



**s e r e n e**  
*C O M M U N I C A T I O N S*

# Testimonials

**General Comments**

**Companies and Organisations**

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## General Comments

- “Superb as always!” Rob Hodgkinson, Large Projects, Orange Business Service
- “Two productive, interactive and positive days in a good atmosphere” Ton Bovendeerd, Senior Customer Service Manager, Orange Business Services Netherlands
- “Congratulations! Very interesting and nice course.” Miguel Rodridues, Orange Business Services Southern Europe
- “A very enjoyable and productive day.” Michael Zagol, Camden Mediation Service
- “We need more of this.” Adriana Santos-Davita Camden Mediation Service
- “Very positive energy to this course”
- “Highly appreciated the open training”
- “Excellent training.”
- “Easy to follow, never boring, exciting presentation”
- “More of such inspiring training! Thank you!”
- “Very valuable”
- “Very helpful for further customer presentations”
- “Liked the friendly atmosphere, inter-activeness and involvement of trainer”
- “Very well presented and we laughed a lot, which created a very good atmosphere”
- “The explanations were outstanding; I have not had a course like this before. Thanks!”
- “Excellent, well delivered. Good fun and informative. Well Structured. Thanks!”
- “It was a very nice training today and I have not only learned a lot but had a lot of fun too”
- “Excellent training and trainer! Thank you”
- “Second to none”
- “Very good and useful training. Thank you!”
- “Great Training!”
- “Excellent training and trainer! Thank you”



- “Structured approach to promotion, events and media.”
- “The interaction is great”
- “Again this course provided us with tools. Now it is up to us to find the one that matches our specific needs and apply it!”
- “Enjoyable training indeed!”
- “Enjoyable and constructive course, relevant to establishing better and more efficient team building within my workplace in the future.”
- “Inspired ideas on how to improve day to day working.”
- “Excellent training session and a very worthwhile day with variety and good pace. Very good course. I look forward to attending more.”
- “Techniques were good. Useful to know how to correct bad decision making practice”
- “A lot to put in to a short timeframe. Good and widespread knowledge & experience of attendees. Good mix of people.”
- “Excellent! Definitely will help me gain more confidence”
- “I would like to continue with this soft-skills programme”
- “For the second time, lovely to have such an active training!”
- “Very interesting training that really increases communication and team-building starting from this training day”
- “Training was great!”
- “Very interesting training that really increases communication and team-building starting from this training day.”
- “Fun and enjoyable day”
- “Very interesting training that really increased my communication and team building “
- “Should be mandatory to all, especially high level management”
- “This should be mandatory!”
- “Excellent! Will definitely help me gain more confidence”
- “Impressed by the methodology”



- “A really valuable training”
- “I would like to have the opportunity to participate in the next presentation training course. Thank you!”
- “Very rich presentation”
- “One of the best courses I have attended and I will for sure recommend the course. Thank you!”
- “Course was very good and met my expectations”
- “I think all employees should benefit from this course”
- “A well run and organized course. Thanks”
- “Enjoyable and very enlightening”
- “Good exercises brought constant reinforcement to aid learning process”
- “Very good pace and content over both days. I gained lots from this course. Thanks”
- “Thank you a most enjoyable and useful course”
- “Very good course. I look forward to attending more”
- “Thank you for a very interesting day”
- “Good course, has given me new knowledge that will allow me to better motivate my team”
- “Thoroughly enjoyed the quality, tone and pace of the course”
- “Excellent, well delivered, good flow, informative, well structured. Thanks!”
- “Enjoyable and constructive course relevant to establishing better and more effective team building within my workplace in the future”
- “Very good training course and will help me to better work with my team”
- “Good, well-structured day. Even within an NHS organisation I feel I can implement some changes to promote ...learning. Thanks.”
- “Very well organised and thought-through day. Excellent subject matter!”
- “A very enjoyable day with excellent delivery of workshops.”



- “These trainings also helped me to understand my team members better and I will be continuing this approach in order to achieve our team and organization’s goals.”
- “Please provide details on further courses. Very good value.”
- “Enjoyed the day and contents very much.”
- “Thank you for an excellent day. I am recommending it to colleagues so I hope you will re-run this day as well as others”
- “I was really impressed with the energy and confidence during these learning sessions. I personally have added a lot to my profile out of these sessions.”
- “Surely, this entire Programme has improved our management skills and taught us various new and innovative ways to deal with different situations/people by applying simple tools and techniques and how to come out with a win-win solution.”
- “I would also like to make a point here that this entire workshop had completely transformed the way of working for all of us. We had been doing the things anyways during our day-to-day operations but this module has brought about the hidden qualities and empowered all of us to be a better leader going forward.”



## Companies and Organisations

- “The media course I attended was first class. The pace was just right with a good variety of whole group, pair work and individual learning. I was surprised how much we covered throughout the day and how much I learnt on the day. Everyone had the opportunity of hands on experience of TV and radio interview techniques also. We were given excellent course material to take away although I haven<sup>1</sup>t needed to refer to it often as I found that I was able to put my new skills in to practice immediately with confidence. I would recommend this course to anyone wishing to promote their business and get the most out of media opportunities that arise.”

Timi Van Houten, Director, Greenhouse Graphics

- “Excellent report on women's organisations in Iraq...realistic recommendations.”

Anne Demirjian, United Nations Development Programme Manager –Iraq

- “Serene Communications facilitated a focus meeting for the WNC’s Board of Commissioners, to help develop our strategic plans as the Government’s independent advisory body on women. The facilitator worked closely with the Chair and Director of the WNC to design and deliver a highly participative and interactive event that enabled everybody to have their say. An experienced facilitator, the consultant used her wide experience in the NGO sector, particularly with women’s organisations to deliver a quality service.”

Janet Veitch, Director Women’s National Commission, Department of Trade and Industry

- Serene Communications Ltd was commissioned by Orange Business Services, after the usual rigorous tender process, to create and design a bespoke Management Development Programme (MDP) for senior managers in Orange. The programme needed to consist of a variety of culturally applicable modules that could be delivered as part of the programme or stand alone. Serene worked closely with the internal training team to come up with a programme that ticked all the boxes. They trained trainers around the world to provide local delivery. The MDP has been delivered in the US, Brazil, Egypt, India, Russia and across Europe. The evidence from the evaluations is that across the board majority of participants find the courses meet their learning objectives and they can do their job better as a result. I am grateful to Serene for creating such a rich programme both in content and methodology which was tailored for our truly international organisation.

Dr Vafa Ram, Head of Training Centre of Excellence, Orange Business Services

- “The training provided greater understanding of press awareness and targeting the audience. It was useful to have time to contemplate these issues. The role play was a positive aspect of the training as it encouraged us to focus on key messages and include the personal side to responses. “

Steve Clark, Learning and Skills Council

- “This is excellent. I do believe this development program will help our managers to significantly enhance their leadership skills. I would like to say our Big Thanks to you for all



your hard work and dedication to make this happen for our Mumbai managers. Well Done!  
Thanks/Brgds”

Sandeep Kumar Murgai, Head of India Major Service Centre, Customer Services & Operations (CS&O) Orange Business Services

- “Just a quick note to express my thanks for the recent personal development courses which were run by Serene Communications. Although I did not attend the full suite of courses (I am not a manager, so only attended the Presentations, Decision Making, Effective Communications, & Time Management courses) I found these courses to be extremely beneficial. All of the courses were delivered by Zarin in an extremely refreshing way - i.e. no PowerPoint (I hate PowerPoint!) and with plenty of interaction. I think I got to know more of my colleagues in the time spent on this training, than in the previous year. The content of the training was interesting and I can really see where the techniques learnt are helping in my working (and private) life. Thanks again.....”

Russell Gasper, Pre-Sales Consultant, Orange Business Services

- “Eastlands is part of BG plc. Over the years, I have been lucky enough to benefit from many training opportunities including management programmes at leading institutions, so my expectations and standards of comparison are high. In a previous role I have also had management responsibility for training and development and I am acutely aware of the importance of obtaining value for money spent on training. Your “Introduction to Public Relations” seminar was highly effective and excellent value of money. I thought the standard of input and facilitation compared very favourably with some of the more expensive course I have attended. Not a moment of the day was wasted and the course moved on from topic to topic at a brisk pace. The course met my personal objectives in two ways. First, it provided reassurance that many of the PR initiatives we had already taken were on the right lines and secondly, it has given me confidence to try some new approaches that I might not have considered previously. I recommend the programme to anyone who needs either a quick update or an initiation into the world of public relations.”

Helen Matthews, Pensions Manager, Eastlands

- “On behalf of the team, I would like to take this opportunity to share our experience and feedback of the Managers Development Program Trainings that we had been for. Besides helping us introspect on our Leadership Styles, it will also help bring about profound change in the way we interact with our colleagues/teams. The knowledge imparted by the trainer was immense, intensive and inspiring. The methodology used was unique, the fables shared by her will have a lasting impact on the mind of our leaders. The sessions brought about Self Awareness and Realization in the way we do things and the way we want to do things. In other words “**Sharpened our Axe**”. We’d like to thank you for nominating us to be a part of these training sessions that has helped broaden our views/thought process to be true leaders. We strongly recommend these trainings for our next line leaders. Regards”

Sonya Chandarana, Head Data Management & Service Transition, India Major Service Centre, OBS

- “I’d like to say what a complete “eye-opener” this day has been for me. I honestly didn’t realize there was so much to delegating, but now I feel like I’ve changed my approach from “the inside” at a cognitive level! From start to finish, the standard of venue and food was excellent, trainer Miranda Jenkins lead an innovative and inspiring session to the group, keeping us busy all day to pack in as much as possible. By covering many aspects, including interactive activities, sharing personal experiences with each other really helped to cement



our knowledge on the day. With a full booklet of information to take away, I can refer back to what I've learned anytime I need to. Thank you for giving me this opportunity to enhance my skills in such a vibrant learning environment. Now to put it all into practice with my team. I can't wait!"

Karen Wilson, ColourMatters Interior Design and Decorators

- "I hereby would like to confirm the benefit of the two soft skills training that I recently attended (Time Mgt & Decision Making). They brought me ground information for improving my daily work thanks to technique and tools. This being said, it's clearly a long term process to ensure that the learned material is effectively used. I very much appreciate the PDF files with the pictures of the flip-chart used during the training. This is good handy material that I'm using as a summary of the learned material. Regards"

Christophe Ferrari, Product Manager, GCS / NSBU / IP-VPN + Internet

- "Since the away day (which was very useful) things have on the whole been going very well and yes many of the ideas that came out of it were actioned or are in the process of being actioned. The only limiting factor as always have been time and resources."

Richard Harrison, Director of WROCN

- "Staff and volunteers at the SPACE Trust thoroughly enjoyed the varied programme that Serene Communications developed for their day 'Team Building for Success'. Rarely do we have the opportunity to come together and work on communication and relationships. It is easy to work as a group rather than a team when we work part time and from different sites. The day helped us realise that we share more in common than we thought. It helped us value each others different contributions. Staff in particular loved the virtues cards. We will continue to celebrate each others contributions and achievements and look at best practices as a team. Many thanks. Yes - good value. Everyone who participated was extremely pleased with the day. We made team meetings more regular and continued with monthly 1 to 1 meetings. We worked together on business processes. I recommended the course and others that you run to the Trustees and to other organisations. I also mentioned it in the Trust newsletter which is shared with all volunteers, friends and ex staff and trustees of SPACE."

Ruth Soandro-Jones, Operations Manager, The Space Trust

- "Serene Communications has provided exceptional opportunities for the presentation of our theatre company's work. Serene Communications is an organisation of integrity, making the seemingly impossible possible whilst maintaining the highest ethical standards. The Company's strength in communicating with a quick sense of who needs to meet whom in order for a dream possibility to become a reality, bringing creative artists, NGOs and politicians into the same frame with the purpose of promoting quality in communications. This is a global pursuit and a concern of this company beyond meeting its own targets or expanding its own client base. This is a company that sees communication as a fundamental human necessity. Serene Communications is serious about bringing people together and empowering dialogue between unlikely as well as likely partners."

Jessica Naish, Theatre Director & Education Officer, Hand Made Productions

- "The Serene training course on Motivation was a friendly and extremely informative day giving a good mix of theoretical background and inter-active and creative exercises to help us put the theory into a more relevant context. It certainly helped me to clarify what





motivates me and what may potentially motivate or discourage others. A very useful and enjoyable course for those in a business environment or for life in general!"  
Debbie Hewitt, Director Wood U Waste, fuel poverty charity [www.wooduwaste.com](http://www.wooduwaste.com)



## Our Trainers and Facilitators

- “When you work with Zarin you feel you are in the hands of a consummate professional who knows her business inside out. It was a pleasure to work with her and we were very pleased with the results.”  
Flowercube
- “Zarin was an excellent facilitator and drew out the best from all the participants. Zarin also ably analysed the information gained during the workshops and feedback excellent recommendations which were useful for the organisation I worked for”  
Maureen Sier, Development and Education Officer, The Scottish Inter Faith Council
- “Zarin is an extremely erudite person who has an innate understanding of the world of communication. Having attended a Presentation by her on the subject of P.R. and Communications I came away with a much clearer understanding of what to aim for, how to achieve it and how to monitor results. I would have no hesitation in recommending her to a client.”  
Concetta Knee, P.R. Marketing, Flowercube
- “I have found Zarin to be a persuasive communicator, adept at fostering strong client relationships, and skilled at training and managing diverse teams. Zarin is goal-oriented and performance driven, going the extra mile to add long-term value. She maintains high ethical standards, and I have full confidence in her abilities. Zarin is a true principle-centred leader, and I recommend her to you without reservations.”  
Michael Teske, Owner, Michael Teske and Associates
- “Zarin has been working with us for creating some customized courses. These courses turned out to be really high end and far ahead of the courses you get in the market. I can't thank Zarin enough for the courses I've gone through and the people in my company are going through.”  
Gurpreet Gulati, Training Consultant Orange Business Services
- “Zarin is a powerhouse of ideas. Her clear communication and creative and visionary thinking regularly inspire others to action. She is able to synthesise the important aspects in group discussions and provide leadership with value added suggestions for concrete ways forward. Her contribution to any group she is a part of is highly respected and avidly sought after.”  
Leonie-Ruth Acland, Principal Working with Women
- “Zarin is fantastic to work with and always goes above and beyond. Truly top notch organizer with a vast range of expertise on communications and gender and polity.”  
Counsel Andrea Friedman, Senate Advisor, Washington
- “It has been and it continues to be an absolute pleasure to work with Zarin. Her sense of duty towards her responsibilities is second to none. She is a very dynamic and radiant person, detail orientated and she always assumes a posture of learning and self-reflection, indispensable qualities in a rapidly changing environment.”  
Marco Milone



- “Fidelma was very engaging as a trainer and I would definitely attend one of her courses again.”
- “Great teacher!” (Fidelma Meehan)
- “Trainer Miranda Jenkins led an innovative and inspiring session.”
- “Very professional trainer” (Fiona Prattley)
- “Good, enthusiastic trainer – very good knowledge” (Fiona Prattley)
- “Enthusiastic presentation” (Fidelma Meehan)
- “You made a brilliant job. Well done” (Fidelma Meehan)
- Most valuable part: “the explanations of the moderator” (Fidelma Meehan)
- “Best moderator I’ve ever had” (Fidelma Meehan)
- Very good. Well presented course! (Fiona Prattley)
- The trainer is brilliant, likable lady – put everyone at ease. Kept the class on track and focused thanks! (Fidelma Meehan)
- Facilitator again was excellent and real character (Fidelma Meehan)
- Facilitator was great! (Fidelma Meehan)
- Thank you very very much Miranda! I liked this training a lot.
- Thanks Miranda!!
- Miranda you’re a star! I loved these 2 days training, clear methodology, good support
- “An enthusiastic, knowledgeable, widely-networked, capable and energetic woman with vision, dedication and drive.” (Zarin Hainsworth)  
Wendi Momen, Secretary UNIFEM NC UK
- “Zarin has coached and supported business owners in Marketing Strategy and Operations. I only have brief liaison with her, but know from watching her in action that she really knows how to apply marketing theory in small business practice.”  
Kevin Pattison, Owner, KAPStone Consulting Ltd



## Our Training

(What participants noted as the highlights of the training for them)

- “Learnt the Johari Window technique”
- “I will be more confident in coaching my team and will take all on board and use it next time I need this”
- “I think it was a very good training and interesting watching many various presentations and getting feedback”
- “Developed awareness of what communication can do with customers”
- “Got to know colleagues much better”
- “Appreciated the specialist case studies “
- “Improved inter-personal communications”
- “Removed their barriers to communications”
- “Developed their non-verbal awareness and communications”
- “Learnt key tips on communication”
- “Improved email communication”
- “Learnt about non verbal communications”
- “Learnt effective ways of giving feedback”
- “Improving team communications”
- “Learning about my personal communication skills”
- “I am more conscious about non-verbal communication”
- “Different approach to resolve a conflict is possible”
- “It is important to think of how to communicate to others so that the result you will get meets your own expectation”
- “Open minded information and discussion within this session/group”
- “I liked the course which was intense, and the rich workbooks”
- “Learning more about the background of how to motivate+ mind working “



- “Made me realise that I do not spend enough time trying to motivate my resources.”
- “Recognising the importance of motivation and realising the small things that could be done to improve.”
- “To learn of various theories & group activities, experience sharing.”
- “Theoretical background mixed with practical exercises.”
- “Discussion, learning peoples views.”
- “Documentation to take away esp Resource Pack.”
- “Understanding how many factors influence motivation.”
- “Interaction in course”
- “Role plays”
- “Good time management”
- “Pace of the course”
- “Balance between theory and practice”
- “Different discussions “
- “Structure of the course”
- “Balance on theory and practice”
- “Moving people around to work in different teams”
- “Non-verbal awareness”
- “Feedback”
- “Loved the pace of the course”
- A very useful training for everybody (Effective Communications)
- “Thanks for the knowledge”
- Loved this course (Time management)
- “The course was concise interactive and full of valuable advice and tips” (Effective Communications)
- Thoroughly enjoyed the course thanks! (Powerful Presentations)



## Some Statistics

- In Geneva 100% said that the courses was valuable to them; 84% said that the course was very valuable or exceedingly valuable to them; 100% said they could do their job better as a result of the course; 83% said that they could do their job very much better or exceedingly better as a result of the course.
- In Vienna 100% were very or exceedingly satisfied with the courses; 100% said it was very or exceedingly valuable to them; 100% said that they could do their job very much better or exceedingly better as a result of the course.
- In Amsterdam 100% of participants said that the courses was valuable to them; 84% of participants said it was very or exceedingly valuable to them; 84% said that they could do their job very much better or exceedingly better as a result of the course.
- In Germany 100% of the delegates rated the Powerful Presentations courses as good to excellent. 100% of the same delegates rated the structure and flow of the day good to excellent. 100% felt that course was very or highly valuable to them. 100% stated they were totally satisfied with the course. 100% of the delegates stated the trainer was knowledgeable. 100% rated the course as very good or excellent in meeting their learning objectives.
- In Amsterdam 100% of delegates at the Effective Communications courses rated the trainer knowledgeable and enthusiastic. (One delegate rated the trainer over the scale of excellent).
- In Germany 100 % of delegates attending the Effective Communications courses stated they were well or very well satisfied with the course. 100% of delegates on the same courses rated the trainer as knowledgeable, enthusiastic and clear & concise. 100% rated the course as very or highly valuable to them. 100% rated the structure of the course as very good or excellent.
- In Germany 100% of delegates attending the Effective Coaching courses were totally satisfied with the course. 100% rated the trainer as excellent in their knowledge and enthusiasm.
- In Amsterdam 100% of participants participating in the Time Management course agreed that the trainer was knowledgeable, enthusiastic and clear and concise and 100% of participants were totally satisfied with the course.
- In the UK 100% of participants on the Powerful Presentations course said that the course was valuable to them and met their learning objectives.
- In Germany 100% of participants attending another Effective Communications course stated that the course satisfied their learning objectives and 100% of participants felt the trainer was knowledgeable. 90% of participants felt the course met their learning objectives



over and above their expectation whilst 100% felt it met their learning objectives well. 100% of participants found the flow and dynamics of the course very good.

- In Switzerland 100% of participants at a recent Effective Communications course stated the trainer was extremely knowledgeable, enthusiastic, clear and concise, with 90% of participants saying the course was very valuable to them, and 100% stating it was valuable to them. 100% of participants stated they were happy with the course and 90% stating they were very satisfied or extremely satisfied with the course.
- In Switzerland 100% of participants at a recent Time Management course stated it was valuable to them. 80% of participants stated they could do their job very much better as a result of the course with 100% stating they could do it better as a result of the course. 100% of participants stated the course met their learning objectives and 100% of participants stated that they were satisfied with the course.
- In the UK at a recent Culture Matters course, 100% of participants felt the course met their learning objectives and 80% of participants stated they can do their job very much better as a result of the course with 100% saying they could do it better as a result of the course.
- In the UK at a recent Decision Making course, 100% of participants felt the trainer was knowledgeable, enthusiastic and clear and concise and 100% of participants stated that the course was valuable to them.
- For all courses across Europe and the UK, 100% of participants have said that the courses are valuable to them and that they can do their job better as a result of the course or seminar.



## Training Results

- “I made a self development plan and I'm going to improve the skills mentioned in this plan.”
- Starting from tomorrow I will think better about my tasks/priority, plan, prioritise, implement some tips and week from week improve time management in professional and personal life.
- “Review or rethink my approach in cases of conflicting situations”
- “Get to understand & know team better.”
- “Thinking about team members as individuals not as a team as a whole.”
- “Take more time for the team and motivation of the team.”
- “Try to identify what activities each individual in my team and take time to action on it.”
- “Share aims & goals, Recognise achievements, Empower & reward.”
- “I will look at additional training courses associated with this subject.”
- “Review documentation, especially for making presentations”
- “Will try to structure my future meetings accordingly”
- “Focus on what I put on the development ladder. Use more the tools given”
- “Work on controlling emotions/ be less fearful of conflicts negotiation”
- “Try to use E.Q. Tactics and approach in what I am doing: when I have to negotiate, manage a conflict with my customer”
- “I will try to apply skills & methods in the day to day and will try to make work easier for everyone in the team”
- “Try to resolve conflicts in practice smoothly”
- “Plan and apply with team Dig into the documentation/references.”
- “Apply the training to every day life/work.”
- “I must "force" myself to achieve a few of my goals and also to think on others with no prejudice at all.”
- “I will work on my action plan Increase flexibility, active listening.”





- “Use it as basis for any meeting and project management in our extended team.”
- “Working on underlying principles.”
- “When a conflict arises, think! Try to collaborate! Share problem by people; understand root causes and sources; focus on collaboration and win/win.”
- “Self control improvements”
- “More focus on personal development”
- “Apply steps; separate problem from people”
- “Work on improving my skills as outlined”
- “I will try to change my negotiation skills”
- “Look into team building activities.”
- “Work on the non-verbal/verbal communication and use the documentation we received is very useful.”
- “Take some time for active listening and keep the body language into account”
- “Work on non-verbal comm by finding more articles/books and request colleagues as a coach for this.”
- “Focus more on constructive feedback. Prepare on focus and what trying to achieve before communication”
- “Use this methodology in the meetings planned.”
- “Gain active listening. Use more non-verbal. Analyse others”
- “Active listening. More aware of the receiver. Openness (window) awareness”
- “I will read the material. I will practice the things discussed”
- “More active feedback sessions with colleagues”
- “Use the Johari model & better interact with my colleagues”
- “Executing what is learned in practice”
- “More aware when sending mails to customers. Listen X 2, Talk X 1”
- “Actively work with the Johari window to increase the "open" space within our team”



- “Improve my verbal communication. Create empathy. Be more confident when having presentations”
- “More practice on presentation, ask feedback, interact with audience”
- “Listening, mail control, think positive”
- “Preparation on communication. Clear message, easy language. Request feedback”
- “Learnt my strengths and weaknesses and how to improve them”
- “Working on self-awareness”
- “work....to improve my communication skills”



## Values in Business Network

(Comments about the values in business network coordinated by Serene Communications)

- “An enjoyable, thought provoking evening with some very welcoming and likeminded people – It’s great to be part of the network and to be part of the local business community, which we value very highly at Ecotricity.”  
Chris Organ, Business Sales executive, Ecotricity
- "The concepts of sustainable development and prosperity are fundamental to business success and longevity. Indeed, the ultimate purpose of business may well be to generate prosperity within a framework of sustainable development. The institutions of our present society have to be rolled up for new ones to be laid out in their place, and they are making every effort for that to happen quickly. Where is our next opportunity to make a difference?"  
Dr Arthur Dahl, President International Environment Forum
- "Arthur was a very motivational speaker who had that rare ability to deliver a complex topic in a very succinct and entertaining manner. My group discussed the frustration of underused "human capital" in terms of youth unemployment and how the education system is failing to provide young men with the skills and attitudes to encourage them to learn, work and become more effective members of society. We left with the reminder that the edict to "*Act locally but think globally*" is still relevant. As well educated people with a social and environmental conscience we do not have the moral rights to opt out of the world as it currently is. We need to share our expertise and experiences and work collectively to influence decision makers and make the world a better place. We have a huge responsibility to future generations. We are the converted. We need to spread the message to those who shape the future of the planet, be they politicians, businessmen or citizens of any developed nation."  
Katharine Hope, Director , Stroud Valleys Project
- “Renishaw aims to conduct its business relationships, whether employee, supplier, customer, investor, or community, in a way that is caring, open and honest, and we are therefore pleased to host this Values in Business Network event”.  
Chris Pockett, Group Marketing Services Manager, Renishaw PLC
- “We found the “Values in Business” networking event run by Serene Communications really useful and it was great to interact with local businesses in the Gloucestershire area. We look forward to attending the next event.”  
Alix Windsor, Senior Recruitment Consultant, Office Angels
- “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.”  
Matthew Martin, Solicitor, Commercial Department, Winterbotham Smith Penley LLP
- "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."  
Dr Stephen Vickers, CEO Vocational Training Charitable Trust



- “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.”  
Jeff Lyn, Director, One World Week
- “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”.  
Elizabeth Willmott Harrop, Non-profit PR consultant, [libertyandhumanity.com](http://libertyandhumanity.com)
- “Ecotricity is a mission-led, values driven business determined to make a difference in the world. I look forward to sharing our story with you on the 22<sup>nd</sup>”.  
Helen Taylor, Ecotricity Ambassador
- “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. We hope that more business will join the network and enjoy the same positive experience as others.”  
Zarin Hainsworth, Director, Serene Communications (who coordinate the network as part of their company interest in values based business)

Thank-you for your time!

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