



ENERGY News – Welcome

The changes in the world outside of our business sometimes force us to make changes inside our business so that we can better meet the needs of our customers. We therefore need to retain a window to the world which we can do via business and social media, market research and through the energy of conversation.

www.theenergyofconversation.co.uk

QUALITY Focus – David Finney

ISO 14001 – Each issue of *ENERGY News* provides information on ISO Quality Standards. In this edition we present the quality standard for environmental policy. Under the business support section you can find out more about it and also get some free advice from *Innovate London* on attaining ISO 14001 certification.

RESEARCH Focus – Bob Peters

Britons are looking to make big changes to in their personal and working lives in pursuit of happiness, reveals new research. Most frequently mentioned (37%) is the desire to improve their level of physical fitness, closely followed by those wanting to spend more time doing the things they love (31%).

In work, a quarter are looking for a change of career direction. One in five want a new approach to help them manage stress, and a similar proportion wants to manage their time better. Many find it difficult however to motivate themselves to take concrete steps to improve their lives, and need to find a supporting structure or group to help them stay focused on their personal development.

While many agree making changes to their personal and professional lives would make them feel happier and more fulfilled, there is much skepticism as to whether a government Happiness Index can help them make those changes happen. Over 40% of respondents found the idea of a Happiness Index a waste of time.

Survey sponsored by The Energy of Conversation with Data collection by 20/20 Research in Feb 2011 - www.2020research.co.uk

BRAND News

ENERGY News reports on recent brand activity:

- **Nestle** acquired UK drug company CM&D Pharma and pledged large investment in Diabetes, Heart disease and Alzheimer's.
- **Chrysler** released its 200 ad featuring Eminem and notched up over 10 million views on YouTube.
- **Coca-Cola** increased its market share in North America from its eternal rival Pepsi-Cola
- **Facebook** users said they dislike brands that post too frequently although they still buy the product, according to a Marketing Charts report.
- **Subway** claimed it had overtaken McDonald's as the new chain leader with 33,749 locations around the world.
- **Nokia** underwent a facelift by commissioning the design of a brand new digital font.

BUSINESS Support

ISO 14001 is the only internationally recognised standard that certifies your business as an effective organisation in managing its environmental obligations. Gaining 14001 will help your business to: gain more business and be recognised by larger customers; improve overall management; manage environmental risks and save money on improved systems and processes and be less likely to incur high penalties for environmental infringements. If you are a London based SME you can get free assistance from Innovate London. Contact them at: info@innovatelondon.org

CONTACT Information

ENERGY News is a seasonal publication delivering bite-size news articles and information to businesses of all sizes. If you currently do not receive this news bulletin on a regular basis and would like to, please email [David Finney](mailto:David.Finney@TheEnergyofConversation.co.uk) (*in full below*) to be placed on *The Energy Community* distribution list. The Energy of Conversation Ltd provides coaching, training and consultancy services in communication skills, performance management and quality management.