



## ENERGY News – Welcome

**Energy News** now includes an additional lifestyle supplement (*page 2*). For more information about this publication or The Energy of Conversation, please write to [DavidFinney@TheEnergyofConversation.co.uk](mailto:DavidFinney@TheEnergyofConversation.co.uk).

## QUALITY Focus – David Finney

**ISO 27001** – In each issue we take a look at an ISO Quality Standard. ISO 27001 has been making a big noise in all industries since its launch in 2005 when it raised the volume of privacy and information security.

## RESEARCH Focus – Jackie Mold

Ugam has been certified with ISO 27001 since 2007 for Information Security Management across our service delivery centers in India. Many of our clients have stringent security requirements and this certification goes a long way in assuring them that processes are in place for risk and incident management, business continuity, backup, encryption, storage, network security, malicious code, human and environmental security, physical security and other legal stipulations. Continuous audits towards re-certification also assures clients that our security practices are updated and relevant to current requirements. As a global service provider this is an absolute must to ensure best practice and good security for our clients.

[www.ugamresearch.com](http://www.ugamresearch.com)

## BRAND News

- **McDonalds'** halved the portion of fries and added some apple to their US Happy Meal while declaring that their biggest ever store will be unveiled at the 2012 Olympic site.
- **Yahoo** reported a revenue loss in Q1 and Q2 due to falling spend in advertising.
- **Molson Coors** announced the forthcoming launch of *Animée*, a beer light in alcohol and calories aimed at the UK female drinker market.
- **Google** acquired Motorola Mobility to wage war against Apple and PittPatt (Pittsburgh Pattern Recognition), the facial recognition software.
- **Samsung** released the Galaxy Note with 'stylus' to bridge the gap between Smartphone and tablet.

## BUSINESS Support

**The ICG is an umbrella organization** for 360 independent market researchers with an average of over 20 years experience in research; many working internationally. The majority of members are skilled in qualitative research, but there is experience of practically every industry sector. ICGers experience and independence enable them to assist buyers of research; they can undertake small projects on their own, or join with fellow members to undertake projects which require diverse skills. The ICG promotes the informed use and resourcing of research and has produced a DIY Guide to online research to help buyers and users. <http://theicg.co.uk/resource/4000077/diy-research-guide-for-the-non-expert-researcher>

## The Language of Business

**Can the selection of a single word over another** be the difference between a business succeeding and failing? Click [HERE](#) to read the full article.



## COMIC BOOK HERO

Radio reached an audience of 50 million after 38 years of broadcasting, Terrestrial TV did the same after 13 years, while the social phenomenon known as Facebook - launched in 2004 - now has a population of over 700 million. If Facebook was a country it would be the 3<sup>rd</sup> largest in the world and its creator Mark Zuckerberg has now been immortalised as a comic book hero.



## SUMMER OF A LIFETIME

Paralympics 800m Gold Medallist Tim Prendergast recently gave an inspirational talk to a teenage fundraising group in Newham for the "Summer of a Lifetime" pilot project delivered by "v" in partnership with the Dame Kelly Holmes Legacy Trust as part of the Government's National Citizen Service programme aimed at 16 year olds.

David Finney also delivered workshops to the entrepreneurial group on business mindset, communication and leadership.

## SOURCES OF INSPIRATION – Jeff Shear, Solid Management

Jeff Shear generates income in the voluntary sector amongst high net worth individuals for charities such as Unicef & Cancer Research UK. Jeff reveals his 5 Sources of Inspiration.

- RECORD** - Sgt. Pepper's Lonely Hearts Club Band (The Beatles)
- BOOK** - Joshua Then & Now (Mordecai Richler)
- PLACE** - Walthamstow Market
- PERSON** - Mr Nelson Mandela
- FILM** - The Deer Hunter

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

## LIFE BALANCE

**Something I've always wanted to do** is appear in a movie. Recently my secret wish became a reality. A film company was shooting a movie near where I live and they were looking for zombies. I had absolutely no experience of acting as a human, let alone a zombie but I thought I would apply and incredibly I got chosen. I am now looking forward to seeing myself in *Cockneys vs Zombies* on the big screen in Feb 2012. What have I learnt from this experience? Two things: 1) Some opportunities come along only once, so best grab them and 2), I am actually a pretty good zombie.

**Dave Lyons, Web Designer**  
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**Colour Therapy** works with the body's energy field; the Aura. A practitioner has the ability to identify a depletion or imbalance in the auric colours through the use of counselling skills. Colour is then worked with therapeutically using a variety of techniques, to rebalance and replenish the colour properties, which ultimately helps to improve the mental, physical and emotional well-being of an individual.

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