

WHO I SUPPORT



I work with small established businesses and individuals who haven't got the time or resources to bring their design and marketing aspirations to life.

WHAT I DO...



Having oodles of experience both creatively and strategically, I tailor my services to meet your needs and budget whether it be support on ad-hoc projects or on a monthly basis to keep your online presence alive.

To give you an idea, here are some of the things I do:

CREATIVE SERVICES...

- Web design
- Graphic design
- Branding
- Brochures
- Leaflets
- Social media posts
- Logo design
- Word and PowerPoint templates
- Sales proposals
- Adverts

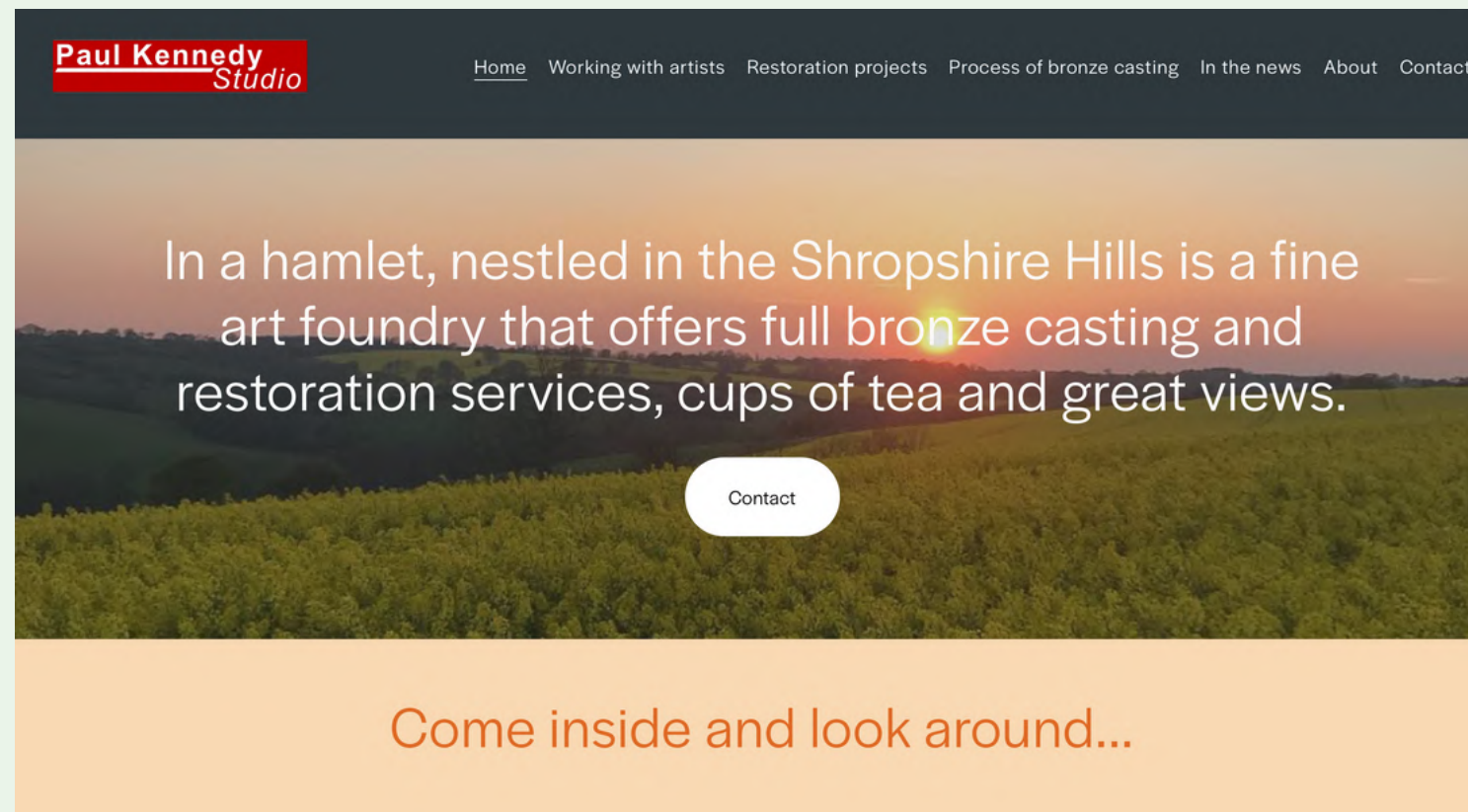
PLANNING & ADVICE...

- Targeted marketing campaigns
- Creating 3-6 month marketing plans
- Clarifying, simplifying & crafting marketing messages

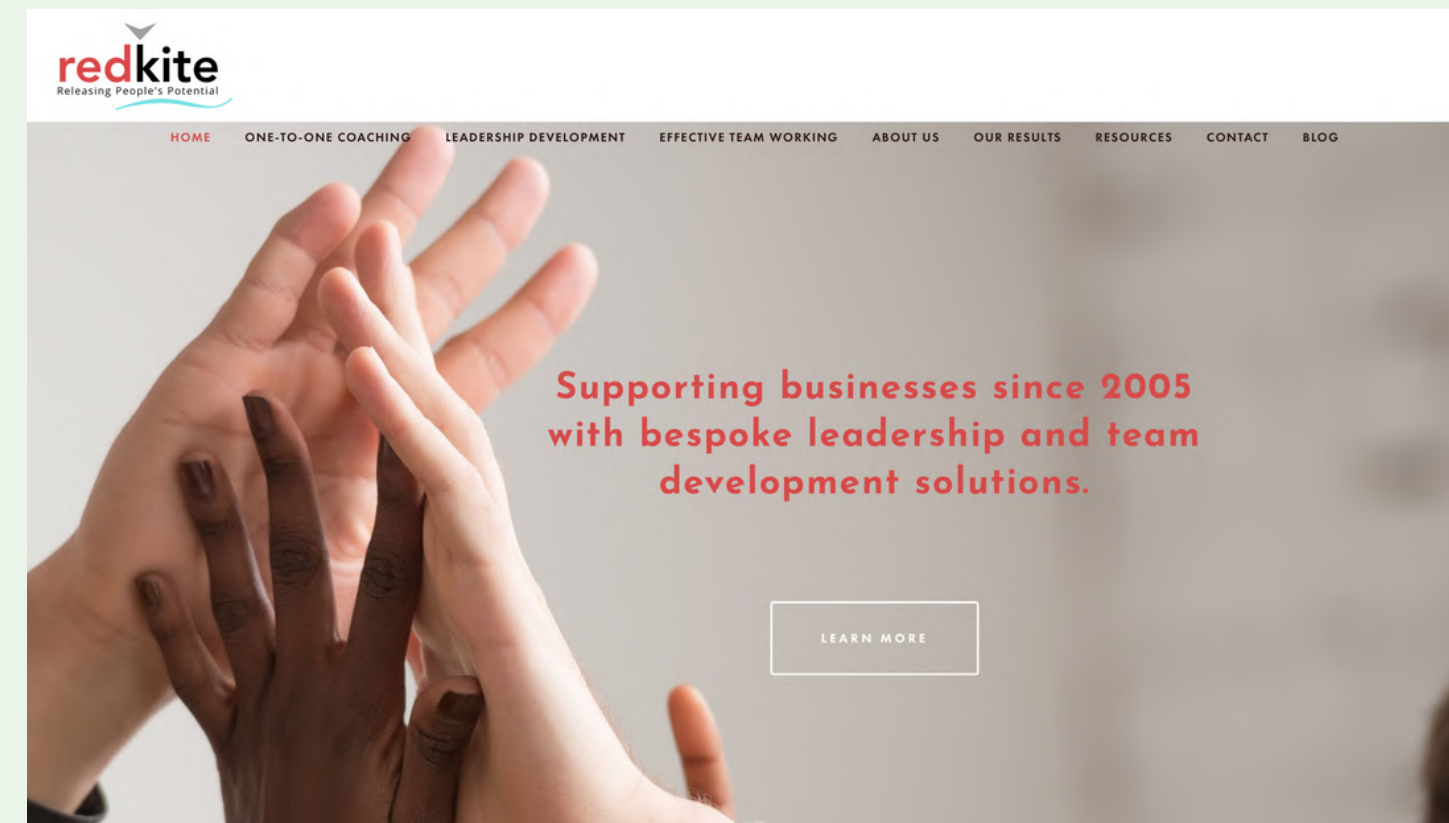
WEB DESIGN



A COUPLE OF RECENT WEBSITES.



CLICK THE IMAGE TO GO TO THE SITE

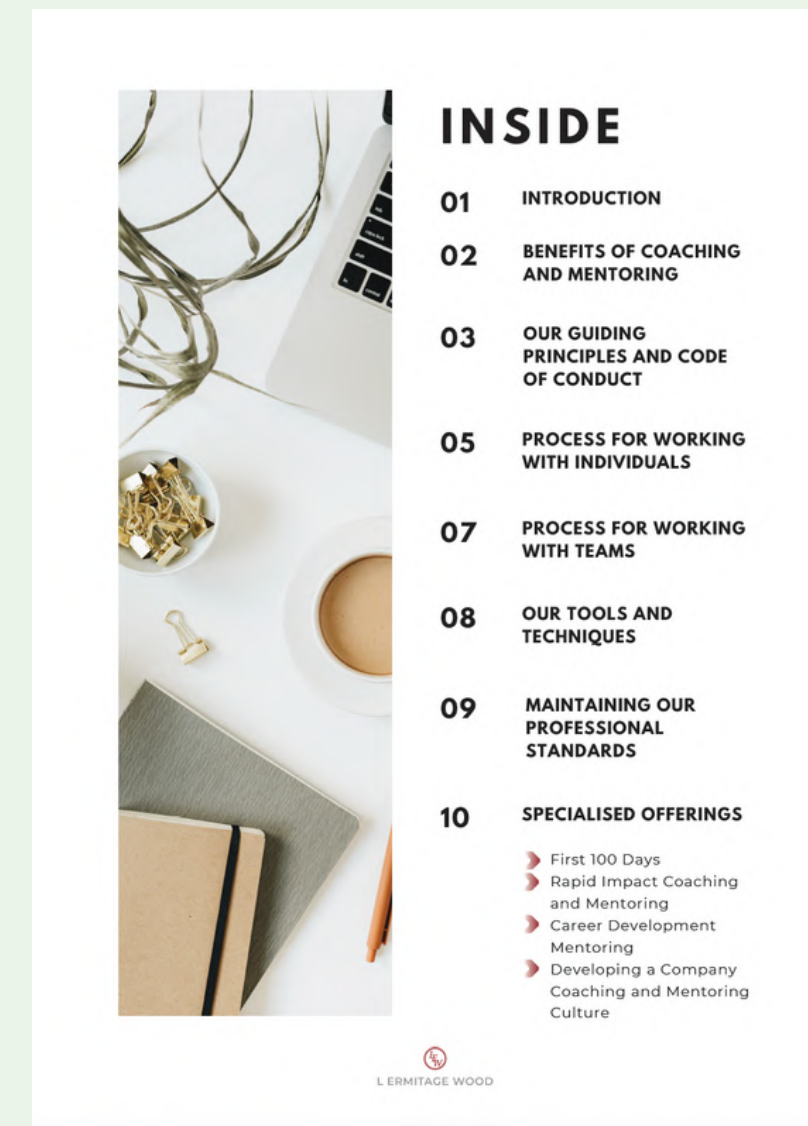
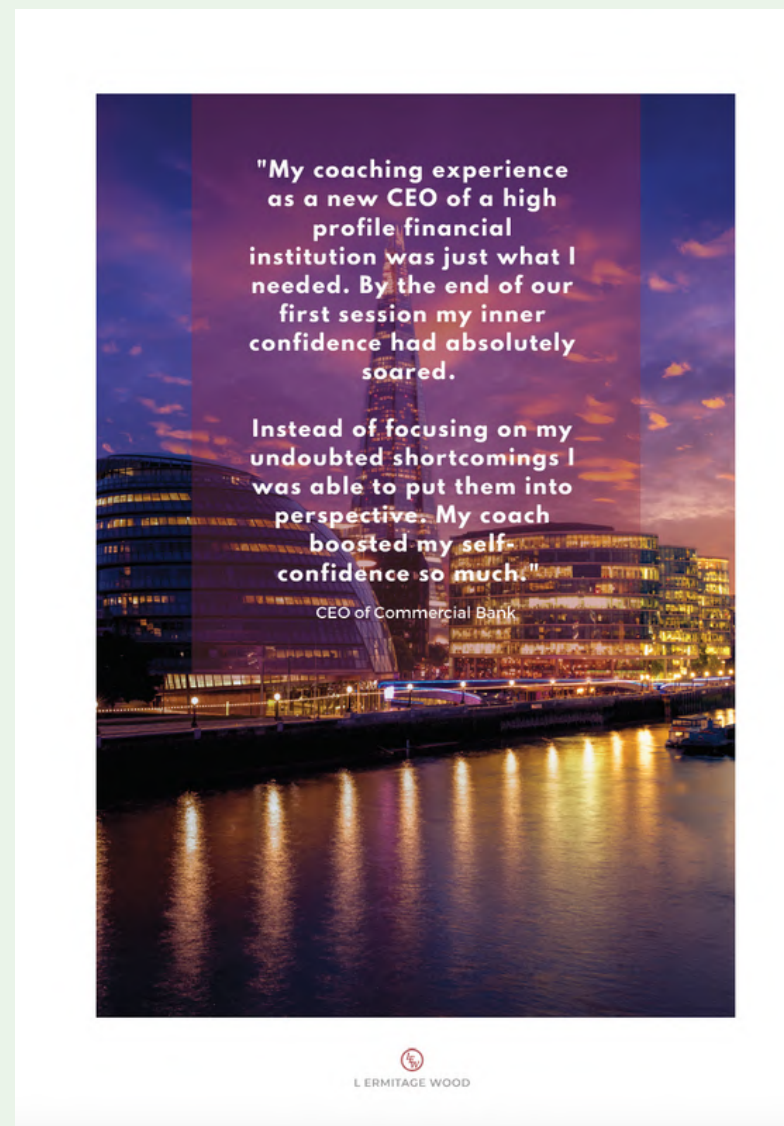


CLICK THE IMAGE TO GO TO THE SITE



BROCHURE DESIGN

EXCERPT FROM COMPANY BROCHURE



COMPANY NEWSLETTERS

EXCERPTS FROM NEWSLETTER





Challenge : develop : succeed

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CDS NEWSLETTER - APRIL 2021

RESETTING YOUR BUSINESS IN A POST-COVID WORLD



WITH YOU EVERY STEP OF THE WAY...





Welcome to our Spring Update

As the weather improves and we head into spring, we have been holding a number of discussions with clients in all types of organisations where there is a growing focus and concern about the scale of creating new and sustainable ways of working, as the restrictions of lockdown are gradually removed.

We are seeing high levels of leadership fatigue particularly with our HR friends and colleagues, where the last year has had a disproportionate focus on keeping colleagues safe and well, in a way we have never had to before.

Whether businesses have prospered or suffered during the last 12 months the common thread is the desire and need to move forward with confidence, retain the agility we have witnessed, and restore levels of team intimacy and creativity that have come under such pressure.

To support these activities we have created a series of programmes and services broken down into four key areas - the impact on the organisation, the leaders, teams and the individual - under the banner of The Big Reset.

In this special edition we bring to life each of these areas with articles and insights together with more specific detail on the areas of support we are being asked to provide at this time.

I hope that it can help and make a contribution in some small way.

Steve Thompson-Martyn, Director - CDS

"The pandemic represents a rare but narrow window of opportunity to reflect, reimagine, and reset our world."

Klaus Schwab - Founder and Executive Chairman, World Economic Forum

"The pandemic is forcing companies to rethink how they structure work, and some are trying ambitious changes to try to fix what is broken. They're shortening the workweek, doing away with meetings and rethinking the butts-in-seats mentality."


Time Magazine - The COVID-19 Pandemic Upended the Office. It's Time to Radically Rethink How We Work - Oct 2020

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WITH YOU EVERY STEP OF THE WAY... TEL: 0333 016 4800



THE LEADER



Leading with Self-Awareness

Shaun Allred, Operations Director, CDS


The key to success for every organisation is people. The leader's role is at the heart of creating this success through engaging and motivating others. This part of the leader's role has certainly been put to the test over the last 12 months as the connection with others has mainly been virtual.

We know the role of a leader is challenging and we know there is a high level of failure. Estimates based on a range of extensive data (Hogan), suggests the rate of leadership failure and management derailment is as high as 60%, with the following being seen as some of the reasons why:

Reasons Why Leaders Fail...

Inability to get results	Inability to develop good relationships with key stakeholders	Inability to execute plans and drive change
Inability to think strategically	Inability to adapt to the demands of a new position	Inability to build and maintain a team

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desk. The reasons for this are many, but perhaps one reason is that we feel uncomfortable about not being available on-line. Worried that being 'present' on our laptop and phone from dawn until dusk is a greater measure of ability and commitment than the quality of work and ideas produced.

And this starts with the manager. Check any manager's diary and it's a fair certainty that it will be chock-a-block with back-to-back virtual meetings.

Perhaps this is part of the problem - if the leader doesn't take breaks or encourage it, then the chances are no-one else in the team will go it alone.

But employee engagement doesn't come from top-down edicts.

Owning the task and being motivated to 'get on with it' has to come from within. Yes, this means explaining the benefits of good results and agreeing the ways in which you can support someone but it also means being willing to let go of the instinct to always instruct, even if that feels risky.

This is also true of leaders and managers when it comes to employee engagement. You can't make it happen but you can set out your vision clearly, and you can help to sow the cultural seeds to enable it to grow.

So, if you want a working environment where the well-being of employees matters and where the time to clear the mind and allow new ideas to germinate is valued, begin by remembering that Archimedes had his innovative Eureka moment in his bath, not at his desk!

But, despite the benefits of carving 'time-out' the lunch break often consists of a five minute dash to grab our lunch then going back to our

Be More Productive by Stepping Away from The Desk

Sara Pentor, Head of Coaching, CDS

Research suggests that one way to be happier when working, is to take a proper lunch break away from your desk. Even better still, take a lunch break outdoors.

But how many of us (especially when working from home) even take regular breaks?

Employees who don't take a break from their desks are not only taking risks with their health, but are also likely to become less productive over the course of the day. However, productivity isn't just about output: it's also about innovation.

The issue of whether we take a lunch break isn't just a matter of happiness either. Happiness at work does not produce employee engagement and even those who feel fully engaged will go through emotional ups and downs. So whilst organisations can't make people happy by engaging them, they can in fact create barriers to engagement by allowing a culture that leads to tiredness and poor creative energy.



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COMPANY E-MARKETING LEAFLETS

FRONT AND BACK OF FLIER





Challenge : develop : succeed

The Big Reset

How leaders, teams and individuals can shape their new reality in a post-pandemic world.

Since the start of the year and the progression of the roll-out of the vaccine programme, a growing focus is being placed on when and how we are going to re-shape our working environments in a post-pandemic world.

The last 12 months have brought a number of people issues to the HR table - from mental health and remote working, to navigating the job retention scheme - the challenges have been relentless.

In many ways the task of rebuilding our businesses will be more challenging than the sudden and uniform actions taken in response to the pandemic.

We have been talking to many leaders over recent weeks and together we have identified four key areas (set out below), that will underpin how they can successfully shape a new reality in which their organisation and people can thrive.

The Organisation

- Culture
- Organisation Restructure
- Engagement Strategy

The Leader

- Role in the Big Reset
- Setting the Tone
- Employee Engagement
- Leader as Coach

THE BIG RESET MODEL

The Individual

- Building Personal Resilience
- Career Reset
- Mental Health Matters

The Team

- The Team Reset
- Team Resilience
- Team Ways of Working

www.careerdirectedsolutions.co.uk



The Organisation

- Colleagues need to RECONNECT with the vision, culture & purpose.
- We need to build structures and teams that ENGAGE everyone in the reshaped ways of working.
- Setting CLEAR policy and organisational changes at the outset is key. Decision by stealth will reinforce insecurity.



The Leader

- VISIBLE formal and informal leadership is needed to restore new and possibly improved practices.
- The pandemic created personal change – the leader's role is to TRANSITION individuals into a post-Covid workplace where they can thrive rather than survive.
- Excelling in the role of COACH as leader will accelerate this transition.



The Team

- Rebuilding Team INTIMACY is key. On-screen communication has been effective but we have lost some of the team dynamic.
- We need to RE-ENERGISE & RE-CONNECT teams to their purpose and with each other.
- The working practices need to be reviewed, reshaped and reset so that teams can FLOURISH moving forward.



The Individual

- MENTAL HEALTH and WELL-BEING has been brought into sharper focus. Shaping our 'ways of working' for the future will be imperative.
- Many have experienced a change to their PERSONAL CAREER JOURNEY. We need to help them adapt and re-orientate.
- We need to support employees on how they have coped with the pandemic – supporting them to build levels of PERSONAL RESILIENCE.

If you would like a conversation about how we can support you in your Big Reset please contact:
Frances Mitchell, Director
M: 07557 872488 E: frances@careerds.co.uk

SOME RECENT LOGOS & BRANDING



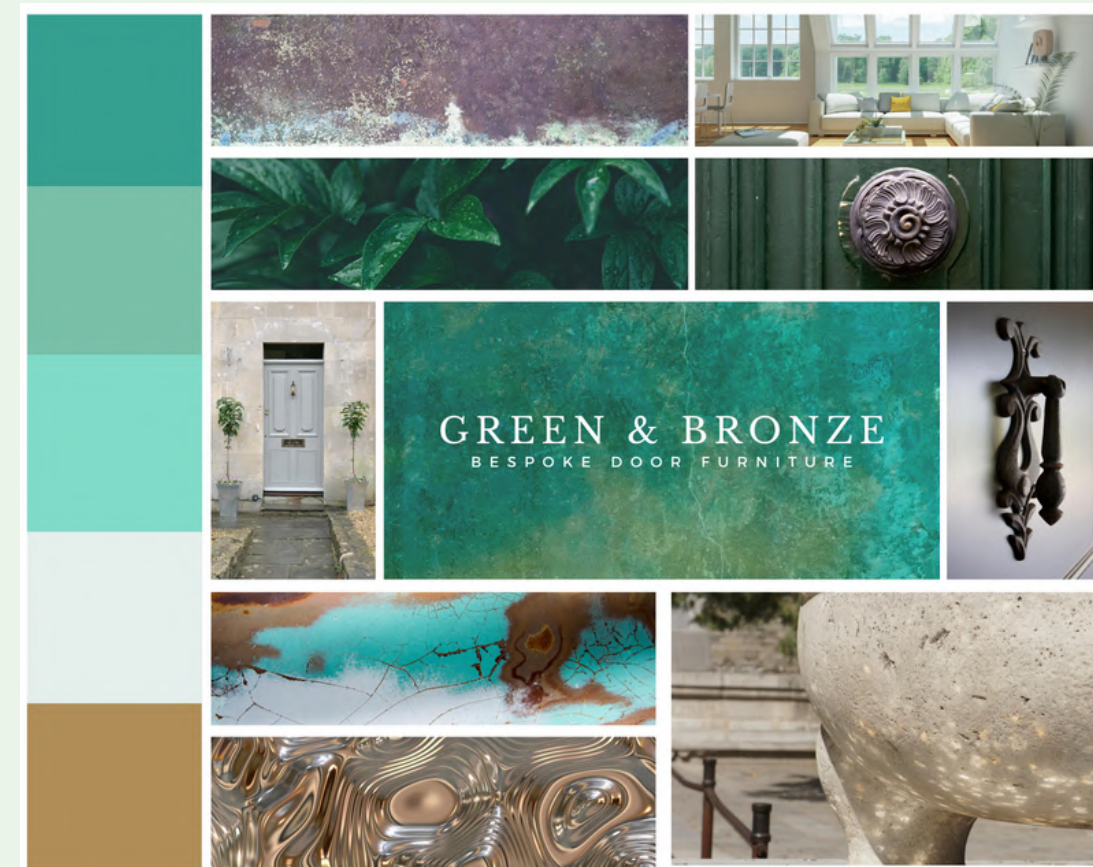
LOGOS



Anne McCarthy Associates

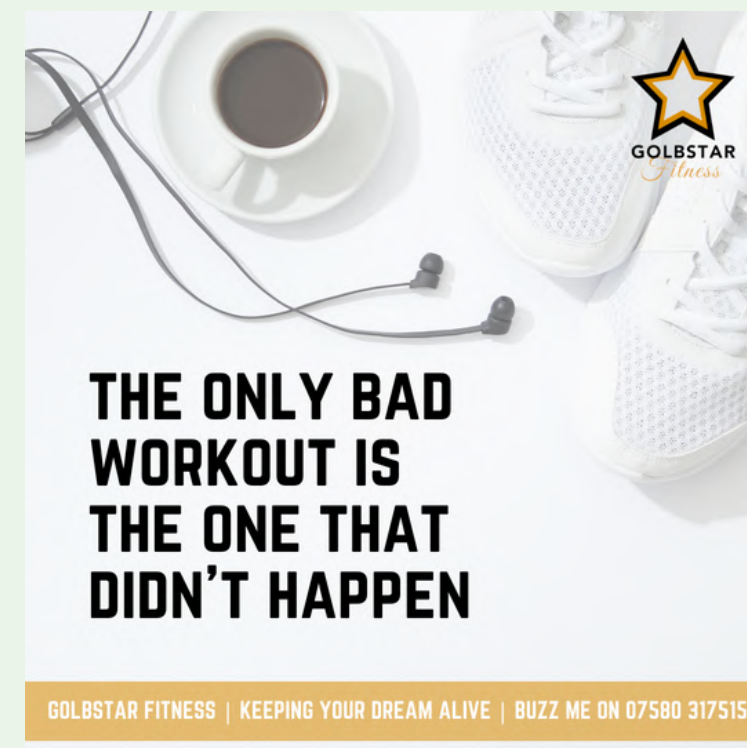
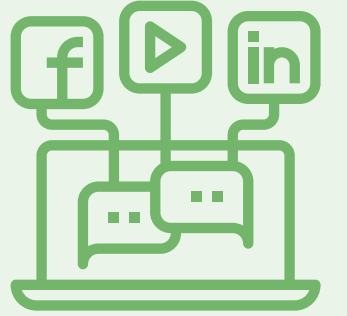


BRANDING



Kasaris
communications

SOCIAL MEDIA POSTS



EMAIL FOOTERS



Anne McCarthy Associates...

PROPELLING your business **RESULTS** through
enterprising **PEOPLE STRATEGY & SOLUTIONS**



Quote of the Month

"The greatest ability in business is
to get along with others and
influence their actions."

John Hancock

Join us for a
complimentary
**Resilience
Taster Session**

Learn the secrets of being **RESILIENT** at our virtual
RESILIENCE TASTER SESSION

29th July 3:00 pm - 4:00 pm

Reply to this email to find out more

Don't miss
our virtual
workshop

"KEEPING YOUR ENERGY LEVELS CHARGED"
Thursday 28th January | 12:30 - 13:30 GMT

[Click for more information & bookings](#)

In partnership with Mind Solihull



Kasaris
communications

DOCUMENTS E.G. SALES PROPOSALS



CONTENTS



"During a major outplacement activity CDS provided a great personal service and gave me confidence that they understood the business, acting as a partner with us right from the beginning.

Their attention to detail and focus on quality was impressive and was regularly demonstrated. As a result 300+ employees gained new roles both inside and outside of our sector."

Senior HR Manager, Construction Industry

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challenge : develop : succeed

1



YOUR JOURNEY EXPLAINED

There for the highs. There for the lows.
There whenever we're needed.

2

FLIERS FOR EVENTS



BIG PEOPLES *Link Up*

CHRISTMAS EXTRAVANGANZA
Saturday 9th December
11 PM - 5 AM
SADDACCA SHEFFIELD

ROOM 1: THE BIG PEOPLES ROOM
V ROCKET-INTI
DJ BUNG & FLUID IRIE
GEMINI DON
UNITONE
ROCKET

ROOM 2: DIM THE LIGHT ROOM
ALGJE
DJ ROB
LEGS DIAMOND
ELEKTA K

SADDACCA, 48 WICKER, SHEFFIELD, S3 8JB

YOU ARE INVITED TO A FREE
TASTER SESSION TO...

TAKE MORE CONTROL IN YOUR LIFE

WITH THE NEUROSCIENCE
OF CHANGE

*A personal and organisational perspective
on dealing with ambiguity*

TUESDAY 19th FEB 2020
10 AM - 12 PM

The Priory Rooms
40 Bull Street
Birmingham
B4 6AF

EACH AND EVERY
ORGANISATION IS FACED
WITH ITS OWN DILEMMAS,
SO HOW DO YOU:

- Compete in this constantly changing world?
- Decide whether to re-structure or develop new capability?
- Deliver the promised ROI on the merger, re-structure, etc?

ON A PERSONAL LEVEL WE ARE
SURROUNDED BY AMBIGUITY,
SO HOW DO YOU:

- Cope with job insecurity?
- Know how to collaborate in a culture of mistrust and uncertainty?
- Reconcile your values with commercial needs?
- Decide what impact you want to make in the world?
- Choose your next step?

"Kate is great to work with: creative (yet grounded!), responsive and reliable.

She is very knowledgeable in terms of market trends, innovative marketing materials and website design. We consider her an important member of our specialist team."

Frances Mitchell, Director – Career Directed Solutions

WHAT OTHERS SAY...

"Working with Kate is a pleasure – everything she produces is clear, concise and has impact."

Neil Tumber, Best Practice Lead – Thistle Management Ltd

"From our original concepts Kate has polished the design to our company brochure and website – it pays to hire a professional."

Phil Kennedy, Director – Unirad

"Kate's best asset is her ability to create a solution that best aligns with my needs, values and approach.

Jayne Stoddart, Business owner – Redkite Performance Coaching

I HOPE THAT'S GIVEN YOU AN IDEA OF WHAT I DO.

IF YOU'VE GOT ANY QUESTIONS OR WANT SOME
ADVICE, JUST GET IN TOUCH!

kate@kasaris.co.uk

07912 795976

www.linkedin.com/in/kategolby

www.kasaris.co.uk