



The Energy of Conversation - dedicated to learning & improvement - www.TheEnergyofConversation.co.uk



ENERGY News – Welcome

The **collective energy** created in a room of people sharing knowledge, exploring concepts and exchanging ideas is a fantastic thing to witness. This is the inspiration behind The Energy of Conversation, established in 2008 as an organization dedicated to learning and improvement: www.theenergyofconversation.co.uk

QUALITY Focus – David Finney

ISO 9001 – Each issue of *ENERGY News* will provide information on ISO Quality Standards. In this edition we present ISO 9001, first established in 1987 and based on BS 5750, which was originally a military quality standard and was eventually published in 1979. ISO 9001 is the generic quality standard that is relevant to businesses of all types and sizes. The ISO 9000 family of standards was designed to ensure that client needs are fully met. There are 41,193 ISO 9001 certificates held by organizations in the UK (sourced from ISO 2009 data).

RESEARCH Focus – Simon Rowland

People love to talk and share their thoughts, especially about the things that matter to them. However, many will avoid the classic clip board researcher or the online pop-up window because that is not their 'preferred' method for sharing their views. New technologies have opened up new channels for feedback and this is helping in the capture of balanced research across all demographics. Busy people can feedback via their mobile phone. Hospital patients can touch a screen or choose a card. Online shoppers can comment whilst online. Visitors to a centre, facility or shop can feedback via kiosk. The options for sharing views are now varied, accessible and tailored to suit the individual. Of course, behind the scenes clever software combines, analyses and reports findings in multiple ways too. Flexible data capture and flexible information dissemination are essential.

Simon Rowland is CEO of research technology company CRT®, specialists in new multi channel feedback: www.crtviewpoint.com

BRAND News

ENERGY News reports on recent brand activity:

- **Google** launched an e-book store
- **MySpace** reported not to be currently interested in selling, in spite of continued loss of traffic to Facebook
- **Oprah Winfrey** launched OWN, the Oprah Winfrey Network, a 24/7 television channel
- **Mercedes-Benz** became the latest company to use eye-tracking software to analyse 'consumer gaze'
- **Barclays** Premiership giants Westham and Tottenham made it to the shortlist to take over the £500M London Olympic Stadium after the 2012 Games.
- **Facebook** valuation reached \$50 billion after investment from Goldman Sachs made them worth more than Time Warner.

BUSINESS Support

KTPs (Knowledge Transfer Partnerships) are UK government funded programmes that help businesses improve their competitiveness, productivity and performance through knowledge, technology and skills from universities. Thames Valley University (see www.ktponline.org.uk) helps businesses with their strategic development and works with them to explore possible KTPs and in some cases can provide access to TVU resource and funding grants (subject to eligibility). To find out how KTPs could benefit your business contact 0300 123 2244, email Ian or Nisha at KTP@tvu.ac.uk or visit www.tvu.ac.uk/employers.

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:DavidFinney@TheEnergyofConversation.co.uk) (*in full below*) to be placed on *The Energy Community* distribution list. The Energy of Conversation Ltd provides coaching and training services in communication skills, performance management and quality management.