festivals.

Neely truly is a success story - she has created and developed a new concept of modelling agency highlighting ethical business practices focusing on personally scouting and developing her own talent. Neely's vision for entrepreneurship, generosity and positive impact on the Fashion Industry has helped aspiring models and her prestigious client base alike.

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PEOPLE WORK FOR PEOPLE, NOT FOR COMPANIES. OFTEN, OVERLOOKED BY US, THERE ARE A MILLION THINGS WE CAN DO TO CHASE OUR EMPLOYEES AWAY. SO WHAT IS IT THAT YOU SHOULD NOT DO AROUND YOUR TEAM? WE FIND OUT FROM HANAN NAGI, COACH, SPEAKER, AND FOUNDER OF TRANSFORM COACHING UAE.

I'm sure you know of people who are happy to stay with the same company because they have a fabulous manager, even if they can get a higher position and better salary elsewhere. On the other hand, how many people do you know who work in fantastic companies with great reputations and get fantastic packages, yet, they quit because they cannot stand dealing with the management anymore?

You might have even experienced either of the scenarios yourself.

Becoming a people's manager is a necessity in today's corporate life. Several researches have proven that amongst the many motivational tools – such as perks, pay and title – interpersonal relationships and feeling appreciated, motivated and recognised by one's manager are definitely the most powerful incentives.

Employees who have good relationships with their managers are much more productive, with less number of sick days; they are happy to work additional hours when required, go the extra mile to support their managers, and are healthier than unhappy employees.

Yes, you do need an emotionally and physically healthy employee who can help you achieve your business goals. If the employees are stressed or disappointed because of your management style, you will not get the same level of performance you could have got had you cultivated a positive relationship. If you push and force them, they might perform out of fear; but you can be sure they'll be on the lookout for a new job.

So what is it that you should not do in order to achieve your business goals? What stops you from acquiring and retaining a committed, motivated workforce so you can enjoy your time at work, and have less employee problems to deal with?

Don't set rules you don't follow!

Remember when you reported to the manager who always gave you a hard time over reaching the office five minutes late while he or she arrived one hour late every day? Exactly! No one respects those who don't walk the talk. Be a role model – set rules by all means, but make sure you follow them first. You will be able to easily win your team's respect and appreciation and will have won the right to straighten any deviation from the rules – not just because you have the title, but because you practice what you preach. Don't get buddy-buddy with one of your team members

Don't get involved in personal relationships. Keep it professional, fair and friendly. It is very easy for people to misinterpret your decisions and intentions to reward a colleague of theirs, who happens to be a friend of yours, even if your intentions are genuine and the reward is well-deserved. This can also create jealousy, cause lack of motivation and un-needed hearsay in the office. Treat your team members equally, and reward good performance in the most transparent way possible, using objectives and evidences. Always maintain your reputation as a fair manager.

Don't focus on business and forget people.

Balance is key. Build and maintain healthy relationships with your team members, empathise and make sure you dedicate time to talk to them individually, whether through coaching sessions or monthly meetings. Go through their development plans with them, recognise their work and motivate them to stretch themselves to do more.

Let them know that you believe in their capabilities and are happy to help them grow and develop.

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