

Welcome to the February edition of 'We Mean Business'

Learn the "Productivity Essentials for Small Business Success" at our next CBWC meeting on March 7th from 6.15pm



Ciara Conlon (pictured)
Guest speaker – CBWC March 7th event

Ciara Conlon is a Leadership and Productivity coach with many years' experience. She has written two books on personal productivity, her most recent "Productivity for Dummies" is published by Wiley 2016. A columnist for Lifehack.org and thejournal.ie, Ciara also writes a popular blog at www.theproductivityblog.com. As an international keynote speaker, Ciara has spoken at many international events and has delivered training and coaching in organisations such as Deloitte, KBC, Savills, The Central Bank and Smurfit's Business School.

In this Issue of "We Mean Business"

- A report from our 2018 Launch on February 7th
- Details of the Talk/Workshop at our next meeting on March 7th
- What membership of the Cavan Business Women's Club offers
- Links to the Fiona Flynn Slides & workshop notes
- Lots of pictures from our Feb. 2018 launch event

Our next Cavan Business Women's Club networking and learning meeting takes place on Wednesday March 7th in the Hotel Kilmore. It is just one of the events that will take place during Local Enterprise Week on the week-long business events calendar from Local Enterprise Office Cavan.

We are delighted to have Ciara Conlon address us once again. Ciara spoke at a CBWC event in 2013 and was remembered for her down to earth and useful business tips in relation to productivity.

About the Talk "Productivity Essentials for Small Business Success"

The purpose of Ciara's seminar will be to address some of the key areas that prevent small businesses from growing and reaching their full potential. Lack of vision, focus and poor daily habits can obstruct the flow of an effective work environment. The aim is to highlight the essentials areas of focus and eliminate the barriers and challenges to getting more done.

The presentation will address:-

- Clarity vs Chaos; Goal Setting Success
- Planning & Scheduling for Hyper Efficiency
- Build a Team; Right People Right Roles
- Systems for Success; Protecting your Assets
- Productivity Tools; making the most of your limited time.

CBWC meeting dates for your diary

Venue: Hotel Kilmore

Start Time: 6.15pm

(See full itinerary last page of this communique)

Joining the Cavan Business Women's Club (CBWC) is a great opportunity to network with women in business

1. March 7th (Enterprise Week Event)
2. April 25th
3. June 20th
(we break for July & August)
4. September 5th
5. October 11th (National Women's Enterprise Day)
6. December 5th

Look forward to seeing you there

**Marcella Rudden, Head of Enterprise,
LEO Cavan
& Margaret McKeon-Boyle,
Coordinator, CBWC**

We look forward to seeing you at the CBWC Local Enterprise Week event on March 7th. Starts at 6.15pm with networking, coffee and sweet treats: Followed by Ciara's presentation and we end with more networking and a light supper. FREE for members: Non-Members €25:

Must be booked in advance by email cbwc@leo.cavancoco.ie or text Margaret at 087-2588918



Speakers pictured are L-R Fiona Flynn – Foresight, Andrea Corrigan – Acting head of Local Enterprise Office Cavan and Margaret McKeon Boyle CBWC coordinator.



A fun night was had by all at our new venue Hotel Kilmore



Cavan Business Women learned “How to Turn Customers into your Best Sales People”

We launched the Cavan Business Women’s Club (CBWC, for 2018 on Wednesday February 7th in the Hotel Kilmore. Now entering our sixth year we are delighted to say that our membership is growing year on year, and we want that to continue so ask you to encourage your colleague’s or friends in business to join us.

On the launch night 63 fabulous business women from a diverse range of businesses attended to network; build business relationships and learn.

An interactive workshop given by Fiona Flynn of Foresight Development and Coaching gave tips on how to turn customers into your best sales people. The main focus was to understand what motivates customers to buy from you and to keep coming back. The key message was that the customer is at the heart of every business and for our businesses to be successful; it is imperative that we look after the customer and provide excellent customer service.

CBWC is an initiative of Local Enterprise Office Cavan (LEO) and Acting Head of Enterprise, Andrea Corrigan, welcomed everybody to the event and thanked the business women for their continued commitment to Cavan Business Women’s Club.

Andrea also outlined details of supports and services available from LEO Cavan to assist small businesses to develop and grow and announced the programme for Local Enterprise Week 2018. Events, many of them free to attend, will take place around County Cavan from Monday 5th to Friday 9th March and all local businesses and aspiring entrepreneurs in County Cavan are invited to take part. The full programme of events can be downloaded from [Enterprise week program of Events](#)

Pictured below is Fiona Flynn, Andrea Corrigan (LEO Cavan) and Margaret McKeon-Boyle promoting Local Enterprise Week 2018





Fiona Flynn speaking at the CBWC



Also Speaking – Andrea Corrigan – acting head of Local Enterprise Office Cavan - outlined details of supports and services available from LEO

Copy of Fiona Flynn's Slides

- Fiona Flynn of Foresight Development and Coaching has kindly given us access to her slides from her presentation at CBWC 2018 launch night. A sample of some are below but you can find them all by clicking – [HERE](#).

Workshop Input:

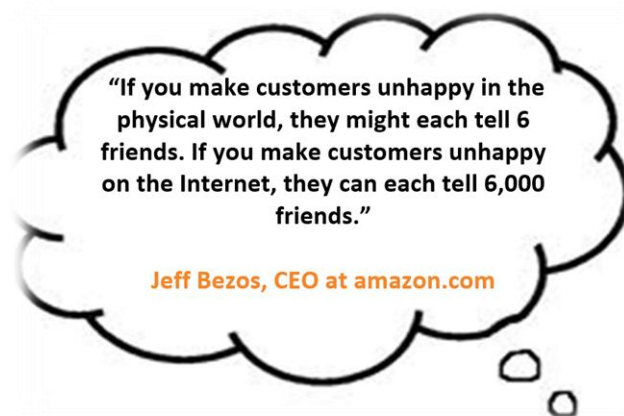
On the night Fiona invited all CBWC members in the room to provide their own thoughts on the 'Customer Buying Journey'

This was captured on a flip chart with many 'coloured stickers' (see photos of this activity on Page 8). Your input has now been transcribed and you can download it [HERE](#)



Happiness is the Key to Business Success

- ✓ Happy customers talk to more people about their positive experience
- ✓ Unhappy customers talk to most people about their negative experience
- ✓ Happy customers are repeat customers
- ✓ Happy customer will pay more for a great experience
- ✓ Happy customers are loyal
- ✓ Happy customers will drive your marketing for you



How to Build Trust

- ✓ Telling the Truth over time!
- ✓ Empathy, Involvement, Competence
- ✓ Deliver on your Promises



Consistency

- ✓ Be Consistent in service delivery
- ✓ Deliver on your Promises
- ✓ Undersell and Over Deliver
- ✓ Think long term Relationship and not Transaction

**The CBWC members stand up to introduce themselves
at the 2018 launch event on February 7th**









Workshop with Fiona Flynn of Foresight









Cavan Business Women's Club (CBWC) members February 7th EXPO

Caroline Wolffgram – Holistic Transformation Program also exhibited her fabulous products

Check out Caroline's website and online shop [Click Here](#)



Membership of CBWC offers you the Opportunity to:

- Network to do business
- Hear from inspirational speakers
- Learn from the Workshops
- Showcase your business at the EXPO
- Enjoy the Sweet treats and tea and coffee at registration
- Enjoy the Buffet at the end of meeting whilst Networking
- Annual membership is €100 – works at just over €16 per meeting
- Can be paid in 2 instalments of €50 at start of year & €50 on September 5th
- Non-members are also very welcome to attend per meeting – Fee for Non-Member is €25 per meeting

We need your help to grow the Cavan Business Women's Club a professional business women's network

We would like to grow the number of members of the Cavan Business Women's Club in 2018 and we need your help. As you know the CBWC has lots to offer women in business in the county. Members are business owners, working for companies, or thinking of starting a business – all make up our proactive and energetic women's network.

Please invite business colleagues, acquaintances and customers to consider joining our professional business women's network.

Tell them that they can join on February 7th at our first event of the year or at any time during the year. For just €100 membership for the year it is great value

Itinerary – March 7th February

6.15pm	Registration 6.15pm Enjoy Tea/Coffee, Sweet Treats, Networking & Member EXPO
6.45pm	Margaret McKeon-Boyle Coordinator, CBWC
	Andrea Corrigan Acting Head of Enterprise, LEO Cavan
	Ciara Conlon Guest Speaker / Productivity Workshop
8.30pm	Light Supper, Networking & Reviewing the EXPO
9.15-9.30pm	Finish

For more photos from the CBWC
February Event ([click here](#))



The Cavan Business Women's
Club is an initiative of

Local Enterprise Office (LEO)
Cavan

