



### Hotel hosts values

Local hotel, The Imperial, hosted a meeting of the Values in Business Network (SW) on 3 August. The second in the regular meetings of this regional business network, the event was attended by a variety of businesses from across the region: from Southampton to Cheltenham.

“A very informative evening with intelligent socially-aware business owners and managers providing for meaningful discussions led by the welcoming and professional team of Serene Communications in the award-winning venue of the Imperial Hotel. Highly recommended,” says Matthew Martin, Solicitor, Commercial Department, Winterbotham Smith Penley LLP.

The main presentation was given by Dr Stephen Vickers, CEO of Vocational Training Charitable Trust. He says that "without values which are understood and shared by its staff, a business is incapable of moving forward. People are no longer content to be mere wage slaves; they want to make a contribution to the betterment of society. That's what makes a group like the Values in Business network so valuable."

Jeff Lyn from One World Week comments, “It was fascinating to investigate the value of values in business from a wide range of commercial and moral perspectives; benefiting employers, customers and the bottom-line alike.”

The next event is on 21 September at Five Valleys Conference Centre, hosted by Stroud based UK green energy company Ecotricity. All businesses and organisations interested in aligning their beliefs and values with their business practice are welcome. Elizabeth Willmott Harrop, Non-profit PR consultant from libertyandhumanity.com said, "The events are very enjoyable and worthwhile from both a professional and personal perspective. There's so much to learn about others' work, and it could be as diverse as corporate social responsibility programmes or learning about philanthropic work in developing countries. Plus it's just nice to enjoy some meaty discussions in the break out groups as well as general socialising".

“If anyone is interested in joining the network or finding out more, just come along on 21 Sept – 5.30 – 7.30 to Forest Green Nailsworth,” says Zarin Hainsworth of Serene Communications who coordinate the network as part of their company interest in values based business. “In November 2010, Siemens stated at a conference on values in business at the European Parliament, that those businesses who live their positive values improve productivity by over 30%. So it’s not just the right thing to do but the smart thing to do too. “

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