



SPECIAL OLYMPIC EDITION

Everything starts with a conversation as the ancient Greeks found when they first spoke of a day of games to honour the God Zeus way back in 776 BC. Their idea was as much about PR as it was about competitiveness and so things in that respect have not changed. ISO, the global organisation for quality is about to launch a new standard for Sustainable Event Management. The standard (**ISO 20121**) will use a management systems approach to running events and cover key sustainability issues like venue selection, operating procedures, supply chain management, procurement, communications and transport amongst others.

Event Management can include conferences, concerts, sports competitions and festivals. Whilst there are many obvious benefits to these events the ISO Standard will encourage a balanced review of both positive and negative impacts on society and the environment with appropriate preventive and corrective action.

Across the page, ENERGY Life features Paralympian athlete Tim Prendergast and Sir Robin Wales, currently in his third term as Mayor of Newham and who was a key figure in the bid that secured the London Olympics.

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BRAND News

- **Amazon** announced it was to open its first physical store in Seattle.
- **Kellogg's** ate up all the Pringles as they bought the popular snack from Proctor & Gamble.
- **Coca-Cola** launched a campaign to push a lime drink called Citra in India and declared interest in acquiring a majority stake in Zico, America's No.2 brand of Coconut Water.
- **Microsoft** changed its Windows logo to launch Windows 8, probably looking the most like a window that it ever has done.
- **Campbell's** new CEO Denise Morrison revealed her new strategy for increased global reach, continued drive for healthy products and new flavours such as Coconut Curry soup.
- **News International** launched The Sun as a Sunday paper, pledging to 'abide by the values of decency'.
- **Apple** were on the verge of reaching 25 billion downloads worldwide.

BUSINESS INFORMATION through the Media

For a list of the Olympic 2012 partners click [HERE](#)

The Four Cornerstones (Short film; includes a useful job satisfaction model for managers): [WATCH](#)

Work is an emotional business (Article; useful for coaches and HR professionals): [READ](#)



Learning & Development for businesses; click on image left for a brochure outlining courses, bespoke training, coaching and consultancy services.



A QUESTION OF SPORT

What are the key elements to success in sport?
What are the key elements to success in business?

Tim Prendergast is one of the world's leading Paralympians and has represented New Zealand at the last 3 Paralympic Games. At the age of 8 Tim began losing his central vision and within several years was declared legally blind with only 5% remaining vision. Despite his rapidly deteriorating sight and the challenges he had to face coming to terms with it, Tim unleashed his passion for sport and found the inner resources to win the 800 Metres Gold in the Athens 2004 Paralympic Games. Tim is now an experienced speaker, motivator and facilitator and tells his compelling story to businesses, schools and community organisations across the UK. His vision for teamwork and success is centred round the **ASPECT** model: **A**ccountability, **S**trategy, **P**ersistence, **E**ffective **C**ommunication, **T**eamwork.



If you'd like to see Tim Prendergast in action, he will be appearing at the Newham Chamber of Commerce breakfast meeting on 22nd May 2012. For details telephone 020 8509 1444 or email info@newhamchamber.com. Tim has also teamed up with David Finney in the **Olympic Performance Management** course which covers Practical Leadership, Coaching skills (for managers and supervisors) and Team Building. For further information, call 07521 991645 or email davidfinney@theenergyofconversation.co.uk.

IT'S ALL IN THE MIND

The recent BBC Radio 4 programme "All in the Mind" revealed the findings of the "stress test" (over 30,000 participants to date) which set out to prove whether psychological factors cause stress or vice versa. The conclusion of the study was that 'rumination' and 'self-blame' were the key causes. Unproductive mulling over events can promote mental health issues as hinted by ancient Greek philosopher Epictetus when he said "we are disturbed not by events, but by the views which we take of them." If you have not yet taken The Stress Test and would like to do so visit the BBC website [HERE](#)

SOURCES OF INSPIRATION – Sir Robin Wales, Mayor of Newham

As Mayor to the home of the Olympics, we are delighted to welcome Sir Robin Wales who reveals his 5 sources of inspiration:



- FILM** - Inherit the Wind [1960]
- RECORD** - Pete Seeger's Greatest Hits
- BOOK** - World's End by Upton Sinclair
- PLACE** - Rugby Park, Kilmarnock, Ayrshire
- PERSON** - Willy Brandt [German Norwegian Politician]

NEWS Round Up

David Cameron gives his seal of approval to Newham Teenagers, Tim Prendergast and The Energy of Conversation. Read more [HERE](#)

David Finney is featured on Page 26 of Changing Careers Magazine discussing motivation through redundancy and unemployment; ideal for graduates or those in between jobs. Read more [HERE](#)

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