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Welcome to our Celebratory 180th Anniversary Magazine

This special edition has been created to give you a bit of everything. We wanted it to be both informative and fun to read but most of all, useful.

Pitman Training is steeped in history which began with Sir Isaac Pitman's invention of Pitman shorthand in 1837. Today, 180 years on, we remain at the forefront of office based training and have broadened our range and reach, to offer flexible, vocational training that can lead to rewarding careers.

With the wealth of heritage we have at Pitman Training, we're proud to have played such a key part in so many people's working lives and we take a huge amount of pride in helping people develop and progress their careers.

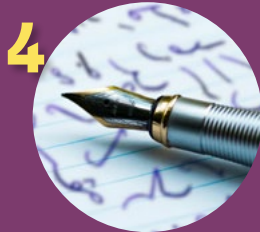
I hope you enjoy reading this issue.

Claire Lister

Claire Lister
Managing Director,
Pitman Training Group



Features



Is Shorthand Getting the Short Straw?

If you want to know that you're taking notes quickly and correctly, it makes sense to learn and use shorthand.



Build Your Self-Confidence

Following Pitman's guide to feeling more confident at work will give you the tools to progress.



Becoming Your Own Boss?

Ready to take the next step in your career? This is our guide to setting up your own business.



App Energy

Are you wanting to feel more energised while at work? Take a look at these top performing apps to help your health & wellbeing.



Productivity

Did you know that there are many apps out there that can help you get organised and be productive in your everyday responsibilities?



"Remember You're Good Enough" - Dame Kelly Holmes

The Olympic Champion shares her extraordinary journey to the pinnacle of her career.



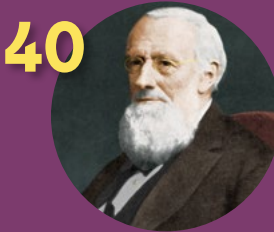
Places to Visit

Looking for some travel inspiration? Here are a few ideas for your itinerary.



The Personal Assistant Role: Then & Now

We take a look back at how the PA role has evolved over the years.



A Brief History of Pitman Training

Take a tour through some key highlights in Pitman Training's history.



Social Media Hints for Business

Here are a few helpful tips to get your empire flourishing on social media.



Career Paths ... & the Salaries to go With Them

Ever wondered where you could end up and how much you could be earning within a particular career?

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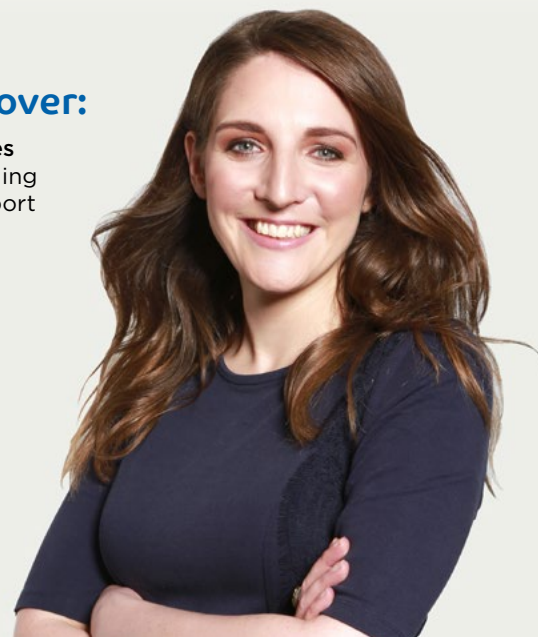
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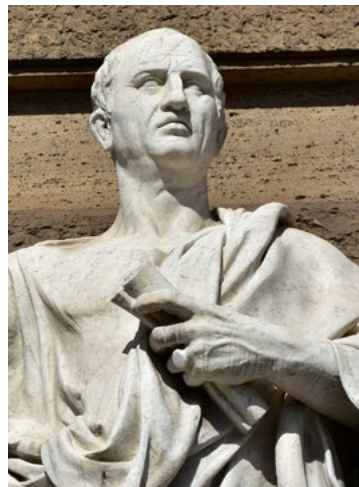
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Is Shorthand Getting the Short Straw?

From times dating as far back as 63BC, Marcus Tullius Cicero, thinker of all things meaningful and philosophical, revolutionised the way that notes were taken during political Roman debates.



Marcus Tullius Cicero, Roman Politician 106BC - 43BC.

Wanting a faster, more dependable way of covering everything that was said, he and his housemate, it is argued, came up with a method to do just that.

As a result, the Tironian alphabet was assembled, made up of lines and curves that resembled original characters, making it the earliest form of shorthand.

However, the method was tarnished significantly following accusations of witchcraft or secret coding, meaning it was lost for many centuries. That is, of course, until Sir Isaac Pitman created the modern day Pitman Shorthand. A similar concept to the Tironian shorthand, the Pitman method is a series of original lettering that is representative of phonetic sounds and characters of the English alphabet.

This particular method (alongside the later invented Teeline shorthand) was one of the most popular and sought after skills between the 1920s and the late 80s, with it being in its prime around the 1950s.

However, some argue that the ever-modern machinery that surrounds us in the 21st century is killing the skill of shorthand and although some still use it today and pursue courses in it, the debate highlights the question of whether it's relevant in a technical world.

Education and Learning

Today, some universities and training programmes put shorthand as a requirement in their modules for students to learn and use, particularly in journalism. If a portion of students are still using it and find that it is a valuable skill within their own courses, and continue to use it in the future, then surely - the art of shorthand is still alive.

Similarly, it's not only journalism students that benefit from the art of shorthand. Students of all degrees can profit from using it, especially in lectures where copious amounts of information is being rapidly thrown at them. It allows students to write as much down as possible so they can then look back on accurate notes with ease. Again, why wouldn't you try to learn and use it when it makes note-taking so much easier?

Technology

It's hard to deny that technology has made some gigantic leaps over the past few decades. From the invention of the internet back in the 1980s, to highly sophisticated systems like iOS and smart phones, it's evident that digital age is dominating. Developments in technology are constantly thriving, spreading across the world, and in many cases, we're wholly dependent on it.

So, wouldn't you say that it's easier to tap little buttons on a screen than whip out a note pad and pen? Some people have difficulties typing accurately on these devices and would maybe then find it easier to adopt the a method of written shorthand.

It can also be argued that voice and handwriting recognition systems are still not that sophisticated and cannot produce text automatically, or with the reliability of shorthand.



Therefore, if you want to know that you're taking notes quickly and correctly, it makes sense to learn and use shorthand for your own peace of mind, especially when it comes to important documents.

Skill

Not only is shorthand something that makes note-taking and life generally easier, but it is still regarded as a great skill to possess. Employers are impressed when they see that individuals are fluent in shorthand as they know information can be taken in swiftly and efficiently, reducing pressure on both parties.

Likewise, it's well documented by people that are able to use shorthand that the skill is relevant and can be used in everyday situations.

Whether it be shopping lists, important reference documents or reminders, shorthand comes in handy whatever the circumstances and is worth learning. Therefore, is it appropriate to say that it is less relevant when it can be such a valuable skill for many people? Yes, shorthand is not as popular as it used to be, but it's relevant and useful in many cases. Shorthand isn't going anywhere. ■

Interested in learning the valuable art of shorthand? Visit Pitman Training online to see further details about the courses and benefits of being able to use shorthand.

Pitman Shorthand Tips:

If you're in the process of learning shorthand, check below for tips and tricks on making the learning process easier:

- **Practise for at least 45 minutes-1 hour a day.** If this is not possible, then practise little but often.
- **Get to grips with the method.** Make sure you know the shorthand structure in depth before you try writing quickly with it. Remember, slow and steady always wins the race (when you're still learning anyway).
- **Refresh your memory.** Keep your knowledge updated. Eventually it will become second nature to you.
- **Make practice interesting** by writing shorthand to your favourite TV programmes or music. This will also make your shorthand much quicker.

About Sir Isaac Pitman

'Time saved is life gained'

It's fair to say that Sir Isaac Pitman has left a significant legacy 180 years on from the unveiling of his newly created, effective note-taking method based on phonology, Pitman Shorthand. This 20th century innovator led a fascinating life and left an amazing Pitman heritage.

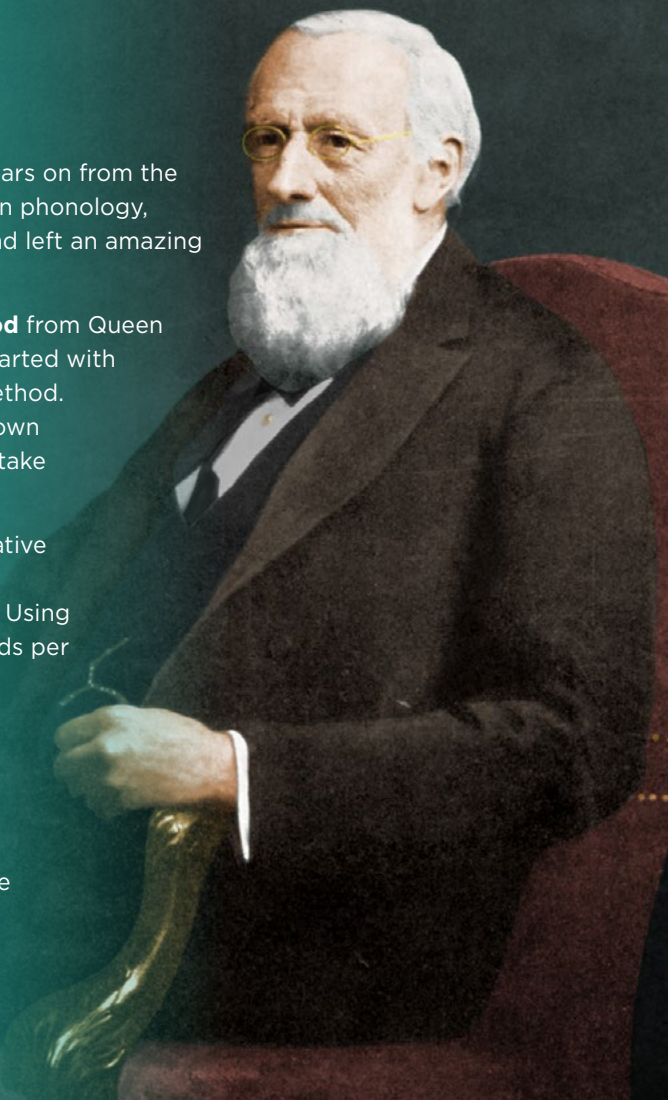
Contemporary but firm, Sir Isaac was honoured to receive a **knighthood** from Queen Victoria, and made **president of the vegetarian society**. His journey started with an interest in teaching, and in particular, Samuel Taylor's shorthand method. Teaching this, he immediately saw its flaws and decided to devise his own method after friend, Samuel Bagster, requested a new one in order to take notes more efficiently.

From this, Sir Isaac devised a method of original characters representative of the different element of words: consonants, vowels, diphthongs, statements and common sayings are all covered by Pitman shorthand. Using this method regularly allowed people to write between 80 to 200 words per minute on average, making note taking a lot quicker and easier.

One of the most influential entrepreneurs of the 20th century!

He was also a huge advocate of spelling reform and regularly proposed that we should spell words like they sound, justifying this argument by saying that it was a quicker style and that 'time saved is life gained.' His career and reputation grew significantly along with the worldwide spread of Pitman Shorthand.

Thanks to his legacy, taking your own Pitman Training journey means career advancement is absolutely possible. ■



The Pitman View on... Going to University

For any young person or student, trying to choose a route in further education can find it a confusing and stressful time.

There is often a perception that opting not to attend university will hamper your career ambitions, but this is most definitely not an opinion we have at Pitman Training. Obviously we are biased towards vocational education, but we feel this is with very good reason.

We've been pleased to note the increasing spotlight placed on the importance of vocational education for young people both in school, and beyond. University obviously has huge benefits and can lead to an excellent career, but the same can be said for vocational education and crucially, the cost of vocational education can be a fraction of the price of university tuition fees.

Similarly, vocational training is often seen as suited to people that are much more hands-on in their learning style, rather than academic. The courses that are offered around the country require more interaction and participation. You learn through doing.

Across our network of training centres we're seeing an increasing number of students coming to us for a way to get practical skills they can apply quickly and directly in the workplace.

Experience is essential and vocational training provides this.

We've helped thousands of students train in professions such as Accountancy, IT, Secretarial and PA, Web Design and more. Our students are able to enter the workplace with the appropriate skills, whereas this is not always the case for students who have gone to university. Experience is essential and vocational training provides this.

When students study with us they are able to be in regular contact with regular students, and interact with course supervisors based in the training centres. This opens up new social opportunities, similar to that which university offers.

In our experience, we often meet students searching for employment who manage to acquire a position whilst still studying. Employers recognise the benefit and skill-level of people training with us and know that the students they take on will be able to do the work required without too much on-the-job training. A hugely valuable skill that isn't always available or offered to you while you're at university.

The benefits of vocational training are evident so why settle for gaining fewer of them at university when you can earn the full package by taking part in vocational training? ■

TED

Ted Talks provide outlooks on concepts and theories that may have been overlooked and forgotten but are hugely engaging and reveal certain perspectives that can be adopted in different situations.

Advice, studies and nostalgic anecdotes give these conferences originality, flare and elements of surprise that aim to motivate, inspire and make you think about everyday life from a different angle.

Below are some of the most popular and eye-opening talks that will hopefully stimulate your own thinking...

Robert Waldinger

'What makes a good life? Lessons from the longest study on happiness.'

"Well, the lessons aren't about wealth or fame or working harder and harder. The clearest message that we get from this 75-year study is this: Good relationships keep us happier and healthier. Period."



Ever wondered what the key to happiness is? Do you feel incomplete or are you wanting more out of life? Well, this talk gives you an overview of how to achieve a type of happiness that then encourages you to perform and achieve better things, not only at work but within your home and social sphere too.

Robert Waldinger gives a positive, straight-talking account of Harvard's biggest and most successful study on happiness and how to accomplish it. Be prepared to be thoroughly inspired and armed with the tools that will help you reach your idea of happiness.

Available from: bit.ly/robert-waldinger-ted

Elizabeth Gilbert

'Your elusive creative genius.'

"Don't be daunted. Just do your job. Continue to show up for your piece of it, whatever that might be. If your job is to dance, do your dance."

Elizabeth Gilbert takes us on a highly personal, anecdotal journey



that reminds us that not everything has to be perfect. Gilbert assures you that the creative genius that exists within your imaginative space will visit eventually and advises not to force something that will not live up to your own expectation, urging you to take your time, relax and just do the job you that you know you can do.

This talk outlines how perfectionism isn't always the answer and you will achieve success in the things that you least expect, appropriate for life at home and work.

Available from: bit.ly/elizabeth-gilbert-ted

Simon Sinek

'How great leaders inspire action.'

"The goal is not just to hire people who need a job; it's to hire people who believe what you believe."

This talk gives an extraordinary perspective on how to conduct as a leader. Whether you're looking for inspiration within your own workplace or whether you're wanting to establish yourself as a strong figure in your own home, Simon Sinek provides a theory that makes perfect sense and is easy to adopt.

To enhance productivity and self-worth, follow Sinek's guide to being a great leader and watch how the day-to-day running of a business or home changes for the better.

Available from: bit.ly/simon-sinek-ted-talk

All images and quotations taken from: www.ted.com/talks ■



The Pitman View on...

Building Self-Confidence

Feeling anxious about a new professional challenge is natural. In fact, imposter syndrome, the creeping fear that others will discover you aren't as smart, capable, or creative as they think you are, is a lot more common than you might guess.

However, following Pitman's guide to feeling more confident at work will give you the tools to progress, and increase confidence within the workplace.

PMA: Positive mental attitude. First and foremost, you need to get over yourself. You have to accept and if you can, love all your good and bad points. That's because people tend to be much more attractive, approachable and promotable if they're honest about themselves.

Following that, you have to realise that everyone has their flaws but it's up to you to slash any negative talk that may be controlling your life. Once this has gone, a positive mind-set will take the reins and help you to learn and develop with much more ease.

Ease any anxieties and don't hide anything that you feel strongly about. Any agitations or frustrations are likely to show up in your body. Being anxious or overwhelmed by what you have to do, or ignoring your own needs has to be dealt with at some point. Otherwise each little disappointment, frustration or set back can appear as a physical pain. And, when you feel that pain, whether it's in the form of back, neck, shoulder or head pain, it usually means it's time to look at the root of these issues. Change or speak about anything that's causing distress and you'll feel the weight lifting off your shoulders.

Improve work performance! It goes without saying that more often than not, you're able to achieve more than you think you can. Even if you've never done a particular task before, and no-one can support you in doing it, then attempt to do it for yourself. It's a wonderful feeling to raise your standards and show your work colleagues that you really can be counted upon. Simple things like replying to people's emails quickly, returning their calls promptly, thanking them for their support, asking questions or delivering what you promised is going to make the work you're doing much more pleasant.

Learn new skills and keep reading up on fresh information that you can then apply in your own work. Take a moment today to think of three things you could improve in your day-to-day tasks. And then do this consistently on a weekly basis.

Feel empowered in yourself. Make sure you look professional and smart in what you wear and how you present yourself. Taking pride in your appearance is a good way to get yourself noticed and it shows your colleagues how much you value yourself and your work. Similarly, feel better in yourself by exercising. The endorphins released by physical activity will make you feel happier, spurring you on to be the best you can be.

invest in a professional training programme. Training is excellent for re-focusing and breaking old mind structures and patterns of thought. Plus it will boost your morale to new levels. ■

Take a moment today to think of three things you could improve in your day-to-day tasks.

A Day in the Life...

Hi I'm Claire Lister, Managing Director of Pitman Training Group Ltd, one of the UK's longest established vocational training providers.

I've lived and worked all my life in Yorkshire, although through my role at Pitman (nearly 20 years now) I have had some tremendous opportunities to visit most regions of the UK, Ireland as well as other parts of the world. My last trip abroad was to Moscow to launch our centre there – a fascinating place. I'm regularly out and about visiting centres or meeting with potential suppliers or clients.

I'm a chartered accountant by trade, but moved into general management after a number of years in various finance roles. I now manage the business at a strategic level, but I also like to get involved with all the teams, and I am known for getting stuck in when needed.

An eagerness to learn, and an ability to encourage others' expertise is a key skill for any business owner. I absolutely do not know it all. My business is dependent on the myriad of skills of the various team members – one of my jobs is spotting talent, and ensuring that the various teams work well together. Having said all that, my financial training provides me with some key skills which are a great asset for any business owner.

Here's a snapshot of my average day:

Morning...

I'm naturally a morning person, and if I'm awake really early, I can be found in my office at home catching up with emails, preparing for upcoming meetings, reading the news, catching up with social media feeds. And no, the latter isn't just a waste of time. I find social media, particularly Twitter and LinkedIn, very informative and useful for business purposes.

If I am working from home, something I try to do, at least once a week, is hit the gym by 7am, which means that I'm at my desk feeling massively energized by 8.30am. If I'm in the office, I still try to get in nice and early as I love that time in the office before everybody arrives for the day – it can be incredibly productive for my own work!

Claire Lister
Managing Director at Pitman Training Group Ltd

I'm a great to-do list person, and I try to split my day into organised sections of different types of work. The more difficult pieces of work I try to do first thing while I'm feeling fresh – what's the Mark Twain saying? *"Every morning eat a live frog!"*, I love the feeling of achievement having tackled a difficult issue – and 9 times out of 10 it's never as hard as you were fearing. The rest of the morning is then focused on working through general business matters and catching up with the teams internally.

Lunch...

Oooops! Confession time – if I'm in the office I tend to grab a sandwich and work through. I have a couple of dogs, and occasionally take the older one into the office, she serves as a good reminder to take a breather and get some exercise at the same time. (Ok note to self, must take more time for lunch break!)

Afternoon...

A part of each day is involved with meeting members of the team of centre owners, be that in person or via conference call. Increasingly, technology means that we can all be more productive with our time – whether that is holding Skype board meetings, distributing board proposals via our intranet or as basic as typing minutes up during a meeting (I always knew that the Pitman typing course I did when I was a teenager would come in handy – but I never knew how much).

Away from work?

I am an avid reader, and get through at least a couple of books a week. It's a great way to escape, relax and unwind. I like lots of genres, a favourite being historical mysteries (I think maybe that's down to never having done history at school).

I have dogs, a garden and children (oh, and a husband!) so they all keep me pretty busy. Whilst I tend to think about Pitman a lot of the time, and that includes talking about ideas over the dinner table, I try to keep weekends free. As I often have to travel and can be away for short periods, family time is precious, and weekends are valued as time to relax and catch up. My latest fad is meditation, and I try to have 10 minutes every day doing some relaxation techniques. It's not as simple as it sounds, once I realised that it wasn't just an excuse to have a snooze ZZZZZZZZZzzzzz ■

The Pitman View on...

Becoming Your own Boss

It needs to be understood that self-confidence is essential when becoming your own boss. You may feel you’ve reached your limit in your current role, and are ready to take the next steps in your career, setting up your own business.

This could give you the new challenge you crave, increased earning potential, or just greater flexibility in your working life. Whilst the prospect of setting up and running your own business can seem extremely daunting at first, upon closer inspection it’s clear to see you may already have the business insight and acumen to underpin and run a business.

Key points to consider if you are thinking of going it alone:-

Understanding Business Structure and Law: The structure and the legal requirements for business owners are crucial in the successful running of any company. As we all know, the world of business is tough and complex. A course which helps you identify what type of business you would like to run and the legalities surrounding it, could be a great way to ensure you make the right business decisions from the very start.

Understanding Business Accounts: Nothing is more important to a business than its finances, so understanding company accounts is absolutely essential. Seeking training and guidance to acquire the knowledge and understanding of how your business accounts and profit margins work will enable you to steer your business in the right and profitable direction, and be more informed to make sound and astute decisions. No awkward Dragons’ Den moments here!

Marketing: Driving a business forward is a tough and highly competitive game. Beating competitors and increasing profit must be at the forefront of your business development plan. In many cases, the importance of marketing in business is often overlooked. But, understanding the basic processes involved in how to effectively place your business and the services you

offer in the marketplace is integral to its overall visibility and success. What is the point of setting up a great business offering a fantastic service, if your potential clients don’t even know you exist?

All three key points are topics we offer courses on which we offer courses.

Other points to remember:

- **Know what type of business is right for you:** Find your passion or where your natural flair lies. Don’t dive head first into something you won’t enjoy.
- **Plan everything:** Your business in general, social media, finances and events etc. Knowing where you’re going and how you’ll achieve your goal is extremely valuable. Create a timescale to motivate you to get things done.
- **Identify your target audience:** To gain the most out of your business, you need to know who you’re targeting.
- **Research where to advertise appropriately and effectively:** Whether by Google PPC advertising or on social media outlets, you need to get the word out!
- **Know your finances inside and out:** A successful business knows how, when, where and why money is being spent.
- **Be responsible for yourself and your business:** Try and keep home and work separate. ■

A Day in the Life...

Gail Charlton
Product Development Manager
at Pitman Training Group Ltd

Hi, I’m Gail Charlton. I joined Pitman Training seven years ago after leaving English teaching. I am passionate about lifelong learning and believe everybody should have access to the training they need or want, whatever their circumstances. Teaching and training have always formed a big part of my professional life and I enjoy helping people achieve their full potential.

I head the Product Development team at Pitman. I started as a developer and have created courses in diverse areas, including Medical Terminology, Effective Business Communication and Microsoft Word. My job has many different facets; as well as writing courses, I help to train new centre owners, look for new business and development opportunities, help to support the network with any problems or issues, and generally ensure we maintain the high standards for which we are renowned.

Morning routine:

I always start the day with a cup of tea! I then work through my emails while reviewing and/or rearranging my to-do list (I’d be lost without my list!). I generally have meetings with the team in the morning and I’ll follow up any phone call messages. When I’ve caught up with urgent and outstanding matters, I review the work my team is doing, giving input and advice where necessary. I can then think about starting my project and course development work.

Afternoon routine:

The afternoon is a time I try to focus on my development tasks with the minimum of interruptions. Of course, this is sometimes impossible and I have to be flexible and able to react to the requirements of the department. At the moment I’m overseeing our annual diploma review to ensure our products are as fresh and relevant to the market as possible. I’ll shortly begin development on our suite of Microsoft Office courses, something already under way by the rest of the team.

Sometimes I have opportunities to speak at external events. For instance I’ve been invited to speak at an event being held at the Royal Armouries in Leeds by the CPD Standards Office – this is the organisation that accredits our range of training. I also enjoy visiting our business partners in order to maintain good relationships. All of this helps to maintain a high profile for Pitman and optimises our opportunities in the training marketplace.

What do you do to relax?

Reading is a great passion – I love the escapism and really appreciate good writing. Quality writing is something I try to incorporate into my professional life, too. I also love to socialise! Spending time with good friends, talking and laughing, is great. I’m lucky to have a great bunch of colleagues I enjoy coming to work with and we also go out together on a regular basis.

Any hobbies or activities after work?

I am an avid animal lover and I do voluntary work, supporting a variety of rescue charities. I visit the homes of people who want to adopt or foster animals, making sure each animal goes to a loving home for the rest of their life. I’ve also done some fundraising and worked in a cat rescue centre.

I like to go to exercise classes three or four times a week to keep active and alert. As I spend so much of my time at my desk, I think it’s important to find the time to do something energetic, not just for health reasons, but also because it helps me to approach my work in a more focused and refreshed way. ■



The Pitman View on...

Holidays

What to do before you go away and how to hit the ground running on your return

It's the two weeks that we look forward to all year. Your time to completely step back and switch off from the daily routine, and it's important to take this time for your own peace of mind. However, the thought of the lead up to your holiday and what will be waiting for you when you arrive back, can dampen the brightest holiday spirit.

Here are some simple efficiency tips that could help ease you into the holiday spirit and let you truly maximise your R&R time:-

Before and during your holiday:

- A week or two before you go, put an hour aside to compile a complete **task and schedule list** of anything you need to clear before you go. Put dates and timings on the list as a guide.
- If someone is covering for you while you're away, ensure they have a detailed **handover document** with updates on anything outstanding, what might come in and provide any contact information that could be needed. Let others know who to contact while you're away.
- Plan ahead and **block out time on your first day back** so that no meetings get booked in on the day of your return. Knowing you've got a bit of breathing space will make you less worried about coming in to any last minute meetings etc.
- Take a bit of time to **unsubscribe from any junk emails** you get or, if you get regular information-only emails that require no specific action, set up an Outlook rule for these emails to filter directly into a specific folder so they're not clogging up your inbox on your return.
- A great tip would be to advise people that if their message is very important and can't be dealt with by anyone else but you, **hold onto the message** and send it when you know you'll be back in.
- **Set yourself rules!** Don't check business emails at all or if you can't tear yourself away, only check them once a day for half an hour. Either way, make sure people are aware of whether you'll be accessible or not and don't feel bad – this is your time to recharge and refresh!
- Don't forget to set up the all-important **out of office reply**.

On your return:

- On your first day back, if your boss/manager or the person who was covering for you is around, ask if there's anything that requires your **urgent attention** before you start your work.
- Make a conscious effort to hold onto the refreshed post-holiday feeling. **Pace yourself** during the first couple of days back, ensure you take your lunch breaks, get some fresh air, have a walk etc.
- **Keep your out of office on** an extra half day or even a full day while you slot back into your routine.
- Before going through your emails in-depth, sort through your inbox and **delete the junk emails**.
- **Categorise your emails** or group them into 'Conversation' mode so that all the threads on the same topic are together. If you're unable to do this, don't respond to anything until you've gone through all your emails to ensure someone else hasn't already dealt with the query.
- **Check your calendar and book your next holiday!** There's no better way to combat the post-holiday blues than to book something else to give you something to look forward to!

And, there you have it. Essential tips to deal with tasks before and after a holiday. Now, enjoy your jollies! ■



Top Tips for Being Successful in a Job Interview

A job interview really is your time to shine. Go in there with confidence, knowledge and experience on your side and you definitely won't be going too far wrong. Give the interviewers no choice but to employ you! Here are some valuable tips to help you achieve that:

1. Prepare answers - There are some common questions that are almost certain to come up in an interview. You can prepare for these and make sure you answer them properly. However, make sure the answers are not too rehearsed or robotic because you want to come across as personal and realistic. Revise these and get them right and you're sure to impress the interviewers.

2. Make sure you're early - Set off to your interview in plenty of time. If you're relying on public transport, check the train and bus schedules. If you're driving, check the local traffic news. Aim to be there with a good 10-15 minutes to spare. This ensures you won't have too much time to get nervous, but it also displays your enthusiasm.

3. Know the company - Do your research beforehand. Check the organisations website and social media profiles, if they have them. Similarly, check the press to see if they've been in the news. Talk about the positive aspects of the business that you've seen and the interviewers will be impressed.

4. Prepare the night before - Make sure you lay out your outfit the night before so you avoid any rushing in the morning. Similarly, make sure you put your alarm on (and a backup if necessary) and get a good night's sleep. Give yourself time for a good breakfast. Ensure you DO eat despite feeling nervous. Feeling refreshed has more benefits than you realise! While considering your interview outfit, be mindful of your appearance. You want to make the best first impression possible, so even if you know the current employees dress casually, take the time to dress in smart clothes.

5. Get the basics right - Clean hair, nails, fragrance etc. Although this may seem basic or even shallow, initial judgements are made upon first glance so you need to look professional and hygienic.

6. Keep an eye on body language - While in your interview, make sure you think about your body language: don't slouch, lean forward when the interviewer is talking; smile frequently; nod your head when appropriate; don't overly use your hands; keep eye contact and use a firm handshake.

7. Stay calm - Despite the prospect of an interview being scary and nerve wracking, try to remain outwardly composed to help display a calm, professional and confident presence.

8. Make notes - This can help demonstrate your enthusiasm and proves to your interviewers that you're serious about the job role and it also makes you look like a hard worker. Even if it's just a few words you write down, it's better than nothing! Remember not to write constantly though, you need to focus on both the interviewers and the questions primarily.

9. Remember PAR - In regards to responding to questions, be sure to use some case studies and follow the acronym PAR:

Problem: What did you have to deal with?

Action: What did you do to make it better?

Result: What happened as a result?

Obviously, make sure you talk about a situation that you made positive. This shows your potential employers that you're a problem solver and can adapt to any situation.

10. Always ask questions - Remember to always ask questions at the end of the interview to show fervour. This will leave a good impression in the interviewer's mind. ■

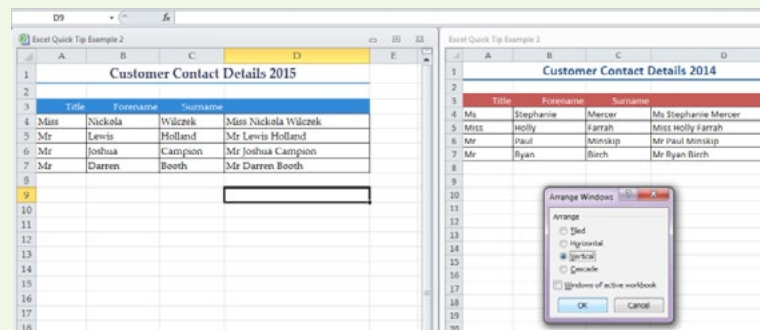
Quick Tips to Help Navigate Microsoft Excel

using Excel can sometimes seem daunting or confusing, especially with all the funny-looking formulas and equations. Here are some useful tips to help you master the basics!

1. Compare

To view worksheets side-by-side for easy comparison, make sure you have both worksheets open, click on 'View' and then 'Arrange All'.

You can then select whether you want your spreadsheets to be either 'Horizontal' or 'Vertical' etc.

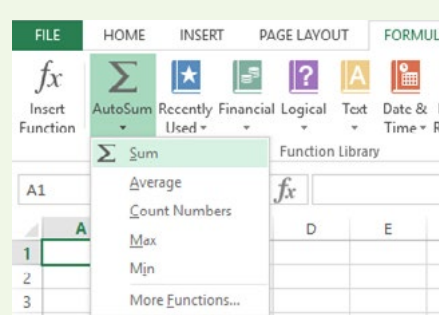


2. AutoSum

Want to save time? Then use the AutoSum button! This function is incredibly fast and the AutoSum functions will save you heaps of time.

All you have to do is select a particular cell and then select the function you want to use.

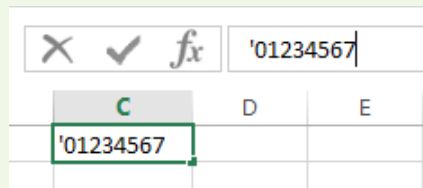
The AutoSum button is able to calculate basic functions such as 'Sum', 'Count Numbers', 'Average' etc.



3. Input values starting with '0'

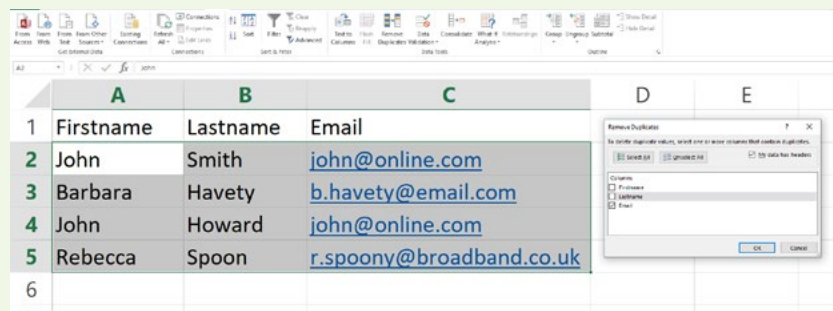
When a value starts with zero, Excel will delete the zero by default. This causes problems with storing things like telephone numbers.

This problem can be easily solved by putting a single quote mark before the first zero.



4. Remove duplicate data

To take out duplicated information from your worksheet, simply highlight the whole worksheet, go to 'Data' then click on 'Remove Duplicates'. In the pop-up box ensure just the column you wish to filter is ticked, then click 'OK'. Excel will then summarise any duplicates found and remove them.

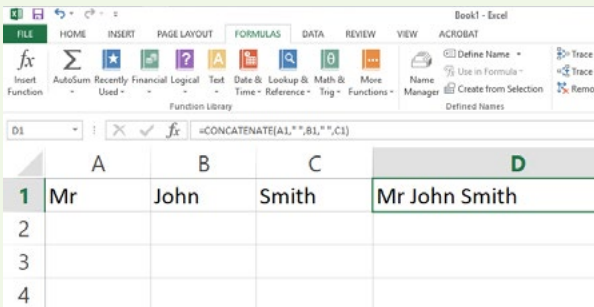


5. Concatenate

When you have a spreadsheet with information in separate cells but need to merge them together - this process is called concatenation.

Simply click into the blank cell where you want all the text to sit, click on the 'Formulas' tab, select the 'Text' dropdown and then 'Concatenate'. In the pop-up box, in Text1, click on the cell containing the first part of information to combine, then carry on in Text2 enter the cell reference of the next part of information to combine and so on.

To insert spaces between the information, within the formula, simply add a space and put quotation marks around the space (see example). You can then autofill the formula for the rest of the data as required.

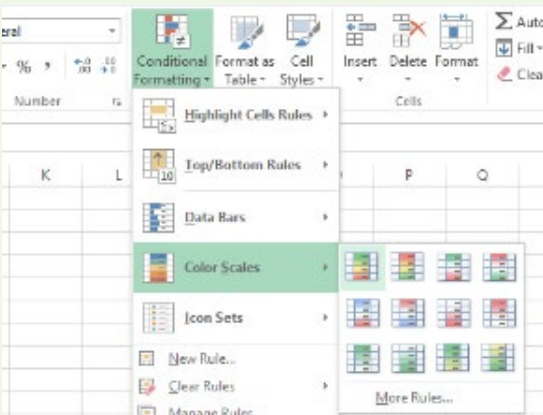


6. Colour scheme

Do you have too many figures to cope with but still want to know what the numbers mean? Formatting your data using colours can help quickly differentiate the data on a busy spreadsheet.

By using the 'Conditional Formatting' dropdown box on the 'Home' tab, you can click on the colour scheme option and select your preferred pattern to highlight figures.

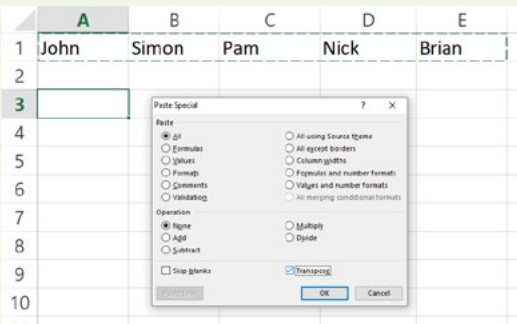
Generally, the lower values are highlighted in red and the highest values are highlighted in green. This is useful for highlighting important sales data.



7. Transpose data from a row to a column

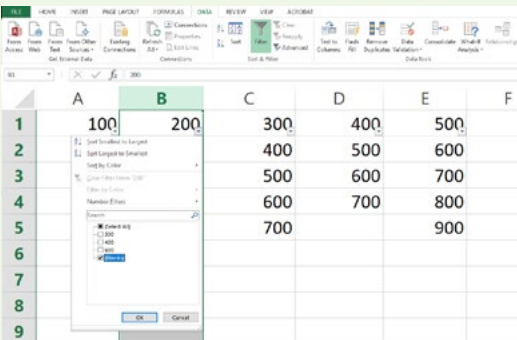
Here's how to use the transpose function: copy the area you want to transpose, move the pointer to another blank location. Go to Home tab, choose Paste, Paste Special and then 'Transpose'.

Don't forget to make sure you've got your data highlighted first!



8. See the blank cells - fast!

Working with a large amount of information? Want to quickly see where you might have data missing? Simply highlight the column you want to check, go to 'Data' then 'Filter'. On the downward button that then shows, untick 'Select All' and then tick the last option - 'Blanks'. Now you'll see all the blank cells in that column and can either enter the data you need or delete them etc.



Easy! Now you're armed with some of the simple tools to tackle Microsoft Excel.

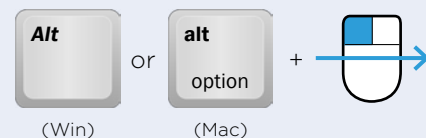
To gain the most comprehensive knowledge of Microsoft Excel, take our Excel or Excel Expert courses. Visit us online to find out more, or speak to a course advisor. ■

10 Forgotten Tips to Help you Navigate Microsoft Word

Does using Microsoft Word ever feel tiresome and long-winded? Do you ever feel like there should be an easier way to navigate yourself through the whole program? Well here are some little tricks to help make your Microsoft Word experience much more pleasant...

1. Highlighting Text Quickly

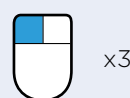
Want to highlight a section of text and not just a sentence? Then you can highlight a square field of text with your mouse: Press **Alt**, or the **Option** key on a Mac, and drag your mouse over the characters you want to highlight - bright and colourful highlighting within the document makes for easy reading.



Similarly, you don't have to click and drag to highlight a whole sentence. Instead, you can press **Ctrl** on your keyboard and click on one word within the sentence for it to highlight the whole thing.



For paragraphs, if you click your mouse rapidly three times in a row, it will select it and highlight the whole paragraph. Proceed to making your changes!



2. Deleting a Word

By pressing the **backspace** while holding down on **Ctrl**, it will delete the whole word to the immediate left of the cursor. Quick and efficient.



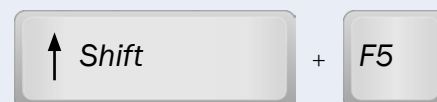
3. Repeat an Action

Press **F4** to repeat the last action - all you need to do is make whatever change to the first bit of text you need to, i.e. underline or bold or to add a style. Then, go to the next word or section of text that needs the same change making, then press **F4** (we like to call this the 'magic F4!').



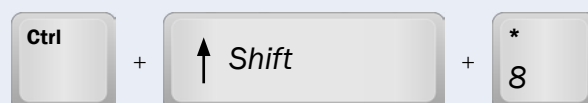
4. Jump Back to Your Last Edit

Hitting **Shift** and **F5** will take you to the last place that you were editing. It even works if you close then re-open the document!



5. Show Hidden Characters

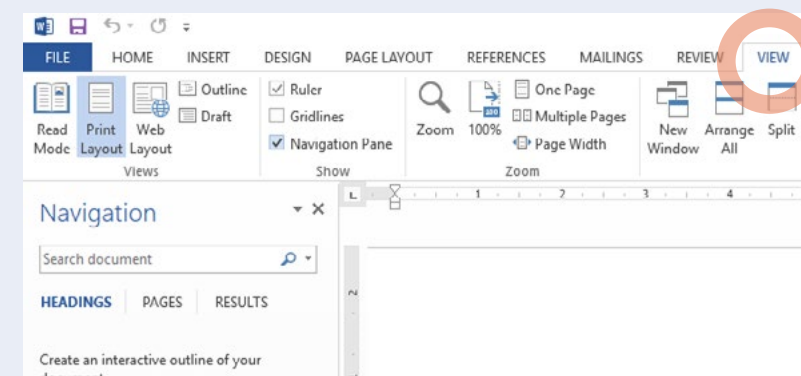
Show hidden characters by pressing **Ctrl+Shift+8**. This is a good tool to use as it identifies the places that are off-centre or have been mistyped. You can make your document look much more professional and organised by doing this.



6. Move a Section of Text

If you want to move a section of the text quickly that has lots of headings and subheadings, then on the **View** tab, select **Navigation** pane and you will see your headings and subheadings on the left of the screen.

In the pane, drag the heading you want to move up or down. Potentially, this will make pieces of work or text flow and it might even look better.



7. Create a Table

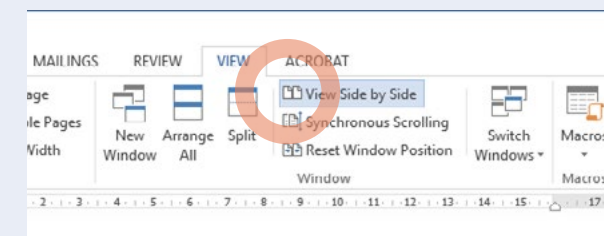
To create a table quickly, type a plus sign (+) and then press the **Tab** button on your keyboard. Repeat this until you have as many columns as you need.



Remember to end with a (+) when you have the required number of columns. Press **Enter** and your table will appear. To add rows, press the **Tab** button on the keyboard until you reach your preferred amount.

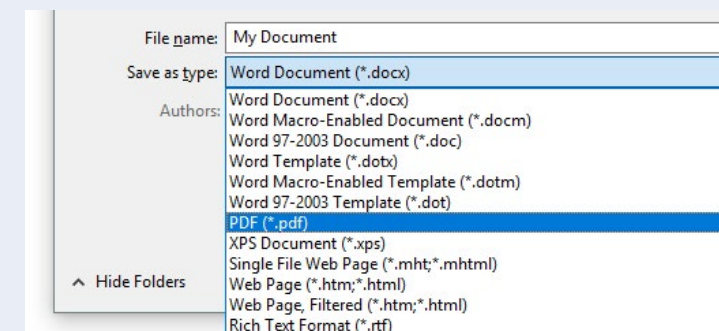
8. Side-by-side View

To view documents side-by-side, click on the **View** tab at the top of the page. You will see another button labelled '**View Side-by-Side**', click on that too. It will ask you to compare it with another document that you have open. Click on the document you want and it will put the two documents side-by-side, making it easier for comparison.



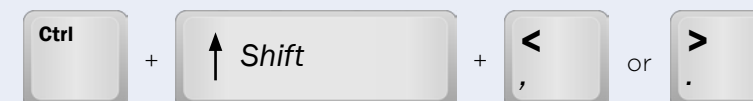
9. Save as a PDF

It's sometimes handy to save word documents as a PDF file so content cannot be changed or edited. It's a quick and easy action, simply click **File, Save As** and then enter the file name you want to save it as. In the 'Save as type' dropdown, select **PDF**.



10. Change Font Size

To quickly increase or decrease the font size of text, simply highlight the text then hit **Ctrl & Shift & >** or **<**. It will save the time you would use by clicking on multiple things.



There you have it; some quick and simple tips to help your Microsoft Word experience go more smoothly!

App Energy

Are you fed up of sitting down for 8+ hours a day? Or are you wanting to feel more energised while at work?

More often than not, people that work in an environment that requires sitting at a desk can often forget, through no fault of their own, about keeping fit. It's been proven that the more energised and healthy you are, the more productive you are at work.

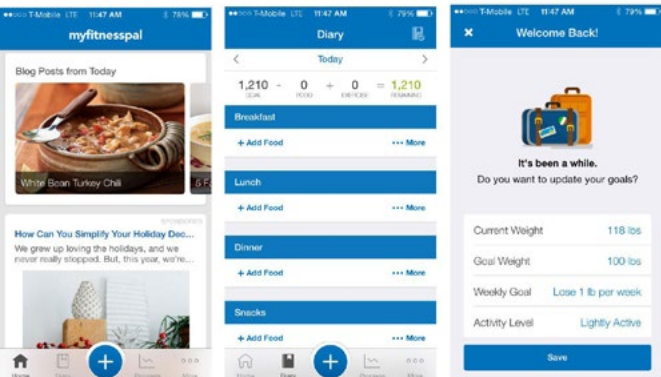
This can be achieved by light exercise, even if it's just at your chair! Here are our recommendations of entertaining fitness and lifestyle apps that you can use while at work to increase productivity and wellbeing.

MyFitnessPal (iOS/Android) FREE



Set with a counter that keeps track of calories, water intake, food and drink. You can set up a healthy eating routine that is easy to stick to and will discourage snacking on junk food.

With more than 5 million products on its database, whether it be food or drink, the odds of your lunch or snacks being on there is highly likely. Reach your weight loss or calorie intake goal by using this app regularly.



7 Minute Workout Training Challenge (iOS/Android) FREE

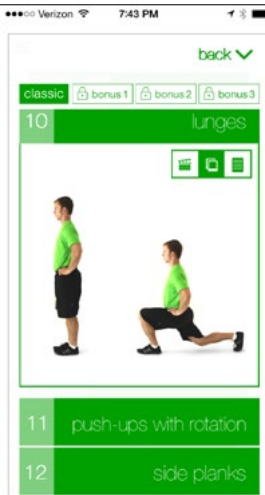


Previously named 'App of the Year', this app provides 7 minute circuits that suit any occasion. It even has a section for offices and what you can do at your chair to improve your health.

With different customisation options, you can set the app to how you like it: change the voice of the motivators; change and set the goals that you'd like to achieve; earn rewards and compete with friends.

All workouts are extremely effective, are of a high quality and only take a measly 7 minutes!

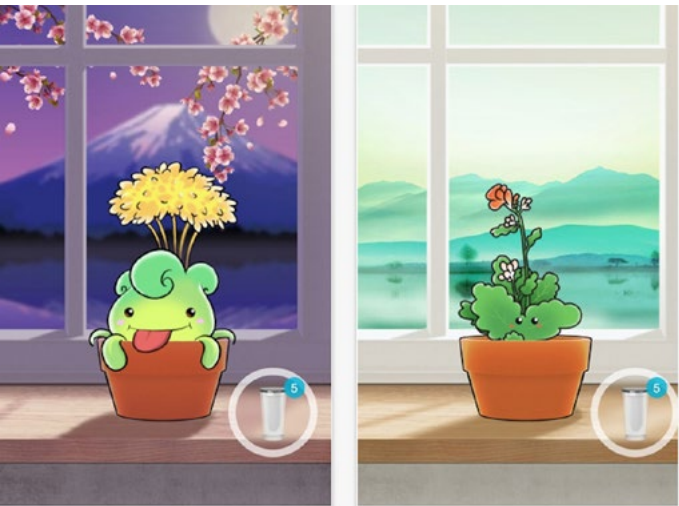
Great for personal and work purposes.



Plant Nanny (iOS/Android) FREE



This is a quirky app that could have the power to brighten your day, both physically and emotionally. The app encourages you to drink water and its concept is based on keeping track of how much you drink a day. Beginning with a bulb, you have the responsibility to grow a plant throughout the day by giving it water at regular intervals, or in other words, whenever you finish a glass of water!



This is a fun and engaging way to keep track of your water intake and highlights the importance of staying hydrated while giving you a little companion to look after every day.

This app has helped over 3 million people drink water more regularly. Why wouldn't you want to occupy yourself with this fun little app?!

Calm (iOS/Android) FREE



This is an app that will make you feel at ease and has the ability to sooth your soul. It's your very own companion that helps you reduce anxiety, sleep better, and to meditate. This is a highly sophisticated app that allows you to improve on personal aspects of your life, whether it be your own happiness, focus, handling stress, relationships or self-esteem.

The sessions, activities and meditations are all of varied length, ensuring that you can fit in the time to meditate no matter what your schedule looks like. Recommended by many influential people, this app is the cheaper alternative to other well-known meditation apps and contains content that is just as good. Introduce this into the workplace and you'll soon see the effects it has on the workforce. Similarly, you'll see the quality of work correlate with personal performance. Perfect for any working environment!

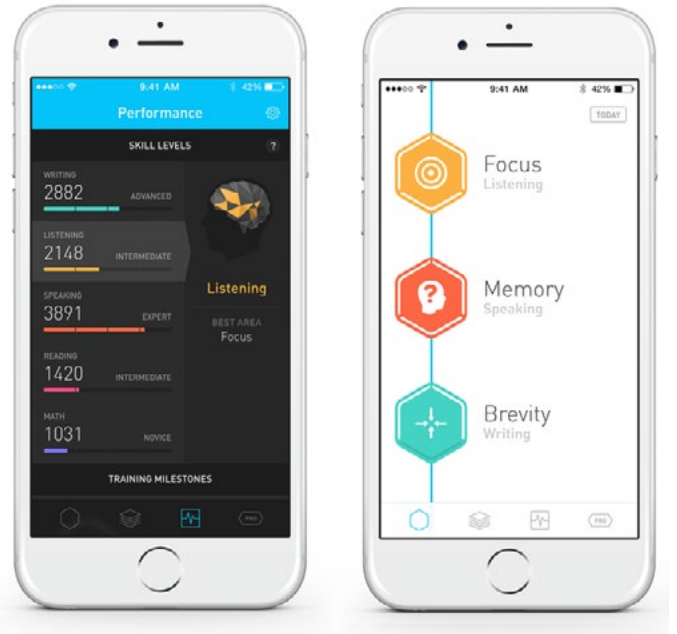
Use these apps at work and watch your productivity and energy levels soar! The importance of staying fit is often forgotten in the office so we're here to remind you that the key to high quality, effective work is down to a healthy workforce. Remember, the hardest part is the getting started, once you've got that mastered, it'll be easy to enter into a routine and reach your goals. Get stuck in and you will not look back! ■

Elevate (iOS/Android) FREE

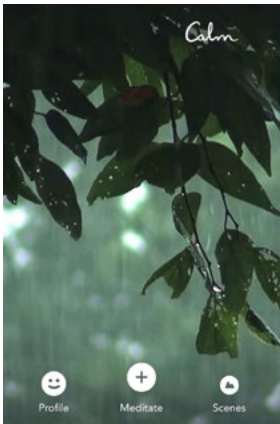


When it comes to health and wellbeing, it's not only your fitness levels, food and drink intake that matters, you also need to train your brain.

Elevate allows you to develop different cognitive skills such as name recall, speaking, arithmetic, memory and focus.



Every person is given a specific training programme that is designed to suit them and their skills and give you the perfect two minute break that can refresh your mental abilities. Stay on your toes and stay energised with this app.



Productivity?

There's an app for that...

Procrastination: The gremlin that sits on the back of everybody at some point. You've woken up and don't feel like working to your full potential but know you still have to do a good job.

Ever wish there was something that'd just make things easier in regards to your day-to-day tasks? Did you know that there are many apps out there that can help you get organised and be productive in your everyday responsibilities? Here are just a few...

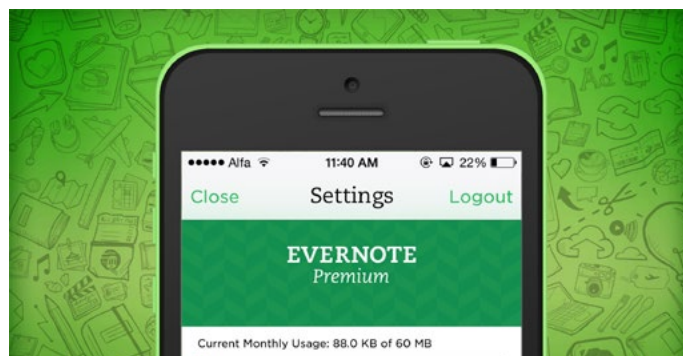
Evernote

(Android/iOS/Web/Desktop) FREE/PREMIUM



One of the earliest apps of this kind to have been released, Evernote is a free application that allows you to put everything in one place. Whether it be lists, personal or professional notes, reminders or plans, Evernote is the place that will store these reliably for you.

It even has a feature called Web Clipper that allows you to work with Google Chrome and other search engines and platforms so you're able to take clippings of webpages, save them in your inventory and share them with other colleagues etc. Different and more concise than saving bookmarks.



Microsoft Office

(Android/iOS/Web/Desktop) FREE/PREMIUM



Finally! Microsoft Office for both iOS and Android for when you need to work on the go.

Nearly an exact replica of the original software, you're able to crack on with anything that desperately needs doing and to your full potential. Whether it's a Word document, PowerPoint presentation, report or spreadsheet that you need to complete, the most popular application that you will most likely be using is now available for iPhone, iPad and Android phone.

The apps are also free if you already pay for a Microsoft Office account!



Wunderlist (Android/iOS) FREE

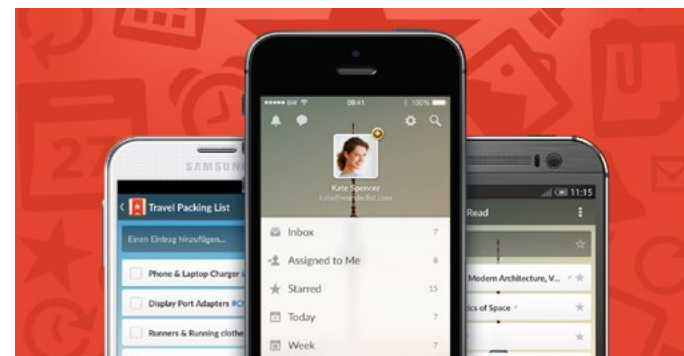


From lists to sharing content, Wunderlist has an array of features that will help you organise your life.

The standard feature has all you need to become a more organised version of yourself. Similarly, if your priorities change, you can rearrange your to-do lists based on your most pressing issues.

This app also makes sharing errands with family members easier with a handy share feature that makes for a more harmonious home life.

For those that need to manage their small tasks effectively, this is the app is very much needed in your life.



Omnifocus 2

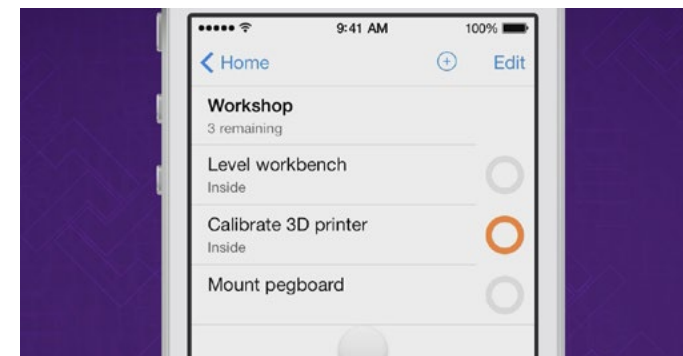
(Mac, iOS, Apple Watch) PREMIUM



While Wunderlist is more appropriate for home life, Omnifocus 2 is definitely more qualified for your business life.

If you're struggling to organise and manage big tasks using only your memory and post-it notes then Omnifocus 2 is the perfect app for you! Store all your to-do lists in one handy place and break down the large, important tasks into small bits.

This will ensure your productivity surges, ousting any kind of intimidation in facing a huge responsibility as your to-do list becomes much more manageable.



Dropbox (iOS/Android) FREE/PREMIUM

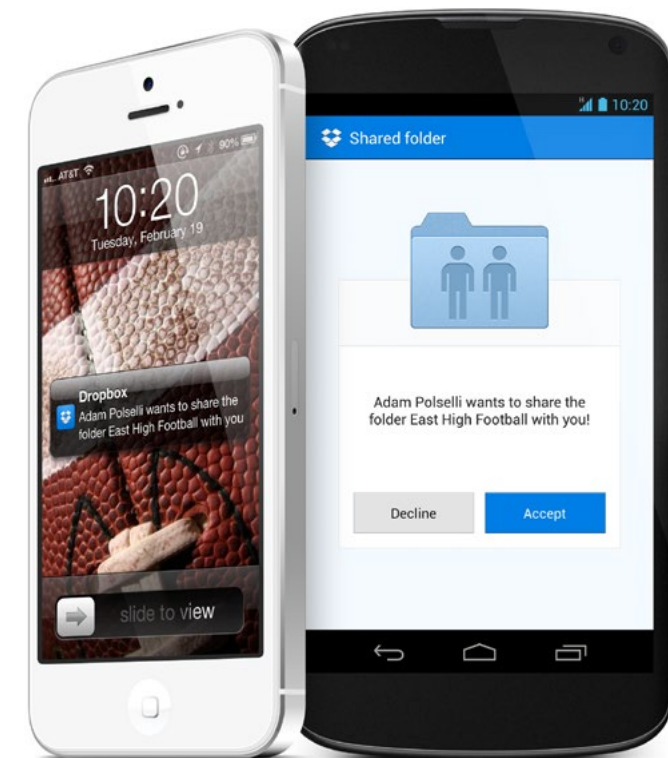


Dropbox is an extremely useful app if you like to keep all of your important files in one place.

You're able to access all of your files from any device, making it an extremely useful app if you're on the move. A convenient feature of this app includes offline access and shared files.

For example, all of your Word documents, PowerPoints, Excel spreadsheets and many more can be stored in the Dropbox app, making individual and team work more collaborative and efficient. Prices for yearly subscriptions varies depending on the amount of space/memory you buy.

However, it's a small price to pay to ensure yourself and your work colleagues are on the same wavelength. ■



The Best 5: Books for Recreation & Business

Are you wondering what to do with your free time out of the workplace? We recommend that you sit down and relax with a good book! Immerse yourself into other worlds and live vicariously through the lives of many different characters, the perfect way to escape the pressures and stress of day-to-day life.

Here are our recommendations:

Pride and Prejudice

Not quite a satire but humorous in its writings, this classic will leave you feeling fulfilled and content upon reading. Pride and Prejudice is a lengthy but excitable novel that will leave you wanting more and to further follow the lives of those portrayed.

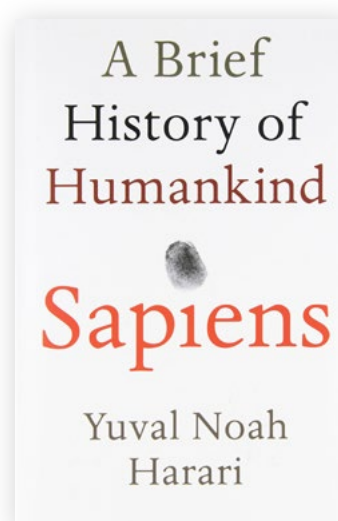
The events that are portrayed make for an amusing love story that will leave you engrossed. Sit down, relax and be taken to another world where Mr Darcy and Elizabeth Bennett can entertain you for hours.

They're called classics for a reason! Free on Kindle and iPad.

Sapiens: A Brief History of Humankind

Yuval Noah Harari takes a journey through history, back to the beginning of time to discuss theories and thoughts on: Where humans came from; how they have developed; where they're going and why we're a species that are extremely capable but destructive at the same time.

The standard of writing and argument make this book to be provocative and captivating, which is why it has been No.1 on the best sellers list for many weeks. Extraordinarily good and vivid read, this book is available in paperback on Amazon. Prepare for a wild, sapient ride!



The Chimp Paradox: The Mind Management Programme to Help You Achieve Success, Confidence and Happiness

In this self-help book, Dr Steve Peters gives you an insight into the workings of your very own human and chimp brain. The book gives you advice on how to manage the chimp part of your brain, emphasising your own positive qualities in order to portray yourself as the person you want to be.

Become a more confident, happy and motivated individual with this book. Follow the advice given to accomplish what you want. Available on Amazon.

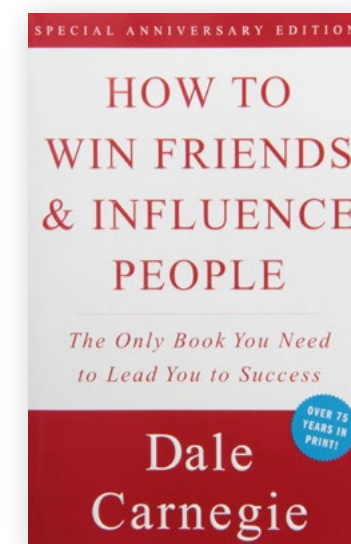


How to Win Friends and Influence People

A classic in its field, How to Win Friends and Influence People is a winner when it comes to teaching you about using other people's narcissistic personalities to your own advantage.

If you're looking at climbing your own career ladder then this self-help book is for you!

Join the millions of people who have benefitted from this great book today on Amazon.



Dunkirk: The History Behind the Major Motion Picture

Recently made into a major screenplay, this thrilling account of what happened at Dunkirk will enthrall and actively place you on the beaches along with the soldiers. Joshua Levine accurately recalls the conditions, lack of weaponry, food and morale.

Don't miss out on this stark recollection of events that shaped WW1 and the people that risked their lives in order to serve their country. Available on paperback from Amazon.



The Rise and Growth of Digital Marketing

Digital continues to become a major component of a company's marketing spend and also as a career choice for new graduates. So, what makes this fast-paced industry so coveted?

It's true that the big brands are always trying to stay ahead with the latest advertising tactics and technology, so it's a perfect environment for young professionals who enjoy working in a booming industry that shows no sign of slowing down!

The increased use of digital technologies in marketing has created a global demand for talent. For individuals, having relevant and up-to-date digital skills is the biggest barrier to breaking into that industry.

Pitman Training has joined forces with the **Digital Marketing Institute** to deliver their **Professional Certification in Digital Marketing** - an industry approved qualification and the most widely taught digital certification in the world!



Whether you're new to digital marketing or have some grasp of the concepts, this professional certification will enhance your career opportunities by providing an in depth knowledge on topics such as: **Search Marketing** (SEO); **Pay Per Click** (PPC, Adwords); **Digital Display Advertising** (DDA); **Email Marketing**; **Social Media Marketing**; **Mobile Marketing**; **Analytics** and **Digital Marketing Strategy and Planning**.

The course itself takes around 35 hours to complete and you'll then need to undertake some extra study hours in addition to this if you are looking to proceed with the Digital Marketing Institutes professional examination.

So, if you're interested in working in an ever changing, fast paced industry, why not speak to one of our course advisors or visit us online to find out more. ■



“Remember You’re Good Enough”

Says DAME KELLY HOLMES

As part of 180 years of Pitman Training, Dame Kelly Holmes recently spoke alongside her Executive Assistant, Andrea Medd, at a prestigious training conference in London organised by Maggie Love, based at Pitman Training London EC2 and Oxford Circus.

Maggie says: “We were extremely pleased that both Dame Kelly Holmes and Andrea Medd, Kelly’s Executive Assistant joined us at the conference to share their story. The conference inspired all, and designated time for delegates to gain new techniques and explore ideas with some brilliant trainers. I feel it is so important that companies allow their PAs and support staff to attend training and events not only to show them that they are valued, but also to commit to investing in them and supporting them to be the best they can be. This fits with Kelly’s philosophy as an elite athlete – never stop developing yourself or striving to achieve.”

This fantastic insight sees Olympic Champion, Dame Kelly Holmes share her own experiences of her extraordinary journey to the top of her sport and encourages us all to believe in ourselves, TO STRIVE TO BE THE BEST WE CAN BE!

To celebrate our 180th year, and Pitman Training’s continued commitment to supporting people in achieving their career dreams, British middle distance athlete Dame Kelly Holmes shared her story with us, in a bid to motivate and inspire everyone to be the “best version of you”. Highlighting the importance of goals, motivation and resilience, Kelly told us her story.

“I wasn’t that academic at school and I didn’t really think I was that good at much”, she began. “But, my PE teacher, Debbie Page really inspired me. She told me that I had to focus and do something positive with my life and this helped me to realise that if I was ever going to become an athlete, I truly had to believe I could do it.

“From the outset, I had many challenges and barriers to overcome to get to that podium. Numerous injuries and



Dame Kelly Holmes and her EA, Andrea Medd join the teams from Pitman Training London EC2 and Oxford Circus at their International Training Conference.

illnesses meant that I was 34 when I won the 800 and 1500 metre races at the 2004 Athens Olympics, becoming the first British woman to win double gold in the same Games.

“I was 12 when I started and 34 when I achieved my dream – that should give people hope. I will always remember a journalist commenting on my achievement by saying “She did at 34 what she’s been threatening to do for the last 10 years”.

“Yes, making dreams come true and achieving your full potential can take time - but it can be done, and feels amazing when you get there! In the instant, fast paced world we live in, it is important to understand that seizing our full potential takes time. I always had my eyes set on the goal and for you it’s important to understand what your podium is.

“My path wasn’t always clear but I always wanted to test myself and after taking up the sport at the age of 12, there wasn’t much funding available for my athletics career, so at 17 I decided to follow my other dream which was to join the army. I first competed at an international level in 1992 and continued to combine both careers before leaving the military in 1995.

“I had lots of highs and lows as an athlete. But in 2003, I was suffering from depression to the point of self-harm - that was the lowest of the low. Yes I was an international athlete but I am also a human being. At that point I could have thrown in the towel, but fortunately I knew who I was. I knew my potential and what I was capable of achieving. My goal ‘to be the best I could be’ is what kept me going.

“I have only just recently started to talk publicly about the emotional struggles I suffered whilst trying to overcome injuries that I thought could end my career. But, I always spoke to my team about my struggles and feel passionately that it’s important to have good people behind you at times like that. I want people to be able to understand that they are not alone and that talking about it is what really helps. Your hard times do not define you – we are all human! Just because we have a bad day – doesn’t mean we are not good!

“I find that today a lot of people shut the door on their personal reality and pretend it’s all fine.”

“There is a lot of pressure on social media to have picture perfect lives and I find that today a lot of people shut the door on their personal reality and put the smile on and pretend it’s all fine. But if you’re having a bad day people need to know. We all have our teams, and we need to appreciate them (be it at work or family). Our support structure is crucial - without people behind us we can’t be the best we can be, but we also need to remember to believe in ourselves.

“It’s so important from the starting line that you believe in yourself. You know if you’re good enough, it’s not up to others to tell you. You need to have the confidence to know you’re doing well. To gain that confidence you need to ask yourself; Where do you want to be? How do you quantify that? What do you do to get there? What training do you put yourself on? What extra things can you do?

“In sport we always had a 4 year plan and targets and worked backwards from these, breaking them down to monthly targets, weekly targets, daily and hourly targets. In life, I still work to the same objectives and targets to define what I want to do next in life. I always wanted to be in the military and be

an Olympic champion and I know that I am very lucky that I achieved both these things. But, when I left athletics at 35, I won’t deny that I was slightly scared about my future. Six months after retiring, I felt a bit lost, but I then started the Dame Kelly Holmes Trust. The trust helps athletes transition into new careers and use their skills to help disadvantaged young people. We have been going over 10 years and have helped more than 250,000 youngsters. I support young people who need someone to believe in them – I tell them my story and help them be determined to be winners after false starts in life.



“As I get older I’m more driven because I don’t want to waste time. I have lots of things I want to do. I’m personally always trying to better myself and try something new. I hate that feeling of ‘if only’... it’s the worst feeling when you get that stomach churning thought of ‘why didn’t I?’ My life goal is simple – it is the same today as it was at the beginning - to be the best that I can be. I guess I’ve also always wanted to help people. If people can look at me and see someone who, despite a lot of obstacles, worked extremely hard and proved that anything is possible – if that can then motivate and inspire them, that’s what I want to be known for.

“I hope you set your sights high, as high as you mentally can, and you’ll get your moment. Everyone can have their moment.” ■

DAME KELLY HOLMES TIPS TO BE THE BEST YOU CAN BE:

- Realise your own potential
- Believe in yourself
- Set goals - know your podium!
- Avoid negative people and find your team
- Don’t let your bad days define you
- Kill off negative thoughts and remember the positives
- Never stop striving
- Celebrate the moments with pride and pat yourself on the back when you do well!



Tips for Your CV

Your CV is the first point of call when it comes to potential employers picking candidates for their advertised job. You need to ensure that everything is clear and correct before you send it in. Make sure they have no choice but to read it!

Here are some handy tips:-

- 1. Ensure there are no spelling or grammatical errors.** Don't let your potential employers pick out any mistakes that could go against you.
- 2. Don't make it any longer than 2 sides.** Keep it brief, you can begin to explain yourself further in your cover letter.
- 3. Make yourself stand out.** Try not to use clichés like 'reading' 'socialising' or 'exercising' under your hobbies. You want to catch the eyes of your potential employers so be original!
- 4. Focus on yourself and be honest.** Portray yourself as your genuine self. That's who they'll want to meet in the interview and, if you got the job, would be working with them.

Putting yourself across as honestly and truthfully as possible will go a long way in the grand scheme of things.
- 5. Use a template.** There's no point trying to dive straight in because your CV will be very disjointed and messy. If you follow a template, you can work methodically through it and make it look professional.

There are lots of example templates online that you could work from. This way, your potential employers can read it properly and see what you have to offer.
- 6. Don't create any noticeable employment gaps.** Employers will become wary, making it less likely for them to give you an interview. Ensure you fill out all the generic sections of a CV.

Try personalising your CV to the role by using 'trigger words'

Even if you don't necessarily have the best or thorough experience in work, the great thing about a CV is that the power of words can be used to focus and highlight experiences while still being honest.

- 7. Use statistics.** Although your CV shouldn't be too long, it's good to back up your statements with figures. It shows the extent of your successes and personalises the CV.
- 8. Trigger words.** Depending on the job you're applying for, you should try personalising your CV to the role by using trigger words that will identify you as a good prospect. Use relevant industry terminology that can illustrate your link to the position you're applying for.
- 9. How does it look?** Once all the relevant work experience and personal statements have been added, review your CV and check its visual appearance.

Employers usually prefer the simple look with plenty of bullet points that have a lot of space between them. It makes for quick reading and this is good because on average, employers only look at a CV for around 8 seconds. Not very long is it?!

Similarly, it makes it look as if you've taken the time and effort to make it look professional which will be appreciated by your potential employers.

- 10. Finally, once your CV is ready, remember to keep it updated!** Always check back and make necessary changes or additions where you need to. Keep your CV recent and personal, employers appreciate this. ■

Happy Anniversary Pitman Edinburgh!

We're lucky enough to share our significant anniversary with another. Coinciding with our 180th celebrations is the 30th anniversary of Pitman Training Edinburgh!

Like all of our centres in the UK and abroad, Pitman Training Edinburgh provides high quality training to individuals and companies alike. When Tom and Fran Maclean first opened their first flagship training centre in Edinburgh back in 1987, it enabled those living and working around this historic Scottish capital city to access career development opportunities like never before.

In 2006 they expanded and opened their Glasgow centre and today, Tom and Fran are still very much at the frontline of the operations and day-to-day activities within the centre.



Tom and Fran Maclean: Above in 2016 and inset in 1987.

Today, in addition to the 2 centres owned and run by Tom and Fran, there are 3 additional training centres operating in Scotland in Aberdeen, Forres and Inverness, enabling even those from the more isolated areas of the country to reach the rewarding courses on offer.

The opportunity to progress in your career is at your very own doorstep so don't hesitate to enquire at your local centre and delve into the world of training and career development.

Everyone at Pitman Training would like to say Happy Anniversary and well done on the last 30 years.

Continuing Professional Development (CPD)

What is CPD and why is it valuable?



CPD (Continuing Professional Development) is a way of recording formal career progression by documenting any new skills or practices that are earned over the course of employment which you can then put into a portfolio to prove how highly skilled you are.

To ensure any training you undertake is of the highest quality possible, CPD training should always be endorsed by a professional accreditation body, such as the CPD Standards Office.

CPD can be self-driven or it can be undertaken through a company initiative such as a policy based on CSR (Corporate Social Responsibility). A professional CPD scheme is extremely valuable as it verifies the accomplishments in your career. Most importantly, it boosts morale and confidence alongside encouraging your continued learning and progression while in employment, never allowing you to develop a comfort zone that eventually becomes repetitive and boring.



For a business there is a very tangible benefit to CPD training. Any company that proactively invests in their workforce and encourages additional learning will see a rise in motivation and increase in productivity in the workplace.

Recording CPD

Most businesses that encourage or require employees to undertake CPD training will require you to log your CPD yearly. In some industries where you're required to maintain a professional qualification, such as chartered surveyors or chartered accountants for example, there will be a set amount of CPD points you must achieve each year along with formal advice and guidance on how to achieve this.

Before you start any training, the learning provider will confirm the number of points you will gain from your training programme. As a general rule one CPD point is one full hour of teaching or learning. This can vary by profession so be sure to check with your the learning provider as part of your research.

Pitman Training are accredited by the CPD Standards Office ■

The 10 Most In-Demand Skills

What are the skills employers seek most in new recruits?

Practical skills

1. IT know-how

Obviously, if you're looking for a technical position, you're going to need a more in-depth knowledge of systems administration and networks etc.

If you're looking at other, non-technical positions, you will be expected to have a good working understanding of common office IT systems such as Microsoft Office or industry standard programs such as Sage or Adobe InDesign.

Being able to show a prospective employer that you've dedicated time to gain relevant skills will positively benefit your career prospects.

2. Communication

This may sound simple but communication really is key. Whether you're working directly with customers and need to deliver excellent face-to-face service or seeking a managerial role, where you'll need to be able to motivate and inspire as well as support those around you; communication skills, both verbal and written, must be a priority so show a prospective employer that you're willing to continually review and develop.

3. Financial Awareness

You don't necessarily need to be in an accounting role or a manager to need an understanding of business finances. Employers will take an extremely positive view if you're able to demonstrate some financial awareness, whether that's showing how you seek out best value deals for office purchases or how you have helped streamline processes that have indirectly helped reduce spend.

4. Social Media

Businesses are more accessible than ever with the rise of social media. Even if your role may not necessitate direct involvement with the management of your organisation's social media, showing an interest and awareness of how a company presents itself on all its social platforms will show a proactive personality trait that employers will value highly.

5. Touch Typing

Often people don't realise the benefit of learning to touch type correctly. By showing that you've taken the time to improve not only your speed, but accuracy as well, you can confidently say you're proactive in your efforts to increase your productivity and efficiency. Plus, learning correct techniques have added health benefits of helping you keep your focus and reducing fatigue. Win all round!

Personal skills

1. Self-Awareness

Knowing what you want, knowing what you're good at and not settling for anything less!

2. Social Skills

Having a high level of verbal and written communication is essential in any business environment. Not only do issues get resolved quicker and the quality of your work is better but your colleagues will value your input into work-related and casual conversation.

3. Determination, Resilience & Motivation

Don't let silly little mistakes or issues put you off! Every mistake made is a lesson learnt so come back to that spreadsheet or paperwork later with a gritty attitude. You can do anything you put your mind to!

4. Ability to Learn & Focus

Being able to concentrate on your work tasks for a set amount of time is a required skill to have in order to prove how productive you can be and prove to your employers that a lot of work can be completed during your shift.

5. Creativity, Persuasion & Confidence

Having these skills can be extremely valuable when working amongst other people. This means that you can think of imaginative new ideas that you can then present to a group of people with gumption, in the hope that it'll not only benefit you but the business you work for too. Be innovative in your ideas. ■

Managing Your Inbox

What's that we hear? The internal screams of frustration over the clutter of emails in your inbox after returning to work from the weekend? A hideous sight! The stream seems endless, the demands are mounting higher than you ever thought they would and it seems that the most important (and dreaded) emails have all come through at once.

There's definitely a reason why Monday is coupled with the colour blue and carries feeling of trepidation. But, have no fear! Battling the minefield of your inbox can be made easier by following these simple steps.

Go in there with the right defensive armour to ensure a smooth emailing/inbox session!



Leave Time to Respond:

Pop-ups and notifications can be extremely distracting while you're trying to work. To avoid these unnecessary distractions, make sure you dedicate only a small amount of time, in proportion to how many emails you get on average, to reply to those pesky and insistent emails.

For example, either during the first hour of your shift, the hour before you go to lunch, and the last hour of your shift are all ideal times for you to devote time to your email and get ahead of tasks. For urgent enquiries, ensure you provide a contact number just in case anybody needs to get hold of you quickly.



Organise your Folders:

Furthering that, label folders so you know where to find things with ease. Don't be afraid to use sub-categories too! Look at that, a system that works well and is very well organised with everything in its place.



Use the Phone:

If tasks can be sorted by talking over the phone then don't hesitate to do so. It reduces clutter, personalises the conversation, is less distracting when you're trying to be productive and more often than not, resolves issues quicker.



Ready for the Weekend?:

Friday is the opportune chance to have a good clear out. When you're slowly running out of steam and are ready for the weekend, the task of clearing out your inbox before a little break is the ideal task.

It doesn't require much brain strain, is not overly time consuming and gets you excited for the free time you have ahead.



Use Post-It Notes:

If you cannot reply to an email straight away, make a note that you need to email that person back. Stick it somewhere around your computer monitor and the prompt will never be too far away from your mind.



Reply Straight Away:

If you need to keep your emails open throughout the day, make sure you delete the spam or advertisements, this helps to avoid clutter in your inbox, focussing your attention to the most important emails.

When you've whittled those down, do not dawdle! No 'oh, that can be dealt with tomorrow.' Reply there and then and it'll really help towards keeping your inbox clear. Plus, you'll feel great in yourself because you've been extremely productive.



Unsubscribe from the Rubbish:

Try and get rid of the millions of advertising and promotional emails that will proudly enter into your inbox and stick out like a sore thumb.

Look for the unsubscribe button, use it and watch fewer emails that are representative of clutter, enter into your inbox with the only aim to divert your attention.

This will save lots of time in the long-run that you'd waste going through and deleting them all normally.

Follow these simple steps and you'll soon see a pristine inbox that won't ruin the productive flow you're in. A tidy inbox is a tidy mind! ■

London

Free Museums

If you're looking for something to do that's cheap and easy to access, then the multitude of museums that London has to offer are the places for you! From the Tate Modern, to the National Gallery and the British Museum, there are plenty of things for you to look at and discover if you visit these places. Works by Van Gogh and Leonardo da Vinci, fossils and remains of animals once alive, or contemporary art are ready to be discovered once you step through that door. And the best thing? They're all free to visit!



ZSL London Zoo

Take a stroll through one of England's oldest zoo and say hello to your favourite and most loved animals from around the world.

There are many exhibits to choose from: cats; African animals; penguins; birds; insects and reptiles. London Zoo offers plenty of choice in regards to the animals you should see. In fact, there's so much choice that you won't have the opportunity or time to become tired! A fun-filled family day out.



The Harry Potter Studio Tour

Calling all Harry Potter fans! When you visit London, you have the opportunity to visit the studios in which Harry Potter was filmed.

Discover all of the magic and mystery that went into filming one of the most successful book series of all time. Ride broomsticks, have a stroll through Diagon Alley or relax with a pint of Butterbeer, this experience has everything you need to turn yourself into a certified witch or wizard.



Madame Tussauds, London

Have your pictures taken with your favourite public figures and celebrities in the world-renowned Madame Tussauds of London.

From the Queen, to One Direction and your favourite YouTube stars, to sporting personalities and political figures, there are many realistic wax figures that you have the opportunity to pose next to and pretend you've met!



All the Traditional Sights

Remember to check out the main tourist spots if you haven't been before! They all have huge amounts to offer and are surrounded by heritage that is world famous and extremely popular with billions of people. Even if you just take pictures from afar rather than actively visiting, the experience and memories are worth having regardless. Buckingham Palace, Tower Bridge, the London Eye, Big Ben and Westminster, the Tower of London and St Paul's Cathedral are all major tourist spots that we recommend you visit!



The London Dungeon

Tap into your dark side when visiting this popular London attraction. An entertaining way to learn about England's most notorious criminals, you can refine your theories on people such as Jack the Ripper, Guy Fawkes and Sweeney Todd! Once in there, you're greeted by actors that appropriately set the tone, creating a horrifying and eerie atmosphere amongst perfectly dark surroundings. If you're up for a family and friend fright fest then this is the day out for you! In the words of the London Dungeon itself, 'enter at your peril...'

Pitman Training Centre locations in the UK

Aberdeen	Chelmsford	Dover	Leeds	Solihull
Birmingham	Chesterfield	Edinburgh	Liverpool	Southampton
Bishop's Stortford	Colchester	Forres	Manchester	Swansea
Brighton	Crawley	Glasgow	Middlesbrough	Taunton
Bristol	Crewe & Nantwich	Guildford	Newcastle	Warrington
Cambridge	Devon & Cornwall	Hastings	Northampton	Wetherby
Canterbury	Douglas	Inverness	Nottingham	Winchester
Cardiff		Ipswich	Peterborough	Worcester
		Jersey	Reading	York



Pitman Training Centre locations in London

City EC2	Enfield	Harrow	Hounslow	Watford
Clapham	Greenwich	Hendon	Oxford Circus	Wembley
Croydon	Hammersmith	High Holborn	Stratford	

Ireland

Another fantastic country where our Pitman Training centres have been long-established, is Ireland.

A country that is brimming with amazing culture and history is just waiting to be explored by people that have never experienced this wonderful land and what it has to offer.



1 The Cliffs of Moher, County Clare

Experience the natural wonder that are the Cliffs of Moher, a scenic and grand backdrop to much of Ireland. Covered in vibrant greenery and animated wildlife, this is an activity for those who love the outdoors and appreciate amazing views and structures. Similarly, if you're a fan of Harry Potter, then you can relive the epic scene where Harry and Dumbledore are searching for horcruxes in The Half Blood Prince as this is where it was partly filmed!



2 Grafton Street, Dublin

Lively Irish culture will take over your whole being when you visit this street. From the talented buskers to the generous shopkeepers handing out flowers, this street is alive and dancing.

Lined with many cafes, bars and shops, this street seems like any other high street, but don't be fooled! The atmosphere it provides is something that you won't experience anywhere else and is a must-see area of Dublin.



3 Kilmainham Gaol, Dublin

Engage in criminal history by entering this traditional Irish prison that has gone through a remarkable journey.

Through wars, political turmoil, changes in legislation and rebellion, this old-style prison has stood the test of time and is brimming with antiquity and anecdotal nostalgia. Learn about conditions and events surrounding it that affected the confinement of prisoners.

Various tours and guides are available so you have flexibility with what you want to see. Travel through time in this truly spectacular building.



4 Giant's Causeway

One of Northern Ireland's magnificent World Heritage sites. Columns of basalt rocks line the coastline to create a superb structure. Explore the grounds and see the famous Giant's Boot, famous for the myth and legend surrounding it. Similarly, The Camel is of great stature with yet another great anecdote behind it. Don't forget to take a seat in the Wishing Chair, which was once only allowed to be sat in by women, and feel the power it withholds. After, walk up the treacherous Shepherd's Steps and feel liberated by how high you can get.

The geology is fascinating and will provide a great day out that is ideal for all the family.

5 The Ring of Kerry

Enjoy a fun-filled day driving along a scenic route of Kerry in south-west Ireland and see what the county has to offer. The round trip usually takes a full day if you quickly see all of the sights, and could stretch to two if you take your time.

Make sure you stop at Skellig Michael and witness the beauty of an early Christian 7th century monastery that has survived the test of time. This trip will take you round classic Irish countryside, up into mysterious mountains that inhabit the island and gives you the opportunity to partake in outdoor sports that might take you out of your comfort zone.

Therefore, those that are wanting thrills, sights and history all in one go will be provided with that by travelling around the Iveragh Peninsula!



Our Centres in the Republic of Ireland

We have a number of centres across Ireland:

Carlow	Dublin	Galway	Limerick	Mulligar	Sligo	Waterford
Cork	Dundalk	Kerry	Maynooth	Naas	Swords	Wexford

For any enquires about our Irish Pitman Training centres, visit: www.pitman-training.ie

The Cayman Islands

Fast your eyes on white sandy beaches, an abundance of stingrays, the lively Camana Bay and even Hell! Again, the Cayman Islands is home to another Pitman Training centre, so why not combine learning with visiting one of the most picturesque and relaxing islands in the whole world?!

Here are a few things that you can do if you do decide to take a vacation in the wonderful Cayman Islands:

Seven Mile Beach

Craving those pearly white beaches and crystal blue sea that provides a gentle breeze to save you from the blanketing warmth?

Well, the Cayman Island's Seven Mile Beach does exactly that! Lined with towering palm trees, it's as if you're shut off from the world, in your own private bubble and without disturbance. Secluded and quiet, this is a beautiful stretch of beach.



Stingray City

Feeling a little adventurous? Why not swim with these magnificent creatures and experience them in all their grandeur within their unblemished habitat, sounds good right? Even if you're slightly scared of the prospect, face your fears and you'll soon come to realise that they're not frightening and will swim peacefully amongst everyone.

This is the perfect activity to engage in if you want to break up the day and do something other than sunbathing.



Cayman Motor Museum

The Cayman Motor Museum is the perfect place for you to go if you're wanting a slight change of scenery. Suitable for either petrol heads, families or anyone with an interest, this little museum provides hours of entertainment and features many vintage cars.

An array of colours and pristine decorations hit you as soon as you enter the building, making it aesthetically pleasing to the eye too. Quaint and different!



Cayman Crystal Caves

Again, tap into your adventurous side and go delving into the mysterious caves that have developed over millions of years. See for yourself the power and wonder of Mother Nature and her ability to produce magnificent structures that are intimidating yet stunning.

According to Grand Cayman history, pirates used to hide out in these caves so if you would like to pretend you're a pirate for the day, this activity is for you!



Hell, Grand Cayman Island

Ever wondered what Hell looks like? Well, you have the opportunity to see it first hand when you visit the Cayman Islands. A group of black limestone rocks line this area of the island and it's rumoured that a British Commissioner, upon visiting, exclaimed that 'This is what Hell looks like!' Since then, the name has stuck and has become a huge tourist attraction. Even a post office has been built so visitors can send postcards from Hell! An extremely quirky and geologically interesting place, Hell is place well worth visiting.



For more information on Pitman Training in the Cayman Islands, visit: www.pitman-training.ky

Welcome to the Pitman World

The demand for training doesn't stop in the UK. Countries around the world cry out for practical skills focused training. This is why our brand, Pitman Training, has developed and expanded across the globe. Each international training centre is tailored to that specific country's needs, resulting in a network of extremely successful international locations. Here is where you can find our Pitman Training centres around the world:

1	Spain	www.pitman-training.es	7	Russia	www.pitman-training.ru
2	Romania	www.pitman-training.ro	8	Myanmar	www.pitman-training.ie.mm
3	Cayman Islands	www.pitman-training.ky	9	Pakistan	www.pitman-training.pk
4	Ghana	www.pitman-training.ie.gh	10	Nigeria, Port Harcourt	www.pitman-training.ng/port-harcourt
5	Kuwait	www.pitman-training.kw	11	Palestine	www.pitman-training.ps
6	Nigeria, Lagos	www.pitman-training.ng/lagos			

The Personal Assistant Role: Then & Now

As part of our 180th Anniversary celebrations we delved back into the archives to find our library of old Pitman Magazines '2000' and 'Memo'. We took a trip back in time to read about the topics and issues from the time they were published in the 70s and early 80s.

The magazines carried through a huge sense of pride in the vocation and reading them now, one of the most immediate and pleasing things to note is just how far the secretarial and PA industry has come in that time. One particular article in the December 1970 edition caught both our eye and imagination.



Jean Stephenson

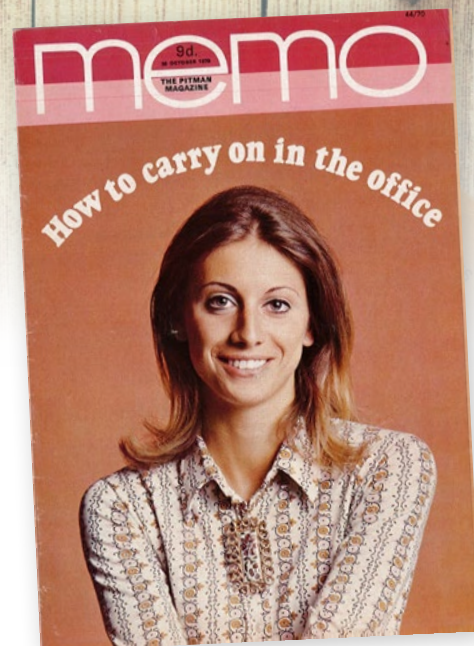
The interview was with a lady called Jean Stephenson, who talked with great passion about her role as PA for the

London Philharmonic Orchestra. A job she described as thoroughly enjoyable but demanding.

In the interview she explained how perceptions of working in such a role for a high profile organisation led to misconceptions about the role. She said: "There is a tendency for girls to think that working for the Philharmonic could mean involvement in a mad social whirl, and it has even happened that a girl asked: "When do I meet the artists?" This is completely the wrong attitude".

Similar misconceptions exist today. With celebrity culture a huge part of life today, there is sometimes a perception that being a PA for a celebrity or high profile personality would bring a glamorous job with many perks, benefits and access to powerful, influential people. But, for the majority of the time, this is not the case. At the heart of every PA role is the requirement to be able to get the job done as proactively and efficiently as possible.

When you look at the jobs then and now, today's roles have a wider range of responsibilities compared to those working in similar positions in the 1970s and 1980s. One of the fundamental differences and influences on this change is the rise of technology. Ever present technology has intensified the



role and has led to increased demands being placed on those in the profession in terms of responsiveness, availability and reactivity.

The interview with Jean talked about the variety involved with her role. She talked about vetting CVs, working with finances, and how she was called upon to deputise for her chief on all kinds of occasions. We know this remains common today with PAs being expected to be multidisciplinary within their role. It's a role that requires a talent for multitasking, project management abilities, IT proficiency, financial awareness, decision making capabilities, assertiveness and exceptional communication skills to name just a few.

On top of this, the strict office hours that were more observed in the 70s and 80s are often blurred today. Technology has brought about a presumption of availability and quite often the PA role is one that does not stop. The role doesn't ask for much does it?! It definitely isn't the stereotypical role of simply answering phone and making the coffee!

Reading these articles and seeing the differences from then to now shows us quite clearly that the PA role has always been a widely varied role within the workplace, and reinforces why many within the PA industry have long called for a better recognition and acknowledgement of this pivotal role.

At the heart of every PA role is the requirement to be able to get the job done as proactively and efficiently as possible.

Thankfully in recent years PAs have garnered more of the respect and recognition that is richly deserved. The establishment of awards such as Pitman Training's SuperAchievers goes some

way to contribute towards this. The PA of the Year Award, open to entries from across the globe, encourage PAs to take their place in the spotlight.

SuperAchievers Awards has had many influential winners in that particular category. One commonality between all those who've won is that they're all fully engaged with efforts to encourage and inspire peers across the PA industry. Past winners such as Florence Katono, who won in 2015, now speaks at events internationally with organisations such as Executive Secretary. Jennifer Corcoran claimed the top award in 2016 after demonstrating a tremendous drive to succeed and immersing herself in social media with the aim of inspiring and connecting those around her.



Pitman Training's previous PA of the Year: Jennifer Corcoran.

One key campaign we fully support within the PA industry today is to introduce more male PAs into the profession. It's been cited that currently, the female to male ratio within this profession is 97% to 3%, which is implausible in today's climate. Campaigns such as the 'Not Just a Girl's Job', from the Executive & Personal Assistants Association (EPAA), aims to destroy the gender stereotypes surrounding male PAs and we hope that it's working. 2017 saw Craig Harris win the SuperAchievers PA of the Year Award. He was recognised not only for being a highly professional PA but also for the action he takes to promote the PA role to men. Craig is just one

example of many men out there proving that male PAs CAN do the job and do it extremely well.

It's a rewarding and enriching career with a host of opportunities available to help you learn, develop and connect with others.

A final thought from reading Jean Stephenson's interview from 1970, is a sense that she led quite a lonely career and was isolated in her own work, but at the same time you also feel that she's proud of this. She talks about having to use her independence and autonomy to work efficiently.

One of the most influential developments that has come about in recent years is the inception of PA networks across different regions of the country. As PA roles are often standalone positions, these networks, often founded by PAs themselves, have been established to provide a dedicated forum for PAs to learn, network and collaborate with peers in the same profession.

One such example is The PA Hub which was set up by SuperAchievers inaugural PA of the Year Award winner Marion Lowrence. With their first network launching in Leeds, they have since expanded to York and Liverpool and now run conferences, development events and supplier showcase to their members.

Overall, while the PA job still has similarities to the careers of the 1970s and 1980s, there has been significant change and technology has played a key part in this. It's a rewarding and enriching career with a host of opportunities available to help you learn, develop and connect with others. ■

For more information on PA courses visit us online.

Students' Stories

Past & Present

Being one of the largest and long-running independent training companies in the UK, it's reasonable to say that we've helped thousands of students achieve success. With a 98% pass rate, we're proud to play a pivotal part in our students progressing their careers and skills.

We take pride in the level of support and commitment we offer our students and it is always wonderful to see them achieving great things and developing throughout their training journey and beyond. Meet a few of our students, and read first-hand how they've been successful and changed their lives by completing some of our renowned courses.

Winifred Thomas



Winifred left school at 14 in 1940 and was lucky enough to have her local authority set up 2 secretarial schools for girls for which she passed her entrance exams. As a result, she began to study Pitman Shorthand. In the middle of a war, studying for Winifred mostly took place in an air raid shelter where her learning served as a distraction and a task to keep her occupied while living in utmost jeopardy. In the name of Great British spirit, Winifred passed through secretarial college with flying colours and eventually became fluent in using Pitman shorthand.

Later on in life, Winifred and her husband emigrated to Canada to begin a new life and a new career within the Civil Service in Ottawa. With the skills she'd earned during her time in college and in previous jobs, Winifred managed to get a promotion within a matter of weeks to be the shorthand writer for a Canadian Cabinet Minister. A country girl done good! After a few illustrious years working for a Cabinet Minister, Winifred moved back to England to pursue a different career. The classes she took in the evening allowed her to become qualified in shorthand teaching, opening an array of doors for her. She finished her career as a senior lecturer, the first female to ever reach that position! Pitman shorthand gave her opportunities that she would never have dreamed of as a child, and she lived a life that was packed with fulfilling careers.



Pitman's Central College, 154 Southampton Row, London WC1. Built in 1898.

Gwyneth Watson



After the careers department in her school placed her into a particular box in regards to her career, Gwyneth decided she would take matters into her own hands and did a commercial course which entailed an O-Level in commerce, typewriting and shorthand. This was all being done while getting experience as a secretary in her very own school office too! Through rigorous learning, Gwyneth soon became an expert at using Pitman shorthand, especially due to the 14 pages of homework she had to do every night! By the 1980's Gwyneth was married with a young family and working freelance from home, typing up student's dissertations. As a result of her job, Gwyneth's typing speed improved, but she didn't have much opportunity to practice her Pitman shorthand abilities.

Therefore, she took nearly every opportunity outside of her work to practice and keep up with the skills that she'd earned through hundreds of hours training at college. She took it upon herself to write the vicar's sermons and the news in shorthand in a real effort to maintain her skills.

It was well worth it, because she later re-joined full time work as a PA/Office Manager and after a few years, her efforts were recognised and was awarded 'UK Office Secretary of the Year' because of her talents in shorthand. Her career progressed extensively as she continued as a PA for a Chief Executive and Chairman. Now, Gwyneth is the manager of a vocational training function and its team. She has used her skills in shorthand and typewriting throughout her life and intends to continue using them for as long as she's working.

Charlotte's story (Leeds)



Charlotte graduated from university with a degree that she knew she wouldn't want to pursue a career in. As a result, she developed an interest in becoming a PA but found it difficult to gain any kind of experience without the relevant accreditations. After looking at nearly every option, she found herself speaking to a friend who shed new light on how she could follow her dream career. This was to do the Executive PA Diploma that Pitman Training offer. By doing this and making use of

the distance learning feature that is on offer, she finished the course within 5 months and now has valuable work-ready office skills. Already, she has been attracting some interest from employers and has the confidence to apply for Executive PA roles knowing she excelled in her diploma by achieving distinction grades. She passed with flying colours, and was armed with the relevant skills to pursue her idyllic career.

Alison's story (Canterbury)



Alison wanted to learn new skills and enter into a new career, as her children had grown up and become independent, meaning she had a lot more time on her hands. However, she lacked the experience and the skillset for the field of accounting that she wanted to go into. After looking at a variety of courses and diplomas available, she finally decided that a Pitman Training accounting diploma was the right choice for her. She began the Accounting Technician Diploma and found that the flexibility of the distance and audio learning features that Pitman Training offers its students meant she could learn and get through the modules at her own pace, alongside a busy family life. She told us that the Course Advisors were always available and ready to help her with whatever she needed, which was great for support while she was learning. Having passed the diploma she is now ready to start looking for a full time job. Great work Alison!

Louise's story (Bishop's Stortford)



Louise did one of the renowned Secretarial courses that Pitman Training offer as she wanted to develop new skills and become more knowledgeable within her field of work. Again, another huge positive of her learning experience was that she could learn at home or in the centre due to the brilliant distance learning aspect of the training we offer. She also thoroughly enjoyed the modules; it's always great when learning is both fun and stimulating! The course advisors impacted positively on her learning experience too. Thankfully, she 'never felt alone' with them around, encouraging her own learning. She now has the confidence to use various programmes, putting her ahead of her colleagues. Louise has coined herself a 'Super Secretary' and will continue to progress her career; the positive impact of Pitman Training! ■

[Read more of our student success stories on our website](#)

A Brief History of Pitman Training



Isaac Pitman, a self-taught scholar who left school at 13, decides to teach himself a primitive form of shorthand in order to aid his studies.

Pitman's Metropolitan School opens in Southampton Row, accommodating 1,500 students and 800 staff.



War breaks out again and once more women learn new skills from Pitman to take over the jobs of the men who are fighting.

1870

Sir Isaac Pitman perfects the shorthand system.

1837

Sir Isaac Pitman founds a school where students qualify as 'shorthand writers to professional and commercial men'.



1889

1894

Isaac Pitman is knighted by Queen Victoria.



1903

Winston Churchill MP describes Pitman as: "Without equal in the whole world, equipped as it is with every improvement, which thought and science can suggest, for the training of students in commercial life."

1912

Pitman now training 10,000 students a year.

1914

At the beginning of World War 1, women were recruited to fill much needed vacancies on the home front. Pitman opens extra branches to cope with the demand. Typing and bookkeeping skills are especially popular.

1939



2003

Pitman Training Group awarded the Highly Commended prize in the BFA, Franchisor of the Year Awards.

Pitman Training opens in Kuwait.

2002

Master Franchise Agreement signed to 7 Pitman Training Centres across the Gulf States.

2000



First national roadshow: #PitmanOnTour and CareerMOT app launched.

Pitman Head Office moves to larger offices to accommodate expansion plans.

1994

First Irish Pitman Training Centre opening in Dublin. Pitman achieves 50 centres.

1992

Franchise operation established with the opening of 4 new centres. BFA Membership awarded.

1955

Pitman Training becomes the largest training network in the UK.

2006

Pitman Training opens in Mauritius.

2012



2013



2014

Winners of the 'Low Budget Campaign of the Year' in the Northern Marketing Awards 2014.

2015

Awarded best 'In-House Team of the Year, at the PR Moment Awards 2015.

2016

Period of international expansion continues throughout 2014, 2015, 2016, 2017 adding centres in: Nigeria, Barcelona, Cayman Islands, Palestine, Romania, Russia and Zimbabwe.

2017



How Speed Reading Could Massively Improve Your Life

As we all know, having to read large amounts of information is still very much a reality within the workplace and sometimes this can place a sharp halt on any tasks you may be in the swing of. Even in this day and age, where technology is ingrained into everyone's lives, the looming thought of having to physically read and process a large amount of information can be daunting; can't we all somehow click the 'download button' to transfer the information directly into our brains?

Nevertheless, there are clever ways that can make the chore of reading tiresome documents, reports and emails easier, and that's by speed reading and adopting the reading techniques that come with it.

It really is incredible how much speed reading can help you, especially if you're a naturally slower reader or find it difficult to process information by reading. By embracing the following reading strategies, you'll be well on your way to becoming a professional speed reader, ready to dodge any obstacles that may hinder your productivity:

Speed Reading

- **Chunking:** This involves reading multiple words at a time rather than reading words individually. While doing this, think about particular collections of words as a whole element of information.

Focus on key nouns and verbs because they're vital for comprehension. It also helps to be mindful of what is coming up on the next line with this technique.

- **Guiding:** Following a guide down or across a page with your eyes can train them to read faster. Use a ruler or pointer to direct your eyes and urge them to keep up while taking in information.

Reading Techniques

- **Predicting:** An educated guess on what the text is about before you start to read by reading the title or subject bar.

- **Scanning:** Looking for key words by running your eye through the text very quickly.
- **Skimming:** Finding out what the text is about by reading the introduction and the first line of each paragraph.
- **Reading intensively:** Reading a small section of text slowly and prudently.

It's also worth noting that there are now various online websites and apps available on both iOS and Android that help you with speed reading, increasing the amount of words you can read per minute.

A few examples include: **Spritz**; **Spreeder**; **BeeLine Reader**; **Readsy** and **Accelerator**. These

are great for digesting lengthy documents, news articles or emails. However, be wary that reading quickly doesn't always equate to comprehension so these apps don't really cater for fiction. You want to be engrossed in stories, not skim through them!

As always, if you implement these techniques into your daily life then practice will make perfect. Good luck getting through those documents! ■



Social Media Hints for Business

Do you want your business to flourish into a proactive and lively organisation on the internet, particularly via social media? To help you build your own social media empire, here are a few helpful tips to get you started.

Before you do anything else, you've got to make sure that you have a social media plan. There's no use diving in head first and expecting traffic and interactions straight away. You need to be strategic and careful, making appropriate content for every outlet that you're going to use. As the teachers often told you at school "time planning is not time wasted, it's time well spent. You will reap the rewards in the long run."

Make sure you do research regarding the procedures businesses have to follow on social media. Because social media is ever-changing and expanding, your business doesn't want to be caught out with legalities or moral discrepancies. Develop a thorough and understandable guideline that will keep you out of trouble.

Build your audience. Like everything else, you need to establish a following from your target audience group. Follow people within your industry, look for people talking about relevant topics so you can then see who is interacting with your social media outlets the most. Target your posts to these people as they're the ones likely to visit or enquire about your business.

Schedule your tweets! Make yourself aware of the programmes that can timetable your posts, such as Hootsuite. There are often free versions of these programmes to use and they are especially useful when you have multiple accounts to run as it allows you to get organised and develop a structure.

Be mindful of world events. Tragedies or devastation in the world understandably result in a sombre mood among social media outlets so keep an eye on the news and remember to check your scheduled tweets and delay any that don't feel appropriate to post at the time.

Be active! You're bound to gain more views and interactions if you post regularly, so aim for a minimum of one post a day at least, eventually the growth of your target audience will correlate with your activity on social media. At the same time, don't bombard your audience with too many tweets or posts. Balance is key.

#Happyhashtagging There's no point in hashtagging every other word and to be honest, it's every social media user's nightmare. Know when to use them, be specific and don't overuse them. Whether you're using hashtags that are relevant to your own business category or if it's an event or motto that your business has adopted, make sure it's appropriate, looks professional or fun and develops interaction.










Analyse the stats. Make sure you know what's going on by viewing the content that is the most and least popular. Which of your posts receive the most likes, comments or shares? You can then use this to your own advantage and expand the ideas that are being viewed the most.

Use visuals. Images or GIFs will catch the eye of many social media users so using them is a no-brainer. It has been proven that visual posts are often shared more widely and frequently than just text posts.

Don't forget about LinkedIn! This outlet can help you grow the reputation not only of your business but your personal professional reputation too. Connect with like-minded industry peers and experts and seek out social media influencers. LinkedIn will give you a platform to expand your business network to where you want it to be. ■

Research the procedures businesses have to follow on social media.

Degree or Vocational Education?

 UNIVERSITY	 PITMAN TRAINING
HOW LONG?	
 3 YEARS (As an average)	18 weeks (or 520 hours, based on 30 hours of study per week). 
HOW MUCH?	
 A maximum of £9,250 in England for £27,750 for 3 years	RRP £3,375  
COURSE MATERIALS	
 Estimated cost of course materials: £500 per year (varies for each course) £1,500 in total.	
ADDITIONAL COSTS	
£14,000 – Estimated UK average amount you will need to help cover accommodation fees, transport costs, food, socialising etc.	No additional accommodation costs – pay what you're paying now! The option to study online at a time and place that suits you means you don't need to move or pay anything more than you already pay now!
QUALIFICATION EARNED	
BA English Language & Literature (You might still have to do additional training to get some practical skills required in the workplace).	Advanced Diploma in Accounting with AAT Foundation (Widely recognised industry qualification).

DID YOU KNOW?

The average debt a student leaves university with is a whopping £44,000! Often graduates are then left with no alternative, but to take non-graduate jobs.

You can earn while you learn with vocational training! What's more, it doesn't necessarily just have to be a temporary job to keep the ££ coming in.

65% of 16-24 years olds feel university isn't the only way to a dream career!*

* Finding from research undertaken by Pitman Training and Censuswide.

Top Courses

Here at Pitman Training, we're renowned for the high quality courses and diplomas that we offer. Take a look at some of our most popular programs:

Microsoft Excel



Excel is the most commonly used spreadsheet programme in the world; providing the base for accounts, reporting and planning across multiple office sectors.

Our Microsoft Excel courses will teach you the principles which allows you to use Excel spreadsheets for numerous purposes. Whether you are required to use Excel for reporting statistics, capturing data, measuring results, or are working towards a financial goal such as reporting finances, our Microsoft Excel courses will guide you through using the software in a variety of different scenarios.

Everything you learn has the aim of ensuring you can put what you have learnt into practice straight away!

Bookkeeping/AAT



Our bookkeeping courses cover all of the practical skills and knowledge you will need to have a successful career as a Bookkeeper, Accounts Assistant or Finance Clerk. A career in bookkeeping can offer a great deal of stability and prove very rewarding. Our bookkeeping course range will help to equip you with the skills required.

If you want to have a career in finance, having a Pitman Training and AAT qualification on your CV will no doubt give your application a certain level of kudos. Respected qualifications such as AAT clearly demonstrates your commitment to holding professional, work-ready accountancy skills.

Executive PA Diploma



Our Executive PA training is one of the most popular Pitman Training Diplomas. You can study in a centre near you, or if you need greater flexibility, we can also offer you the choice to study your PA training course online using our distance learning platform. You'll get all the essential skills required to become an indispensable PA or EA.

Learning to assist your boss is a skillset which goes beyond the essential computer based programmes required. So alongside the specific skillset of keyboard skills, Microsoft Office, and successful meetings and minutes, we offer a number of soft skills which will enable you to communicate effectively, manage different personalities and understand the requirements of business management. Quite simply, this is the most comprehensive Executive PA training available.

Social Media for Business



Social Media is here to stay - learn how to effectively use the multiple platforms in your marketing, and find your voice. For a career in marketing, event management, or as an Exec PA, you need to be social media savvy, or you're going to get lost. Pitman Training offer a range of courses for some of the most popular social media platforms. These will help you create the correct type of business profile or page, communicate effectively with your target audience, and gain the all-important 'word of mouth' awareness and interaction with your customers across your social channels.

Digital Marketing



Do you want to step into a marketing role, or have you set up a business which needs some marketing to help showcase what you have to offer? Whether you are looking for a specific role within the marketing industry, or need to gain the knowledge and expertise to cover marketing elements in your current role, our marketing courses will equip you with the skills you need to really make an impact with your audience and get your products or services recognised for all the right reasons! Each module is led by a renowned industry professional who will guide you through the intricacies of different digital marketing specialisms including SEO, PPC, Digital Display Advertising, Social Media Marketing, Analytics and more.

IT Support Technician



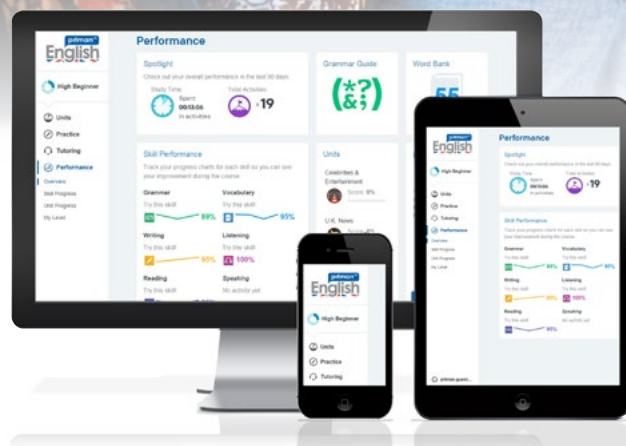
Get to grips with one of the most fast-paced career choices out there, and have the opportunity to lead where technology goes next. Get technical with our range of IT courses which will enable you to take your career into the future. Build your career in installation of IT software and devices, repairing systems, upgrading software, troubleshooting issues and being the technical expert, who everybody needs! Build your IT skills and create a desirable CV which will help you land your next role, or enhance your current position. Pitman Training IT courses will help you to understand the technical jargon, see past the wires, and understand the fundamental elements of technology which operate in the majority of global offices.

If you would like to improve your English language skills to help increase your career prospects, Pitman English is ideal for you.

The English language is one of the most common languages in business and trade across the globe. Improving your fluency, whatever level you are at, can increase your career prospects, and open doors to new opportunities.

Pitman English has been designed to help you get to grips with **reading, writing, speaking** and **listening**, whilst also assisting you in developing communication channels such as business communication and social media. This diploma offers a wide and varied range of learning methods which will not just help to ensure you increase your competency, but also enjoy learning at the same time.

Pitman English gives you the ability to test and track your progress along the way, combining online resources with live tutoring sessions. This component is available in 3, 6 and 12 month packages depending on your current ability and desired level of achievement.



- **Take your English to the standard which businesses expect**
- **Gain confidence for interviews with proven English skills**
- **Study in-centre or at home when it suits you**
- **Pitman Training is renowned within the business world**
- **Content updated weekly**
- **Aligned with IELTS Exam (Taken separately)**

To find out more, visit our website or speak to your local course advisor

Speedy Notetaking Tips

Pitman Training prides itself on the heritage and history surrounding the establishment of Pitman Shorthand, a catalyst to the creation of one of the longest-running, independent training companies in the UK.

We owe a lot to Sir Isaac Pitman's innovative shorthand design but things have progressed since its inception. Here's a short guide on how to make taking notes an efficient and swift task by using common abbreviations, symbols and SpeedWriting. We'll start simple and focus on words and letters that would appear most often in notetaking.

Abbreviations:

Common symbols and abbreviations used to help speed up notetaking.

↑	↓	←	→	=	≠	∴	∵	b/c	etc.	@
Increase, up	Decrease down	Because of	Causes	Equals	Not equal to	Therefore	Because	And so on	At	
≈	“ ”	v	w/	w/o	#	no.	c	e.g.	i.e.	&
approx.	Same as above	Very	With	Without	Number	Century (eg C18 = 18th Century)	For example	In other words	And	+

SpeedWriting:

The BakerWrite™ SpeedWriting System is a simple system using letters of the alphabet to abbreviate words.

mtg	b	hvr	thr	acpt	xtnsr	mng	e _c	c _{slt}	f _{cst}
meeting	be, being, been	have	their, there, they're	accept	extensive	manage	each	consult	forecast
i _{vw}	p _{pr}	'mt	avl ^b	p ^b by	d ^g	inc ^g	pa ^m	i ⁿ tl	dev ^m
interview	prepare	submit	available	probably, probability	doing	Including	payment	international	development

Speedy notetaking is an incredible skill, especially if your job or day-to-day life requires information to be processed quickly and efficiently. Taking the time to learn some quick and easy ways to abbreviate words will help your notetaking become considerably faster.

For information on our SpeedWriting and shorthand courses visit us online.



Career Paths

...and the Salaries That go With Them

Ever wondered where you could end up and how much you could be earning within a particular career? According to Pay Scale and the Monster website, there are natural career paths you could end up going down with various jobs available by taking them.

The website scale shows you how much you could be earning and in a particular area too, perfect if you're still weighing up your career options. The paths chosen have been carefully picked as these are the ones that will become available to you if you participate in any adult education courses provided by Pitman Training. See for yourself at: www.monster.co.uk/career-advice/article/salary-calculator.

For now, we shall focus on two major cities within the UK, London and Manchester. Comparing these two will give you a good idea of the average for your region, whether it be in the North or South. Take a look and see if any of these paths are the right one for you!



Executive PA

Begin your PA journey with Pitman Training's Executive PA Diploma.

Manchester (Up to)	London (Up to)
Personal Assistant: £30,166	Personal Assistant: £39,410
↓	↓
Virtual Assistant: £25.21 p/h	Virtual Assistant: £ 25.21 p/h
↓	↓
Executive Assistant: £34,614	Executive Assistant: £46,560

Secretarial

Begin your secretarial journey with Pitman Training's Receptionist or Secretarial Diploma.

Manchester (Up to)	London (Up to)
Receptionist: £18,239	Receptionist: £27,168
↓	↓
Medical Secretary: £22,117	Medical Secretary: £31,785
↓	↓
Secretary: £26,500	Secretary: £34,000
↓	↓
Legal Secretary: £26,969	Legal Secretary: £39,967
↓	↓
Office Manager: £30,860	Office Manager: £38,261

Graphic Design

Begin your graphic design journey with Pitman Training's Graphic Design Diploma with Adobe ACA.

Manchester (Up to)	London (Up to)
Junior Graphic Designer: £20,729	Junior Graphic Designer: £25,286
↓	↓
Graphic Designer: £28,735	Graphic Designer: £35,609
↓	↓
Web Designer: £31,850	Web Designer: £38,005
↓	↓
Senior Graphic Designer: £31,562	Senior Graphic Designer: £49,235
↓	↓
Art Director: £40,000	Art Director: £53,748

Accountancy

Begin your Accountancy journey with Pitman Training's Foundation Diploma in Accounting with AAT.

Manchester (Up to)	London (Up to)
Purchase Ledger Clerk: £22,971	Purchase Ledger Clerk £29,158
↓	↓
Accounts Assistant: £26,479	Accounts Assistant: £28,826
↓	↓
Accountant: £41,248	Accountant: £50,133
↓	↓
Accounting Manager: £55,827	Accounting Manager: £64,980
↓	↓
Chartered Accountant: £56,426	Chartered Accountant: £60,435

Marketing

Begin your Marketing journey with Pitman Training's Marketing Assistant Diploma.

Manchester (Up to)	London (Up to)
Marketing Assistant: £20,038	Marketing Assistant: £26,467
↓	↓
Marketing Executive: £26,764	Marketing Executive: £32,111
↓	↓
Brand Manager: £31,538	Brand Manager: £51,333
↓	↓
Communications Manager: £44,698	Communications Manager: £58,520
↓	↓
Marketing Manager: £55,481	Marketing Manager: £55,805
↓	↓
Senior Marketing Manager: £76,282	Senior Marketing Manager: £76,964
↓	↓
Marketing Director: £72,809	Marketing Director: £102,540

IT Technical

Begin your IT journey with Pitman Training's IT Support Technician Diploma with CompTIA.

Manchester (Up to)	London (Up to)
Support Technician: £26,862	Support Technician: £34,152
↓	↓
Software Engineer: £42,644	Software Engineer: £66,118
↓	↓
Programmer Analyst: £44,698	Programmer Analyst: £56,236
↓	↓
Senior Software Engineer: £56,803	Senior Software Engineer: £82,621
↓	↓
Team Leader (IT): £62,139	Team Leader (IT): £71,306
↓	↓
Project Manager (IT): £77,566	Project Manager (IT): £75,285
↓	↓
Senior Program Manager (IT): £95,235	Senior Program Manager (IT): £96,597

Your Learning Horoscopes

Does your starsign accurately reflect your learning style?

AQUARIUS

(20th Jan - 18th Feb)

AUDITORY & VISUAL



Aquarius are the inventors of the group and can develop their own way of learning that suits them. Usually, this is through the power of sight and speech. Creatively minded.

PISCES

(19th Feb - 20th Mar)

VISUAL & AUDITORY



Pisces are usually the daydreamers of the signs. The people teaching them need to be patient with them. However, once focused, they are extreme perfectionists and will learn to a high standard whether it's through speech or reading

ARIES

(21st Mar - 19 Apr)

KINAESTHETIC & VISUAL



Aries often learn by doing things or learn through their experiences. They're spontaneous and will gain their most valuable knowledge because of this. Their impulsivity makes them determined to learn new things.

TAURUS

(20th Apr - 20th May)

KINAESTHETIC & VISUAL



Sensory learners. Often need multiple things going on, including using all of the senses for everything to go in. Taurus are extremely practical when dealing with new information and definitely prefer to stay away from the books.

GEMINI

(21st May - 20th Jun)

AUDITORY & VISUAL



Geminis are naturally very talkative. As a result, they need to chat through everything they're doing to learn new information. Verbal recall and asking a multitude of questions really inspires Gemini.

CANCER

(21st Jun - 22nd Jul)

AUDITORY & VISUAL



Cancers are very close to their homes and comfortable environments. Learning from home in a way that uses their hearing and sight would be extremely appealing to Cancer. Slow and steady in relaxing surroundings.

LEO

(23rd Jul - 22nd Aug)

VISUAL & KINAESTHETIC



Leos are hyperactive and can't just sit silently by textbooks. They need one-on-one teaching and be active in their learning or else they very quickly lose interest. They are very ambitious.

VIRGO

(23rd Aug - 22nd Sept)

VISUAL & AUDITORY



Organised and structured, Virgos are perfectionists and need to be talked through and shown things in depth. They always aim for the very best and are best suited to online courses because of the visual and auditory aids.

LIBRA

(23rd Sept - 22nd Oct)

VISUAL & KINAESTHETIC



Libras excel in both isolated and social settings and need a good balance when learning something new. That can be in both classroom and at home. Revision groups are ideal for Libra as it can involve quiet reading or active participation.

SCORPIO

(23rd Oct - 21st Nov)

VISUAL & KINAESTHETIC



Scorpios are the overachievers and prefer to learn alone. They always go further than they're required to do and have a real thirst for information. They have a great visual and practical capacity.

SAGITTARIUS

(22nd Nov - 21st Dec)

AUDITORY & KINAESTHETIC



Sagittarius are very hands-on learners and thrive by being practical. They're also innovators and like learning about new, logical things. They constantly want to increase their knowledge and use the power of the outdoors to do this.

CAPRICORN

(22nd Dec - 19th Jan)

KINAESTHETIC & VISUAL



Capricorns are usually very conventional in the way they do certain tasks and this includes learning. Using textbooks and slowly writing everything out on flash cards or in notepads is the way that Capricorns enjoy learning.

Recipe Idea

Here at Pitman Training's head office, we're always looking for the perfect bake to accompany our tea and this 'Tea Break Cake' is one of our favourites.

Light and fluffy, a slice of this will give you a sugar rush to last until lunch or to get you through that 3 o'clock slump. Try it for yourself, we did and it was delicious! (See photo)

Tea Break Cake

Serves 8-12 (double up on the ingredients if you're baking for more)

Ingredients:

- 175g softened butter, plus extra for greasing
- 175g caster sugar
- 3 eggs
- 140g self-raising flour
- 85g ground almonds
- ½ tsp baking powder
- 100ml milk
- 50g plain chocolate chip or chunks
- A few extra chunks white, plain and milk chocolate, for decorating

Method:

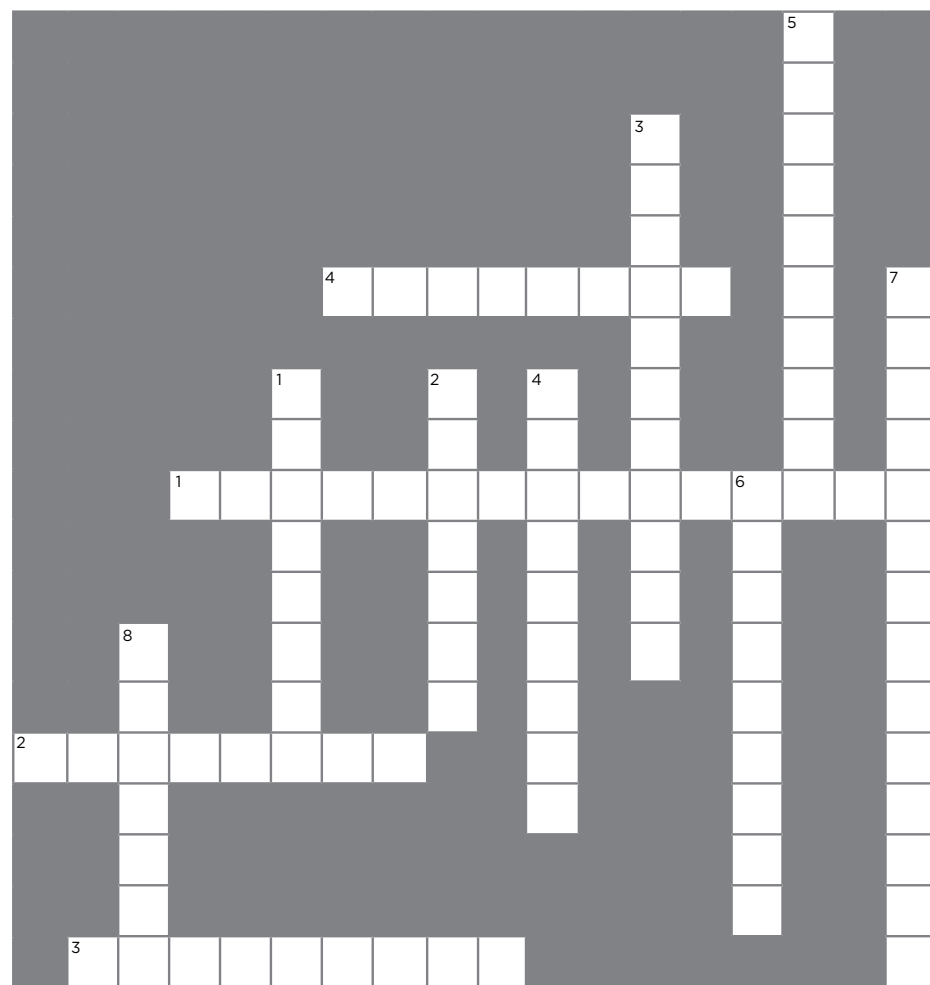
- Heat oven to 160C/140C Fan/Gas Mark 3.
- Grease and line a 2lb/900g loaf tin with a long strip of baking parchment.
- To make the loaf cake batter, beat the butter and sugar with an electric whisk until light and fluffy.
- Beat in the eggs, flour, almonds, baking powder and milk until smooth.
- Stir in the chocolate chips, then scrape into the tin.
- Bake for 45-50 mins until golden, risen and a skewer poked in the centre comes out clean.
- Cool in the tin, then lift out onto a wire rack over some kitchen paper.
- Melt the extra chocolate chunks separately in pans over barely simmering water, or in bowls in the microwave, then use a spoon to drizzle each in turn over the cake. Leave to set before slicing.



Puzzle Corner

CROSSWORD

Test your wits with this careers-themed crossword!



1. Document summarising your experience and academic history (10, 5)
2. Social networking site useful for business people and those looking for new job opportunities (8)
3. To gain a progression through a company's ranks (9)
4. A determination to achieve success (8)

1. The amount of work expected or assigned (8)
2. Being unoccupied (7)
3. A formal arrangement to meet at a particular time and place (8)
4. To pass on a task or give an assignment to another person (8)
5. The state of having paid work (10)
6. A meeting to see if you are suitable for a job (9)
7. An outline of the responsibilities involved for a particular role within the workplace (3, 11)
8. A position of responsibility (7)

Can you work out these rearranged words? All these relate to things you can find in an office.

- | | | |
|----------------------|------------------------|------------------------|
| 1. price hop too (1) | 6. curt poem (1) | 11. clap piper (1) |
| 2. reprint (1) | 7. chief of menace (2) | 12. cabling finite (2) |
| 3. plaster (1) | 8. even pole (1) | 13. bridal cop (1) |
| 4. oak derby (1) | 9. pole hunch (1) | 14. pond tea (1) |
| 5. then elope (1) | 10. merge motion (2) | 15. plot lease (1) |

Don't worry if you get stuck - you'll find the answers on page 54.

P	A	V	Y	L	C	M	C	P	U	Y	S	E	X	T	N	V	D	P	M	S	N	J	K	S
H	I	Q	X	W	A	I	A	Y	R	T	Z	U	J	I	J	U	G	O	S	I	E	N	R	S
R	I	T	K	H	D	C	R	F	H	I	K	S	Z	C	P	K	N	E	Y	Y	O	V	O	E
A	J	N	M	D	W	R	E	D	E	V	E	L	O	P	M	E	N	T	R	W	G	R	Q	R
G	C	B	B	A	N	O	E	G	O	I	J	H	F	J	M	I	U	A	L	L	Q	V	O	G
X	N	H	A	M	N	S	R	F	N	T	B	B	R	S	S	S	S	E	S	J	E	G	M	O
T	S	I	I	O	A	O	B	N	J	C	D	J	Q	U	X	R	D	D	U	P	X	Z	C	R
J	P	Z	N	E	G	F	S	E	M	U	X	L	B	B	E	G	F	X	F	X	F	S	N	P
G	V	I	U	I	V	T	N	E	Y	D	X	I	N	V	E	O	F	F	I	C	E	U	X	V
L	Z	Z	Y	J	A	E	W	P	N	O	N	P	I	Y	I	A	T	R	O	B	N	Y	I	P
W	K	T	D	A	V	R	M	V	V	R	J	N	V	F	V	G	R	I	V	N	O	W	V	V
R	E	T	S	E	H	C	T	E	H	P	N	W	V	N	G	U	S	P	A	L	F	M	U	B
U	W	Y	I	B	M	T	A	A	N	A	Z	P	V	Z	H	K	L	E	T	Y	F	N	T	Z
K	S	K	W	N	I	T	G	E	J	T	D	N	O	I	T	A	C	U	D	E	D	I	L	O
D	J	S	S	Z	A	J	A	H	C	Y	N	E	T	X	K	P	P	Z	A	R	B	J	S	Q

- | | | | | |
|----------------|----------------|--------------|------------------|--------------|
| 1. Achievement | 4. Career | 7. Knowledge | 10. Pitman | 13. Training |
| 2. Anniversary | 5. Development | 8. Microsoft | 11. Productivity | |
| 3. Business | 6. Education | 9. Office | 12. Progress | |

			7				9	
1	7				9	3		4
			8					1
7			3		8	9	1	
		4		1		7		
	1	3	9		5			6
6					2			
5		7	4				2	8
	4				7			

	8			9	4			
		9	1	7				
4		1						3
		8					2	
5			9	1	3			8
	9					4		
3						8		6
				5	8	2		
			2	3			4	

			3		
			8		
			6		

Cover Letter Tips

You've spent all that time honing your CV and making it as appealing as possible to potential employers. Now, your final task is to ensure you don't fall at the first hurdle with a poorly written cover letter.

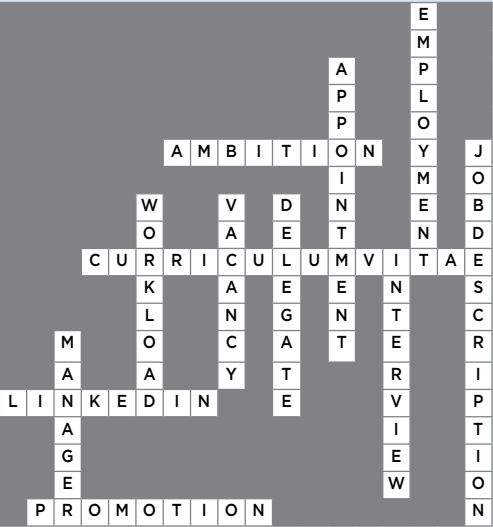
Your covering letter can help you stand out from the crowd of applicants that are all desperate for the same position. Here are a few tips to make your voice louder than anyone else's.



- 1. Always send one, even if you're not asked to.** Write a letter that entices them to read your CV and shows that the skills you possess relate to the job you're applying for. It shows your potential employers your enthusiasm too!
- 2. Don't waffle!** Make sure the cover letter you provide is short and relevant, employers don't have much time to start with so you need to write something short, snappy and straight to the point. They'll appreciate the time saved.
- 3. Do not re-write the whole of your CV.** Each piece of writing has its own purpose and if you copy what you've already written, it'll look as if you're lacking in creativity or originality so make sure your cover letter is inspiring and different.
- 4. Choose you words wisely.** Use dynamic verbs to illustrate your skills and evidence them appropriately. For example verbs such as coordinate, delegate etc. work really well.
- 5. The letter and writing should reflect your personality.** It gives your CV a complementing character, allowing your potential employers a glance at what you're really like. It should be enthusiastic and driven, giving them the best possible impression you can of yourself.
- 6. Always refer back to the company that you're applying to.** You want to impress them with the wealth of knowledge you have and how your skills will complement their company. Don't hold back and keep everything positive!
- 7. Read and read again.** To make sure there are no spelling or grammatical mistakes. You don't want to make yourself look incompetent by having mistakes within your writing.
- 8. Always finish with a signature.** A piece of old fashioned convention goes a long way with potential employers, especially in the digital age we live in. Again, it personalises the letter itself. ■

Puzzle Corner Answers

Crossword



Anagrams

- | | | |
|---------------|------------------|-------------------|
| 1 Photocopier | 6 Computer | 11 Paperclip |
| 2 Printer | 7 Coffee Machine | 12 Filing cabinet |
| 3 Stapler | 8 Envelope | 13 Clipboard |
| 4 Keyboard | 9 Hole Punch | 14 Notepad |
| 5 Telephone | 10 Meeting Room | 15 Sellotape |

Wordsearch



Sudoku

Medium									Hard								
4	6	7	7	3	1	8	9	2	7	8	5	3	9	4	1	6	2
1	7	8	6	2	9	3	5	4	2	3	9	1	7	6	5	8	4
2	3	9	8	5	4	6	7	1	4	6	1	5	8	2	7	9	3
7	2	6	3	4	8	9	1	5	1	7	8	4	6	5	3	2	9
9	5	4	2	1	6	7	8	3	5	2	4	9	1	3	6	7	8
8	1	3	9	7	5	2	4	6	6	9	3	8	2	7	4	1	5
6	8	1	5	9	2	4	3	7	3	1	2	7	4	9	8	5	6
5	9	7	4	6	3	1	2	8	9	4	7	6	5	8	2	3	1
3	4	2	1	8	7	5	6	9	8	5	6	2	3	1	9	4	7

Our Partnerships

Pitman Training is not only highly respected in its own right, but our courses and diplomas are also accredited by a number of key bodies:-



AAT (The Association for Accounting Technicians)

AAT is the UK's leading qualification and membership body for accounting and finance staff. Members include people working in accountancy, students and self-employed business owners.



Digital Marketing Institute (DMI)

The Digital Marketing Institute is the global certification standard in digital education. With professionals certified in over 80 countries worldwide, the industry approved qualification is the most widely taught digital certification in the world.



BCS (Chartered Institute for IT)

Pitman Training has worked successfully with BCS for many years - BCS are behind the qualifications we offer with a number of our courses, for example ECDL.



ECDL

The European Computer Driving Licence® (ECDL) is the European-wide qualification which demonstrates competence in computer skills. Pitman Training centres offer ECDL. No prior knowledge of IT or computer skills is needed to study the ECDL.



BSI

Pitman Training Group Ltd is audited annually for this kite mark of international quality standards.



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The Chartered Institute of Legal Executives (CILEX) is the professional association and governing body for Chartered Legal Executive lawyers, other legal practitioners and paralegals.



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Many Pitman Training centres are registered City & Guilds examination centres to offer learners the chance to gain Medical Terminology qualifications.



The CPD Standards Office

Many training programmes provided by Pitman Training are CPD accredited by the CPD Standards Office, and you will receive a certificate for your formal CPD records, which confirms the CPD points you have gained training with us.



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CompTIA's vendor-neutral certifications are a great way to break into the information technology field because they provide a broad knowledge base and are not limited to only one product or company. Let Pitman Training help you achieve CompTIA certification.



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