



**NETWORKING EVENT** | WED August 28th - The Crown, Framlingham 8.30am

## This month our guest speaker is Sarah Green, from Niche Cocktails

Here at Niche, we're not comfortable with the idea of compromise. Nor should you be.



We want a canned cocktail as delicious in taste, and minimal in effort, as if you'd just stepped away from the bar.

It's why we consider flavour to be the fundamental factor throughout our process, and we'll never waiver from that.

Made entirely from carefully sourced, natural ingredients, our drinks are created at our Suffolk base and tested meticulously to ensure we recreate the very best cocktails you've ever had the good fortune to experience.

Celebrating our journey from a visionary idea to an acclaimed ready-to-drink cocktail brand, developing flavours destined to become cherished classics.

Consistently selecting the finest ingredients and refusing to compromise on quality.



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As an FBA member, if you have an article that you would like to include in a forthcoming issue or would like to sponsor the newsletter please get in touch.

[info@framlinghambusiness.co.uk](mailto:info@framlinghambusiness.co.uk)

To find out more visit: [nichecocktails.co.uk](http://nichecocktails.co.uk)

# Resilience

## Managing the curveballs life throws at us

“If you can keep your head, when all about you are losing theirs and blaming it on you...”

(Rudyard Kipling)

Does that sound familiar? How can we be resilient when we are in stressful, challenging or undermining situations? Business can be a lonely experience when you are a sole trader or SME. We may start to believe that other people are really on top of things, and it is only us who are floundering.



We need to build resilience, and we can't do this on our own. We need to be in trusted connection with others, and to be able to talk about our curveballs without shame. 40% of men have never talked to anyone about their mental health, according to my colleague Ashley Riley, who has set up a website to share his experience of depression (<https://www.linkedin.com/company/blue-soul-shoes>).

We all have some resilience, otherwise we would not be here right now, reading (or, in my case, writing) this article. We all have reserves of strength, and loads of positives that we can build on, should the need arise. We just need to access them. Remember that you are not alone. Make those connections!



**Jenny Labbett - Renaissance Training**

[www.renaissancetraining.co.uk](http://www.renaissancetraining.co.uk)

Trainer, facilitator and coach, using transactional analysis for quick wins and sustainable changes.

# Grow Your Work Force & Develop Your Team With MENTA & The Recruit, Train & Retain Programme



Recruit, Train & Retain is a fully funded programme from **East Suffolk Council** which supports businesses who are looking to recruit and grow their workforce.

We have specialist advisers who will work directly with you and your business to enhance your recruitment, induction and people processes, helping you to create a capable and motivated workforce.

We can help you with:



Promoting job vacancies, updating job descriptions, refreshing your branding and reaching new candidates



Interviewing and assessing candidates, contract management



Inducting new staff, induction packs, staff handbooks



Performance management, coaching, feedback, mentoring



If you are looking to recruit in the next 12 months and are interested in finding out more about how this programme could support you, please complete our quick online registration form and one of the MENTA team will be in touch shortly (**Scan the QR code to access the form**). Alternatively, you can email [rtr@menta.org.uk](mailto:rtr@menta.org.uk) for more information.



## SEPTEMBER'S NETWORKING



The next networking event is on September 25th at The Crown, Framlingham. Our guest speaker is Will Hershall-Shorland from MENTA.