

Inside Success

Hot Topic:

**DOES DIVERSITY
IN THE WORK PLACE
HELP OR HINDER
A BUSINESS?**

Nu Fashion:

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INSPIRE ME **YEWANDE AKINOLA**

BREAKING BARRIERS IN THE ENGINEERING INDUSTRY



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“Inside Success” is a quarterly youth magazine which aims to enhance the capacity, skills and aspirations of young people which will assist to enable them to participate in society as mature and responsible individuals.



We also directly tackles social issues affecting young people such as youth unemployment. We support young people with education and training opportunities.



HOW DO WE DO THIS?

Inside Success magazine allows young people 16 -25 from all backgrounds to work to earn money to support their general living cost such as travel, food, education and begin to develop some independence through volunteering to sell Inside Success magazine across London. When a young person volunteers with us it enables them to gain valuable work experience and develop skills such as:



- ◆ Building up confidence
- ◆ Improving communication skills
- ◆ Learning to deal with rejection
- ◆ Improve sales skills
- ◆ Work experience
- ◆ Team work
- ◆ Leadership skills
- ◆ Setting and achieving targets



inside
SUCCESS



Diversity in the Workplace



DOES DIVERSITY IN THE WORK PLACE HELP OR HINDER A BUSINESS?

Diversity in the work environment promotes acceptance, respect, and teamwork despite differences in race, age, gender, native language, political beliefs, religion, sexual orientation, or communication styles among employees. There are many benefits to having a more diverse workplace. Process and product innovation results from having employees from a wide variety of demographics and backgrounds. When different minds come together to achieve a common goal, the result can be monumental. In fact, it has been reported that companies that practice diversity and inclusion in the workplace outperform other non-diverse companies by 15 percent.

However, as the workplace becomes more diverse, more issues arise accordingly. HR personnel and recruitment professionals need to be aware of the various challenges associated with diversity so that it

can be prevented and addressed.

1. Acceptance and Respect

A fundamental value that contributes to a successfully diversified workplace is respect among workers and employees. When there is a lack of acceptance of the diverse culture and beliefs among employees, conflicts may arise.

2. Accommodation of Beliefs

Diversity in cultural, spiritual, and political beliefs can sometimes pose a challenge in a diverse workplace.

3. Ethnic and Cultural Differences

Issues from ethnic and cultural differences are still present in the workplace. There are still some individuals who hold prejudice against people who have different ethnic, cultural, and religious backgrounds as their own.

4. Gender Equality

According to a recent survey, 40% of people believe that both men and women will hire men over women.

5. Physical and Mental Disabilities

Often, disabled employees have a difficult time navigating through their workplace because proper accommodations as simple as wheelchair ramps are not available. Some special needs employees also have service dogs, and some office buildings don't allow them inside.

6. Generation Gaps

By 2025, millennials will make up 75% of the workforce, and they are changing the work culture. Employees from other generations may have difficulties adapting to changes in the workplace and the work culture that the younger generation are bringing about.

7. Language and Communication

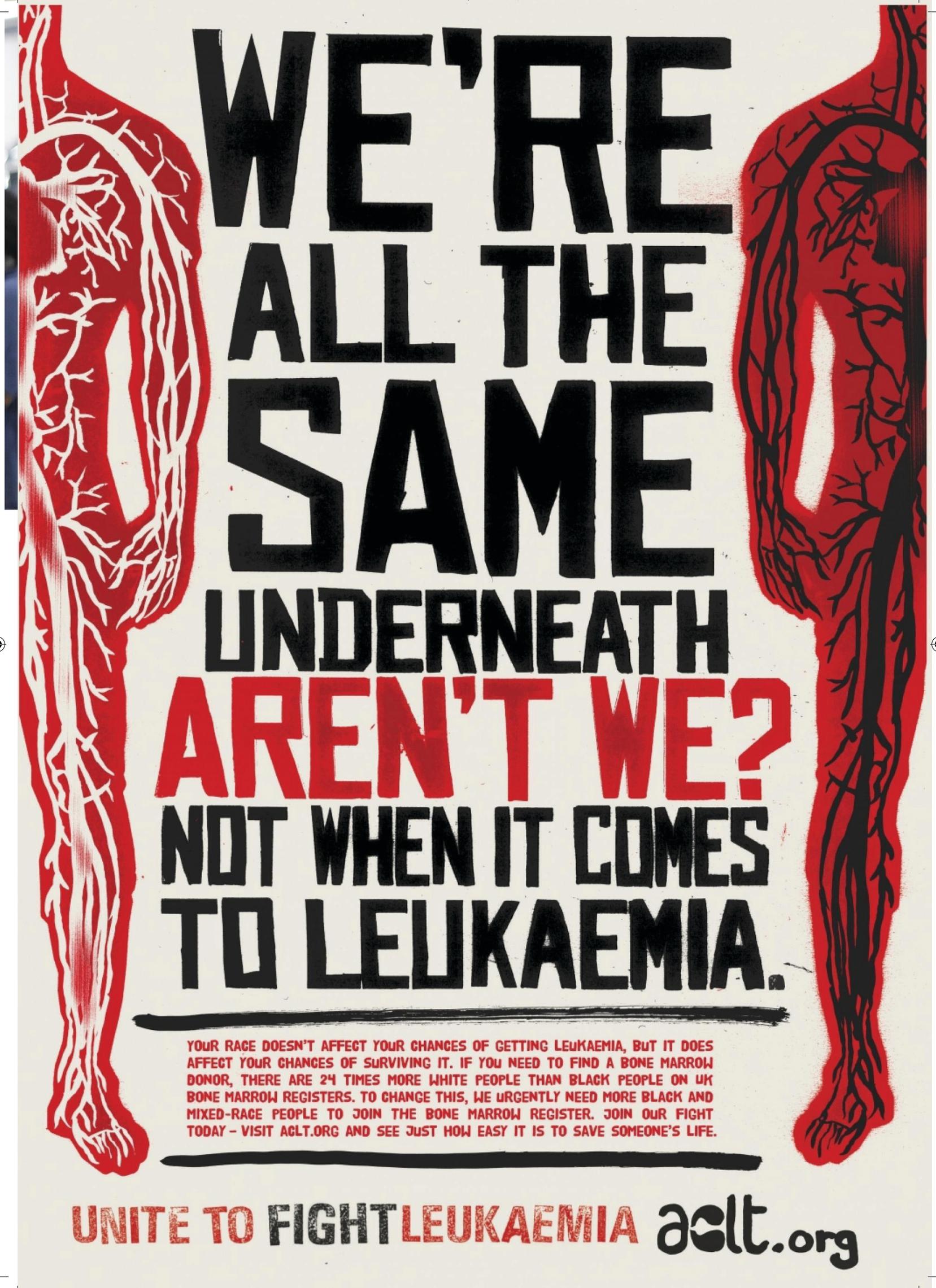
Language and communication barriers are ever-present in companies with a diverse workforce. Often, US or UK companies hire people whose native tongue or first language is not English, so employees and managers sometimes have difficulties in getting their message across.



WHY DON'T WE SEE MORE WOMEN IN ENGINEERING?

The number of female engineers in the workplace has historically been alarmingly low. Only around 1 in 10 engineers were female, according to IET skills surveys from a decade ago, which is actually the lowest proportion for the industry in any country in Europe. And even early participation figures for women in the engineering field were low, as both engineering degrees and apprenticeships showed a massively disproportionate imbalance in favour of men.





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SAME
UNDERNEATH
AREN'T WE?
NOT WHEN IT COMES
TO LEUKAEMIA.**

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INSPIRE ME

YEWANDE AKINOLA

Yewande (pronounced Yeah-wan-day) is a chartered engineer, an innovator, a dreamer and speaker with tons of passion for the role of innovation, creativity and engineering in our world today. She holds a Bachelors degree in Engineering Design and Appropriate Technology from the University of Warwick and a Masters in Innovation and Design for Sustainability from Cranfield University. Yewande's engineering experience and responsibilities include the design and management of sustainable water supply systems in the built environment. She has worked on projects in the U.K., Africa, the Middle East and in East Asia.

Yewande has been awarded the U.K. Society of Public Health Engineers' Young Engineer of the Year. She won the 2012/2013 the U.K. Young Woman Engineer of the Year (Institute of Engineering & Technology) and has been honoured with the Exceptional Achiever Award by the Association for Black Engineers (AFBE-UK) and the Association of Consultancy and Engineering, U.K. (ACE). She was named one of the UK's top 35 women under the age of 35 by Management Today in 2013. In 2014, She was won the PRECIOUS AWARDS Outstanding Woman in STEM award.

She has presented television programs for Discovery Channel, Channel 4, Yesterday TV and CBBC.

She is enthusiastic about sharing her life and engineering experiences with young audiences and dedicates a proportion of her time to speaking in schools. She participates in global forums on world challenges and global education, contributing to panel discussions on the next steps for developing and implementing solutions for our world's grand challenges. In her spare time, she enjoys building models, settling into a good book, dancing, writing, spending time with family and friends and exploring new places.

Twitter: YeWanDae

Instagram: wandus_p

Website: www.yewandeakinola.co.uk



INSPIRE ME

RAPMAN

INSPIRE ME

Over the last few years, Rapman has gained a reputation for his storytelling prowess and the messages he incorporates into his music. His latest, "Shiro's Story", is no different, telling a captivating tale of love and loss as Shiro (played by Joivan Wade) gets involved in some shady business to provide for his family with support from his best

friend Kyle (played by Percelle Ascot). Filmed by Aukes Media, he does the wrong thing for the right reasons in a bid to move his family out of London and give them a better life. However, things don't go according to plan, leading to a gripping finale.



INSPIRE ME

ELLA MAI

Ella Mai Howell (born 3 November 1994) is an English singer and songwriter. She signed to DJ Mustard's label 10 Summers Records in 2014.

Her EP's include Time, Change, and Ready. Her self-titled debut studio album was released in October 2018 and featured the singles "Boo'd Up" and "Trip", which were released on 20 February, 2018 and 3 August, 2018, respectively. In 2019, "Boo'd Up" was nominated for two Grammy Awards: Song of the Year and Best R&B Song, winning for the latter, as well as Mai herself being nominated for British Breakthrough Act at the 2019 Brit Awards.

INSPIRE ME

RAHEEM SHAQUILLE STERLING

Raheem Shaquille Sterling (born 8 December 1994) is an English professional footballer who plays as a winger and attacking midfielder for Premier League club Manchester City and the England national team. Born in Jamaica, Sterling moved to London at the age of five and began his career at Queens Park Rangers before signing for Liverpool in 2010. In July 2015, following a lengthy dispute over a new contract, he was signed by Manchester

City in a transfer potentially worth £49 million, the highest transfer fee ever paid for an English player. He then went on to help Manchester City win the Premier League in 2018. Sterling made his senior debut for England in November 2012 after previously being capped by England youth teams at under-16, under-17, under-19 and under-21 levels. He was chosen in England's squads for the 2014 and 2018 FIFA World Cups and UEFA Euro 2016.



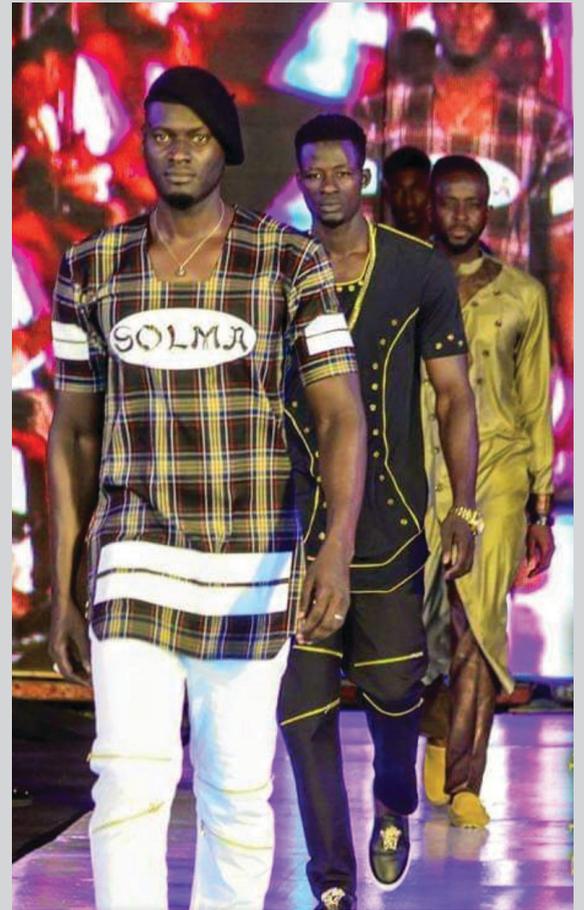
Introducing

SOLMA

FASHION LABEL

N jah, the founder of Solma, started as a basketball player in Senegal at the age of 14. Ten years later he went in a totally different direction, got into music, and was nominated as the best rapper in the year 2010 with the group Tigrimbi. In 2014 he created his own clothing brand "Solma" (unisex) which became international four years later.







MODERN ALTERNATIVES TO BUSINESS PLANS

Got an idea you think the masses will love? Thinking of starting up your own business? You're not the only one. Competition is fierce and many ambitious individuals have the same vision of success as you do. And the best place to start beating the competition (after coming up with a killer idea) is with a well laid out business plan.

Now if you've looked into the topic, then you know that there's a lot of debate on whether or not the traditional business plan is still effective. For budding entrepreneurs today,

So Here are, our alternatives

1. USE A POWERPOINT SLIDE DECK FOR EFFECTIVE PITCH MEETINGS

PowerPoint has always been the tool of choice for presenting ideas. Why not use it for pitching your business? Walking potential investors through a PowerPoint presentation on your iPad can be very effective. Take Tim Young, founder of Socialcast, for example. He used 5 slides for a business pitch in 2010 and managed to raise over 10 million in investment funds for 2 startups. From his experience, he found that a presentation can help your pitch because "by sharing a screen and sitting in close proximity to each other, the environment naturally becomes more comfortable and relaxed." Certainly, an idea worth considering if you get nervous while presenting.

2. CREATE A SUCCESSFUL BUSINESS MODEL WITH LAUNCH BOARD

With Launch Board, you can create, both simple or complex business models in no time. The tool is a perfect solution when you need to define your business and understand your customers. With several important features, such as analysing data and deciding the best way to move forward, the tool has all the necessary options for any companies to succeed.

3. USE A LEAN CANVAS FOR CONCISE BUSINESS PLANS

Just because your business plan is short doesn't mean it isn't well thought out. When you create one with Lean Stack, you can boil down the essentials down to a one page blue print for quick at-a-glance reading. Using a Lean Canvas is best for those situations

where you're making a pitch to investors who have very little time and can't go through all the nitty-gritty details. This is a paid service, but offers free 30-day trials for both individual and team plans.

4. GROW YOUR BUSINESS WITH STRATEGYZER

With Strategyzer's business model canvas, you are getting a platform and services that understand their customers. The numbers speak for themselves — over 5 million active users. With Strategyzer you can easily create better products and quickly grow your business. Moreover, with this app, you can analyze any business idea and identify its market potential. It offers training options for the entire companies or simply one person.

5. CREATE A VISUAL BUSINESS PLAN WITH PINTEREST

This idea may go against what you know about best business plan practices but using Pinterest can be a creative way of visualizing your idea for others. In fact, Tim Berry, angel investor, business planner and entrepreneur, stands behind the idea.

According to him, a business plan created with Pinterest is more accessible than a slide deck and is helpful in steering your business in the right direction. This method doesn't describe your business; it focuses on the output of the plan.

6. USE LIVE PLAN FOR EASY TO READ BUSINESS PLANS

Like the other suggested ideas, Live Plan tries to combine the serious nature of business plans with easy to read formats. It offers everything needed to keep your financials, business pitch and plan in check with an admin dashboard and support for team collaboration.

7. LIVEPLAN EXPLAINER FROM PALO ALTO SOFTWARE, INC ON VIMEO.

Live Plan makes it easy for you to forecast and prioritize the main financial elements of your business strategy like value propositions, key partnerships, cost structure and so on. This service is perfect for pitching a concise business plan investors and banks can instantly understand.

What is PRS



The PRS and the PPL both collect music licensing fees on behalf of song writers, composers and publishers.

The PRS collects and pay royalties to their members when their music is exploited in one of a number of ways – when it is recorded onto any format and distributed to the public, performed or played in public, broadcast or made publicly available online. This is all based around the writers public performance rights.

PPL collects the license fee on behalf of the performers and record companies. PPL collects royalties for a range of uses of recorded music – when it is played in public or broadcast on TV, radio and certain digital media services.

The difference between the two licences is more clearly illustrated when the writer is a different person from the artist. For example, if you were to broadcast the Jimi Hendrix recording of the Bob Dylan song All Along the Watchtower, then the respective music licences would relate to the following rights:

- **PPL:** This licence would be on behalf of the UK record company that controls the rights to the Jimi Hendrix recording of the song
- **PRS for Music:** This licence would be on behalf of the UK publisher that controls the rights to the Bob Dylan song

For more info visit www.prsformusic.com

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WHAT ARE THE BEST WAYS TO APPROACH INVESTMENT?

If money makes the world go 'round, then investment is the fuel which powers it.

Nowadays, there are an incredible amount of investment opportunities available to the average investor, and almost anyone can get involved at some level (even pension schemes are an investment).



To those who are inexperienced with markets and market behaviours, the world of investment can certainly seem daunting, especially with so many so-called 'experts' touting their market prophecies on a regular basis. As such, here are some of the ways that novices should approach investment.

CAUTION

There are no two ways about it; investment is a risky game at the best of times. Despite many people claiming to know golden, fail-proof investment strategies (which they will often only share for money), no one ever truly knows how a certain market will behave, and volatile markets in particular tend to be very risky to invest in (whilst providing higher potential reward).

As such, all investors starting out should make sure that they are cautious, and do their own research before ploughing money into their desired market. This caution could well save them a fortune in the long run.

Portfolio Diversity

Another wise way to avoid the pitfall of taking on unnecessary investment risk is to create a diverse investment portfolio, filled with assets of varying types and risk levels. This means that an investor could, for instance, include a highly volatile asset, such as a share in a fledgling technology company, and a very safe one, such as gold. No matter which way you approach it, having a diverse portfolio is likely to bring more joy and success in the long term compared to a very narrow, riskier portfolio.

ADVICE

Perhaps one of the most useful resources available to investors is financial advisers.

These specialists make use of expert data analysts and advisors such as Hymans Robertson, to ensure they have all the up to date market information they need.

They can help inexperienced investors to choose the right investments for them, allowing them to experience much higher chances of success. They do, of course, cost money, so it is best to do some research and make an informed decision on the benefits of using one.

Investing is an exciting and often rewarding venture, so long as the risks are properly managed and only disposable money is used. Research is a must, but once experience with different markets has been gained, investors can enjoy a much greater chance of success in their pursuits.

WOMEN BREAKING

Only 9% of engineering companies in the UK currently actively recruit from BAMEs. RS & the IET. Ladies from RS and The IET plan to increase this percentage through a series of fun and inspiring events to engage young people in the BAME community and motivate companies to source talent from this group. The aim is to educate these companies on the power of diversity in their workforce and its impact on productivity.



**YEWANDE
AKINOLA**

Yewande Akinola is a Design Engineer. Yewande's engineering experience and responsibilities include the design of sustainable water supply systems and the engineering design coordination of large projects in the built environment. She has worked on projects in the U.K., Africa, Middle East and in East Asia.

Yewande has won several awards including the UK Young Woman Engineer of the year (Institute of Engineering and Technology 2012), UK 35 Under 35 (Management Today's 35 Women Under 35 2013) and UK Outstanding Woman in STEM (PRECIOUS Award 2014.)

She has presented TV programmes for Discovery Channel, CBBC, Channel 4 and Yesterday TV her current role in design for manufacture and assembly for construction, project engineering and innovation management.

BOUNDARIES



ISABELLA MASCARENHAS

Isabella Mascarenhas has a colourful background, she is South Indian but was raised in Zambia and came to settle in the UK when her parents relocated here. As a result, she considers herself a citizen of the world and is fascinated by different cultures and their traditions.

Isabella has always been an avid people person and has managed to forge a successful career in helping and developing young people from diverse backgrounds to realise their full potential and achieve their ambitions. Having always been the 'black sheep' by wanting to explore new disruptive ways of working and engaging with her target audience, she is delighted to have found a niche in the corporate world where she can be a professional rebel!

She currently works for RS Components as their Vice President of Grass Roots & Shining Stars where she has the pleasure of working with students and young professionals all over the world to develop competitions, events and initiatives to enhance the employability skills and career prospects of young people.



JO FOSTER

Jo Foster is the Diversity & Inclusion Lead for the Institution of Engineering and Technology (IET). She has set the IET's first overarching Equality, Diversity & Inclusion Strategy which aims to drive culture change within the organisation and at the same time have an impact on its members and the wider community.

Jo is passionate about promoting equal opportunity for all and creating real impact through her diversity and inclusion efforts.

She has worked on the IET's multi-award-winning social media campaign; #9PercentIsNotEnough, #PortraitOfAnEngineer and more recently the #SmashStereotypesToBits campaign which aims to alter the perception of who engineering is for.

Jo oversees the IET's award-winning Young Woman Engineer of the Year Awards and over the past two years she has implemented a number of successful strategies to ensure that the Award is inclusive and that unconscious bias is mitigated at all stages of the application and reviewing process.

Whilst Jo's focus has been predominantly on gender, she is keen to extend the focus to multiple diversity strands including Black and Minority Ethnic (BAME) groups – according to the IET's 2017 Skills and Demand in Industry Survey, only 9% of engineering organisations in the UK have plans in place to engage with BAME groups. This is an area of work that Jo is keen to tackle.



TASTIEST GHANAIAN FRIED RICE RECIPE EVER

Introducing the naturally flavour packed and tastiest fried rice recipe ever. This recipe makes for a smoky, aromatic and perfectly spiced fried rice dish.

A must try recipe!

Don't forget to subscribe, try the recipe and leave comments with your feedback.

All photos, recipes and videos are by the owner of this blog.

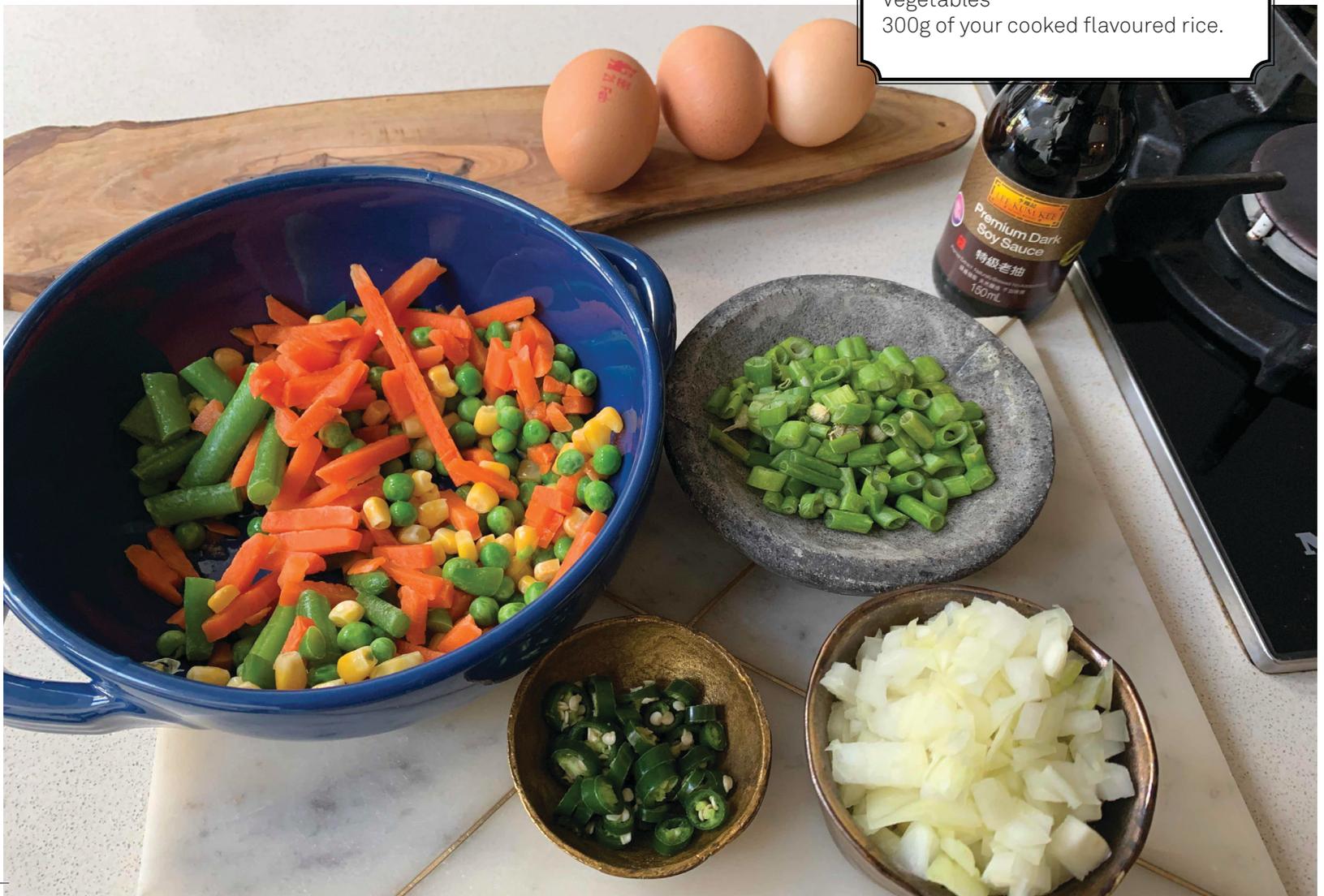
INGREDIENTS

FLAVOURED RICE

- 300g of Basmati rice or Long grain rice washed and soaked rice in warm water
- 200ml of water or your preferred stock
- 2 tablespoonfuls of salted butter
- 1 tablespoonful of butter
- 7 Pettie Belle chillies or any green chilli
- 2 pods of Grains of Selim (Hwentia)
- 1 leg of smoked Chicken
- Salt to taste

FRIED RICE

- 1 tablespoonful of Coconut oil
- 1 large diced Onion
- 3 chopped Green Chillies (Optional)
- 3 Eggs
- 30g of spring Onions
- 1 tablespoonful of dark soy sauce
- 200g of frozen fresh mixed Vegetables
- 300g of your cooked flavoured rice.





Terry Jervis

INSIDE SUCCESS MENTORS

Terry Jervis – Biography

Terry Jervis is a business and media entrepreneur. He started his career as a journalist and researcher. He then joined the BBC and went on to become a renowned radio, television and film producer and director. His background in all forms of modern media communications is extensive; ranging from traditional media (including print), to digital media - Internet, video games and mobile content. Terry started in broadcast journalism with a fledgling Channel 4 and then joined the BBC in news, features and current affairs. He later went on to run his own department within the BBC (at 27 the youngest in its history) supported by his mentor Colin Adams who was then the Head of Network Radio and Television. Terry juggled between radio and the television services making programmes for Radio 1, Radio 4 and the World Service, as well as BBC1 & 2 for television.

Terry brokered and produced many international deals (primarily with the USA) helping to promote and launch DEF Jam records and with the legendary Motown label and its roster of classic singers such as Stevie Wonder, The Temptations and Diana Ross. Through his TV hits and viewing figures Terry met with Berry Gordy via the Chairman of Motown (and his mentor in the USA) Clarence Avant (known in Hollywood as the Godfather of entertainment) and was given his own label 'Down to Jam' with the company – the first British person ever to do so - and helped to launch acts like Boyz II Men, who went on to sell over 67 million records). Terry has also worked with the Pavarotti and

opera spectaculars, the Rolling Stones, Natalie Cole, Quincy Jones, Elton John, Queen, Madonna, Michael Jackson and Bob Geldof, Richard Branson and Virgin Group (to name but a few). His live shows such as 2000 Today – Millennium Broadcast and Our Common Future were global live event spectacular television (with these and his other shows, such as Smash Hits Awards, Top of the Pops and Radio 1 specials, have had a combined audience of well over 3.8 billion people). Apart from documentaries and music, he has also directed and written comedy shows (such as The Real McCoy and Get It On) and lifestyle programmes (such as Sky 1 to 3 – launching Sky's afternoon schedules) and was also responsible for helping to revamp the Top Gear car show franchise (as producer/director), as well as launching Jeremy Clarkson's motoring celebrity status in Clarkson's Star Cars. Terry was also controlling part of the BBC 2 schedules under DEFIL (alongside Janet Street-Porter) with popular shows such as Behind the Beat, Dance Energy, Fresh Prince of Bel-Air, Rough Guides and many more. Terry went on to produce and direct many other TV specials, including for Channel 4 (The Big Breakfast) and ITV (Hotel Babylon), as well as an animated adventure (Spirit of the Pharaoh) and children's show (Tropical Island). Terry has over 32 years of experience in the media and business. He successfully won the exclusive rights to make the film Raising Tennis Aces: The Williams Story – about the life of iconic sport celebrities Richard, Venus and Serena Williams, which led to Terry licensing it to the Oprah Winfrey show and finally meeting with Oprah. Following this he also secured the rights to make the official film for the Royal Air Force's aerobatic display team: The Red Arrows. Terry also successfully negotiated the rights to become the official Licensing Agent to office of the Secretary of State for the Royal Air Force and brought in other strategic partners (such as 4Kids and the RAF Museum) to create a unique programme of merchandising and communications activity.



Adam Knight

Adam is originally from Henley on Thames in Oxfordshire and was educated at nearby Reading Bluecoat School. After finishing college Adam joined the Parachute Regiment and spent nine years on various operations worldwide. In 1998 Adam joined the Pharmaceutical industry with Astra and then onto AstraZeneca.

2001 saw Adam join Takeda UK where he held various sales and marketing positions until he was promoted to Unit Business Manager in 2003. During 2003 Adam piloted the Takeda UK Regional Account Director Model culminating in his appointment in 2004 as the first RAD in the UK. In 2007 Adam was then promoted to Sales Force Effectiveness Director responsible for managing the RAD team. During this period Takeda UK grew to a £100 million organisation with less than 40 RADs.

In 2009 Adam launched 15 Healthcare introducing a new model designed to breach the gap between Pharmaceutical Companies and the NHS specialising in advanced Key Account Management and commercial initiatives in Primary care. Post white paper Adam designed a new strategic consultancy with his previous colleagues from Takeda called neoNavitas where Adam headed up the Prometheus market access team promoting into strategic areas of the NHS on behalf of Pharmaceutical companies.

Since the success of neoNavitas Adam and his partners set up the Mayfair Bio- Hub, a place for aspiring entrepreneurs to build and live their dreams.

Over the years Adam has helped mentor many people who believed they couldn't get into business. He is passionate about supporting homeless veterans and young people who want to learn and better themselves.



Khamis

I am an experienced criminal defence lawyer with over 7 years' experience working in the legal profession. I was born and raised in south London and this remains to be the heart of my practice as I trained at a local law firm who serviced the community for more than 20 years. My passion in providing quality advice and representation is seen in the attention that I pay to detail and the tenacity that I demonstrate when advocating in court. Over the years I have been involved in numerous cases of serious crime such as murder, attempted murder, firearms offences, fraud and serious assaults.

My work has taught me how important it is to have the assistance of a lawyer that knows the law well and is fearless enough to challenge unlawful decisions. I also appreciate that basic legal education informing individuals of their rights is imperative as one of the pillars of society, alongside health.

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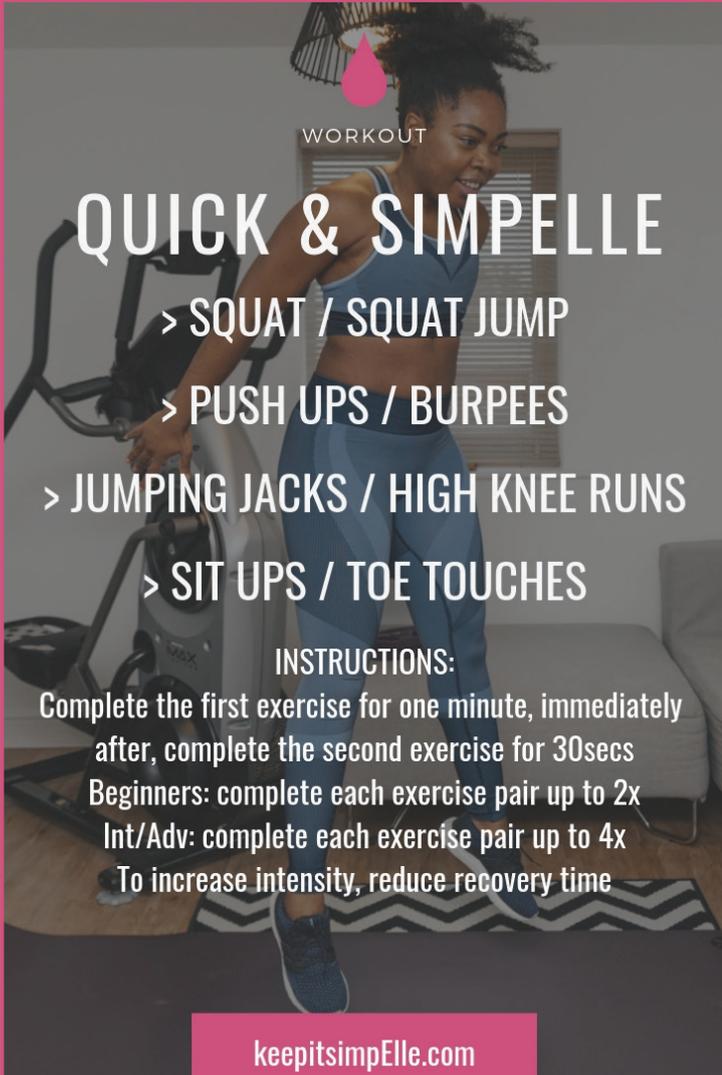
- Complete the first exercise for one minute followed by the second exercise for 30 secs (i.e one minute of squats, 30s squat jumps)
- Rest 30-45 secs between each pair of exercises
- Beginners complete each pair of exercises 2 times
- Intermediate / Advanced complete each pair of exercises up to 4 times
- To increase the intensity, reduce recovery time

THE 8 EXERCISES:

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- Jumping Jacks/High Knee Runs
- Sit Ups / Toe Touches

I'm pretty sure this workout was inspired by my time working as a Nike Training Club (NTC) Instructor <3...the NTC app was like a Personal Trainer in your phone and when it launched it was the only of its kind but these days there are a lot more options out there (check this one out). You can pin this workout for use on another day or just give it a go right now... let me know if you try it and what you think!

P.S Safety always comes first. If you are new to exercise ensure you seek advice from your GP. Make sure you drink plenty of fluids, wear appropriate clothing and carry out drills in a suitable space. Technique is paramount, and nothing should hurt. Should you experience pain, discomfort, nausea, dizziness, chest pain, shortness of breath etc, STOP and consult your GP.



WORKOUT

QUICK & SIMPELLE

- > SQUAT / SQUAT JUMP
- > PUSH UPS / BURPEES
- > JUMPING JACKS / HIGH KNEE RUNS
- > SIT UPS / TOE TOUCHES

INSTRUCTIONS:

Complete the first exercise for one minute, immediately after, complete the second exercise for 30secs

Beginners: complete each exercise pair up to 2x

Int/Adv: complete each exercise pair up to 4x

To increase intensity, reduce recovery time

keepitsimpElle.com

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Peter Jones

NEVER AGAIN

What 5 things have you learnt from past business you have set up that you would never do again?

I always say never have regrets, but you put me on the spot.

1. I would never give credit to a business I don't know, I would have needed to have done some research behind them, to

understand that they are going to pay me.

2. I would never employ anybody directly that is not passionate, determined and enthused about the role.

3. I would never discriminate. I'm very open. It's about the person for me. I don't care even to as far about the

background. All's I want to know I'm dealing with someone that's passionate & enthused and wants to make a difference in life.

4. I will never ever give up.

5. I will never stop being driven to seeing other people succeed and give back to the people that deserve it or need help.



Ruth Badger

NEVER AGAIN

What Business mistakes have you made which you would never do again?

1. Never try to launch a business while you have so many other things going on because a business really needs a lot of time, attention and focus in the first six months in order to get it launched. Now my business launched with a success but only because I worked 24/7.

2. Never buy too much stock. In my office there is a stock of printed stationary of 2006. I am a very commercial woman, instead of actually going out there and ordering what I need in order to keep the cost down. I order thousands and thousands of letter heads and compliments slips

from 2006, it is now 2009. They have all my old addresses on and I have moved offices twice since then. So we use it as scrap paper now. What a waste of money.

3. Never take staff that is readily available – When I launched my business I took staff that was readily available in order to recruit. Instead of actually taking the time, again this is a time issue. I sort of made a knee jerk reaction with my staff. This means in the long term, two of them I got rid of and replacing one of them took a lot of time management. So they actually took resources they would not have taken, if I had made the right decisions in the first place.

4. Never bank with just any bank. I would have been more picky about who I bank with. I am actually still with the same bank, but I put a majority of my money else where. When I actually sat down with my strategy, I wrote down simple list of things I needed to do. And went into the comfort zone of banking privately instead of looking commercially across to see who has the best deals and what they would actually offer me.

5. Never launch with a bog standard website. What I actually did is I went out there with a bog standard brochure website. And if I would have had the time again, I would have invested more time getting closer to my web because obviously website activity is massive.





Support

3C's Project

CHANCE, CHOICES, CHANGE

Our Target to raise **£10,000** by May 31st 2018 to enable **50 young people** who are not in employment or education to complete a trainee-ship and series of work shops which will prepare them and lead them on to apprenticeships. With a graduation event at the end.

To donate/support please visit:

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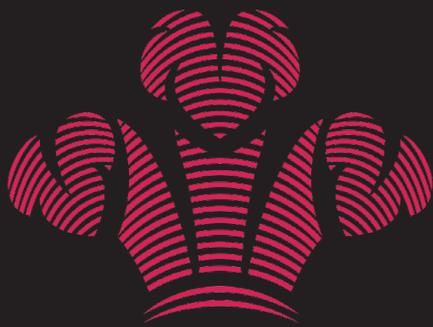
NCS

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MAGICAL BONES

UNBOXED

"Magical Bones
performance is stunning"
EVENING STANDARD

"What is happening on
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"Magical Bones
boggled our minds"
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INSIDE SUCCESS RECRUITMENT DRIVEN BY **YOUTH**



Inside Success Union is a social enterprise, we facilitate employment and training opportunities for youth between the ages 16 – 24. We exist to find part time/temporary and permanent employees for companies who are looking for support roles in the following areas:

- ◆ Administration
- ◆ Media
- ◆ Sales & Marketing
- ◆ Promo work/Events
- ◆ Stewarding
- ◆ Hospitality



WHY 16 - 24 OLDS?

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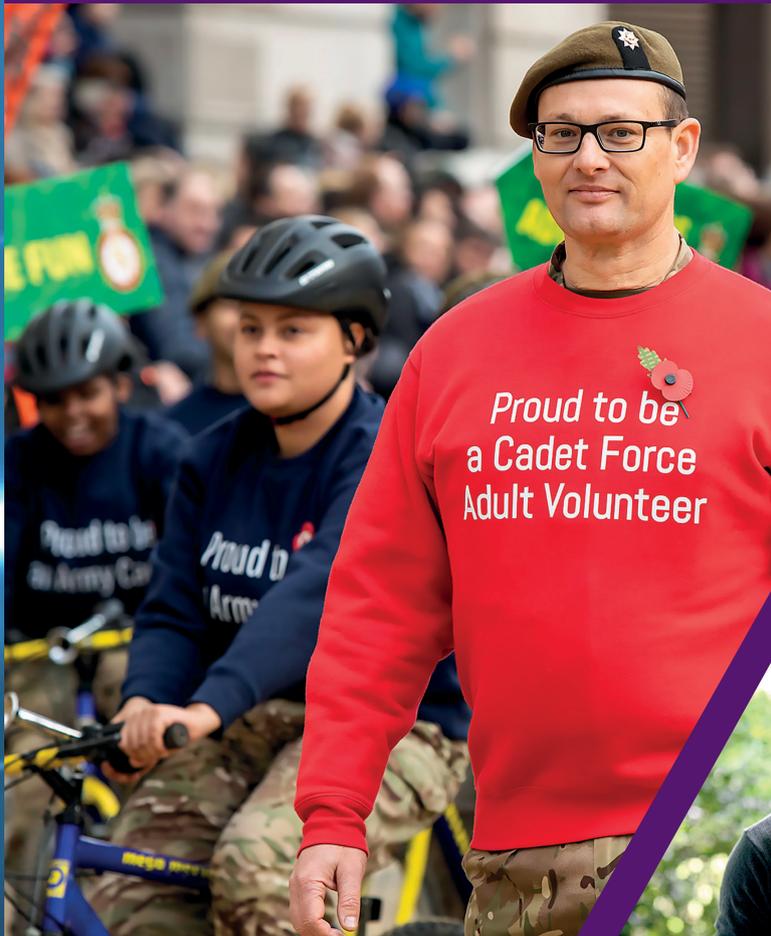
OUR PROMISES

Our Clients develop a work ethic and understanding of the working world by being trained and offered in-house jobs to fundraise for the company. We personally screen all candidates suitable for external roles.

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DANIEL O, 17

Inside success has enabled me to boost my confidence and ability to interact with new people I meet. Additionally allowing me to display and grow my entrepreneurial spirit.



ASWIRA, 16

Inside success has helped me through several ways, especially in gaining my confidence. I have gained leadership skills as well, through the journey ive met people and made a lot of memories. Not only did it make a difference to my working life but my social life as well.



MARIA-JOSE MARINO, 15

Inside success has helped me expand my presenting skills , it has also built up my confidence. The help of the team around me has made working for inside success a very inspiring journey.



GIDEON, 18

Working with Inside Success was a great learning experience for me. It allowed me to improve my confidence, and be able to approach and speak to people in public. Through this I was able to build my people skills and motivate others in a team. It was a privilege to be able to work with such inspirational individuals who wanted to help and motivate young people to reach their goals.



TYLER, 16

From Working with Inside Success UK I have gained many skills such as: Communication, time management and confidence which has helped me prepare for the future.



ABDUL SAMURA, 16

Inside success has helped me socially and mentally and it's also helped me with my confidence and to get over my fear of public speaking.



ACE ADHAR, 21

Throughout my years at inside success I have gained a high amount of skill sets that have helped me out during my time here and I'm sure will help me with harder tasks further on in my near future. One thing I can mostly thank them for is the mindset they've helped me achieve and how they've helped me build the best version of me, I am able to look at everything I do and go for it in a positive way and put 100% effort in which allows me to always reach my target, and I believe the correct mindset is the key for everything.



ZITA SALUM, 16

Inside success has motivated me to be a young hard worker helping stand out from others that's don't have the same persistent resilience as me especially growing up in a tough area as mine , it has helped me realise my full potential and my value and how much of an asset I can be in the work force.

SHORT COURSES

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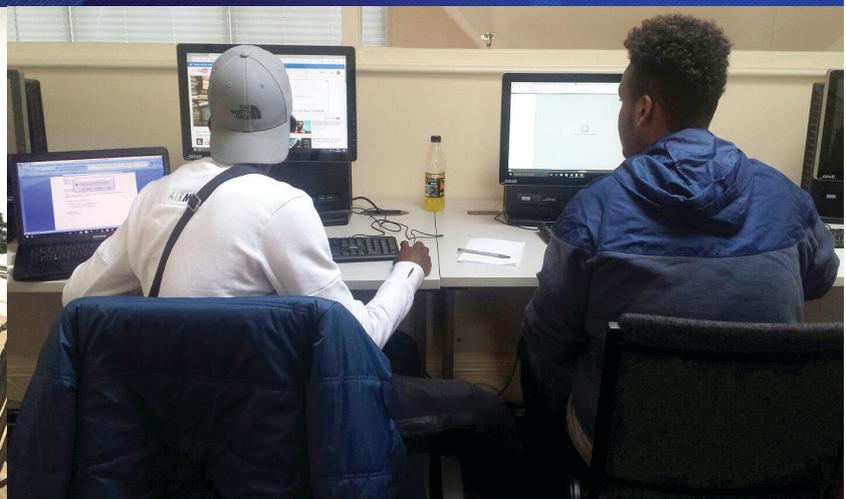
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Inside Success UK is social enterprise that supports young people (16-24) with jobs, training & education.

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See

AVENGERS: END GAME

Adrift in space with no food or water, Tony Stark sends a message to Pepper Potts as his oxygen supply starts to dwindle. Meanwhile, the remaining Avengers -- Thor, Black Widow, Captain America and Bruce Banner -- must figure out a way to bring back their vanquished allies for an epic showdown with Thanos -- the evil demigod who decimated the planet and the universe.

Buy

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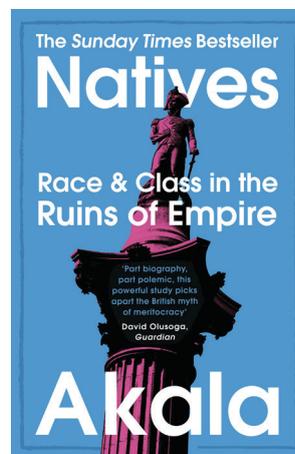
juicer – ideal if you're trying to eat more fruits and vegetables, lose weight or improve your lifestyle.

Read

Natives: Race and Class in the Ruins of Empire – The Sunday Times Bestseller

From the first time he was stopped and searched as a child, to the day he realised his mum was white, to his first encounters with racist teachers - race and class have shaped Akala's life and outlook. In this unique book he takes his own experiences and widens them out to look at the social, historical and political factors that have left us where we are today.

Covering everything from the police, education and identity to politics, sexual objectification and the far right, *Natives* will speak directly to British denial



and squeamishness when it comes to confronting issues of race and class that are at the heart of the legacy of Britain's racialised empire.

DUNKERS 2

A game by Colin Lane and Playback Studio

Dunkers 2 is an arcade style physics based basketball game. It features fast paced crazy game play where the objective is to dunk in your opponent's basket.

- Over 3 Million players on iOS
- No.1 Sports game in 85 countries including USA, China, Russia, UK
- Featured Worldwide
- Free to Play
- 60 Playable Characters
- 80+ Unlockable Icons and Balls
- 5 Crazy Levels
- Tournaments and Trophies
- 3 Game modes
- 1 and 2 player



Game of the Day
- Apple App Store

'Dunkers 2 is everything you'd hope for from a sequel. You still bounce around a basketball court, arms flailing uncontrollably, trying to dunk on your opponent. But there's an all-new visual style that ditches the old-school pixel art for a hand-drawn 2D look more colorful than ever before. There's also more courts with different backdrops, more athletes to choose from including over-the-top mascots and more customization of balls and shirts.

There's also a single-device multiplayer mode so you can face off against friends in comical dunk contests. Don't worry, you can show off your backboard-shattering slams via built-in replays.'



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