



"The message of Christmas has always been one of hope and faith – and this year is no different. Despite tough times facing business leaders around the world, 2009 promises to be an exciting year filled with plenty of business opportunities – although perhaps ones that we hadn't anticipated in our business plans.

So what should we be asking Santa for this Christmas to help us overcome the tough months ahead? And what New Year's resolutions should we be making to give us the extra energy needed to help our ventures grow in difficult times?

A number of suggestions were made at our National Conference. Many speakers emphasised the importance of developing strong leadership skills to get us through the challenging times ahead. Others highlighted the value of positive thinking and determination. And one told us that she had adopted the mantra "do what you love and the money will follow." If you believe in your business and are ready to get out there and make yourself known to potential clients then you've put yourself in a great position already.

We believe that despite the tough times ahead there's potential out there for smaller businesses to achieve and succeed next year. It will need a lot of hard graft and determination but we're sure you're up to the challenge, just like we are. In the meantime, we wish you a peaceful and Merry Christmas and a prosperous New Year."

Yours, Karen and Max

Features

Words of wisdom



2009 is going to be the year for everyone in business to ramp up their assertiveness, to ensure they tie up those deals or keep delivering great service to their existing clients. We've all been in that situation where sometimes our actions speak a different language to what we really want to say. If you want to boost your self-confidence and deal with others assertively, our 'Assert Yourself' guide might be just the ticket.

[Order your copy here >>](#)

Down in the den...

BT and Dragons' Den entrepreneur Peter Jones are offering a free mentoring programme on how to succeed in business.

News

Gongs galore...

The NatWest **everywoman** Awards were held recently, recognising women who were inspirational in their business lives in 2008.

Birmingham City's Karren Brady was awarded The Spirit of **everywoman** award for her determination, commitment and dedication in changing the landscape for women in business in the UK.



Pall-Ex's Hilary Devey won the coveted NatWest **everywoman** Award, the event's centrepiece, highlighting how she has overcome significant challenges to achieve outstanding business success.

Other winners included:

- Becky Benfield - **The Artemis Award**
- Kate Craig-Wood - **The Demeter Award**

Six businesses will be offered the chance to receive advice and guidance from Peter Jones or executives from the BT business senior management team.

Visit the BT website for further information and to enter the competition >>

- Gill Riley - [The Athena Award](#)
- Liz Cottingham - [The Hera Award](#)
- Sylvia Hopwood - [The everywoman Iris Award](#)

Find out more about the awards and the award winners >>

The everywoman in Transport and Logistics Awards

Nominations for The [everywoman](#) in Transport Awards are now open... who do you think deserves industry recognition?

More women are taking their talents to non-traditional sectors such as Transport and Logistics, breaking down the myths of a predominantly male workforce and offering encouragement to women entering the industry.

So if you know a woman who has achieved something out of the ordinary in this sector, why not nominate her for one of these awards?

Find out more about the awards and how to make a nomination >>



Marketplace Pick of the Month



Make a New Year's resolution to give your business a full makeover in order to attract new customers in 2009. Poppy Design and Graphics Ltd are a specialist agency offering a range of bespoke website and graphic design services at surprisingly affordable, non-city prices.

With a strong emphasis on the unique and the eye-catching, their websites range from a simple 5-page HTML website to more complex database-driven e-commerce website designs.

Their graphic design and print services include company branding and logos, brochures, stationery and packaging.

[Click here to find out more >>](#)

[Find out how to advertise in the everywoman Marketplace >>](#)

Training

£1,000 to help your business survive and thrive in 2009

What is the best present your business could have this Christmas...? How about £1,000 to spend on personal development and

Conference Diary

Fuel the future of your business

With the theme 'Fuelling the Future of Your Business', [everywoman](#) is looking forward to its Scotland conference on March 3, 2009, at the Radisson SAS Hotel in Glasgow.

training?



If you are running a business with between 5 and 249 people, **everywoman** can offer:

- Free analysis of your leadership and management skills to give you insight into your strengths and areas for development
- A training grant of £500 to help you address those areas
- A further £500 grant for training for yourself and/or your senior team provided you match it pound for pound.

[Click here to find out more >>](#)



The conference will be packed with a variety of speakers, discussions and workshops. Keynote speaker will be Hilary Devey, managing director of Pall-Ex, a freight distribution

network. In a particularly male dominated industry, Hilary has driven her company to a market-leading position with a multi-million pound turnover. She has also just won the NatWest **everywoman** Award for overcoming the biggest challenges to achieve outstanding business success.

The workshops will cover 'Trading Online - Essentials For a Growing Business' and 'Maximising Your Marketing Potential' – two essential topics to help you set your product or service apart from your competitors.

[Book today to secure your place at the conference >>](#)

The everywoman Network

Get connecting with thousands of women online

Hot topics on the **everywoman** network right now are:
[The Credit Crunch... What can we actually do? >>](#)

[Turkey target practice >>](#)

[The Head-hunting business >>](#)

Not a member of the network yet?

[Log-in and opt-in to start connecting today >>](#)



Finally...



Wishing you all every happiness for the holidays and best wishes for the New Year.

Contact **everywoman** Tel: 0870 746 1800 Address: 17 Wootton Street, London, SE1 8TG

everywoman is supported by

IBM: IBM is proud to be working with **everywoman** to bring expert advice and technology solutions to women who are starting and growing their own businesses. Uniquely, IBM has created IBM Express Advantage offerings specifically to help growing businesses access the critical business and technology capabilities required to innovate and win. IBM Express Advantage offerings combine hardware, software, services and financing in competitively priced, prepackaged solutions designed specifically for small and mid-sized businesses. For more information on IBM's support for Small and Medium businesses please visit <http://www.ibm.com/businesscentre/uk>

NatWest: NatWest is the leading bank for small business, with a network of over 1,600 branches and 1,681 Business Managers no one is better placed to help businesses succeed. NatWest recognise the contribution that female business owners make to the UK economy and are proud to work with organisations that promote women's enterprise. For more information on NatWest support for small businesses please visit <http://www.natwest.com/smallbusiness>

BT BUSINESS: BT Business works with over 1.1 million small to medium sized companies across the UK, providing a range of IT and communications support. This ranges from telephony services, mobile technologies and web-based services, through to IT support and advice on how to develop a full-blown e-business strategy.

The services are designed to look past headline offers, creating solutions that deliver real benefits and value for money. Combined they help take the hassle out of IT and communications, allowing small business owners and managers to do what they do best and manage their businesses.

For more information on how BT Business can help your business, please go to <http://businessclub.bt.com>

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