

Dear valued AFFINGEM Members,

Welcome to the 4th issue of AFFINGEM newsletter.

# Inside THE ISSUE

- Learn how to increase your business' online presence
- Explore ways to build an empowering
- working culture Learn how to reduce stress at work
- To enjoy more of AFFINGEM benefits, please download our award-winning SME Colony app.







## **Check out our Rakaniaga Deals!** Grab these special promotions\* and more via SME Colony today!

## For your business



**5**% Off Social Media Content **Creation & Management** Promotion is valid until 31 January 2024

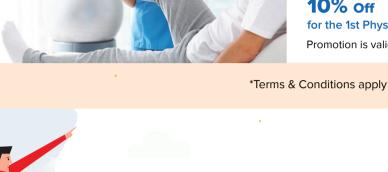






JOBBIE

Promotion is valid until 31 January 2024





Set up

To achieve better results:

appealing ad visuals. Optimise landing pages with persuasive content & clear

call-to-action.

Use relevant visuals

and make your pictures better.

· Text alone is not enough to satisfy the user who craves faster content consumption.

· Take custom shots of your team at work or your product to enhance credibility.

• Use photo editing tools to add special effects

If your photography skills are not on par with

the required quality, purchase stock photos

Use relevant keywords and

• User-centric layout with an easy purchase journey

online ads

· It should be user-friendly and made Digital advertising is much more easy to drive conversions. cost effective because it is more Keep the layout simple so that it is accurately trackable and can increase your easy to load and navigate. provide more insights. Make sure the website is suited for



Make your

website engaging

Create consistent social media presence

• There is a good chance that your

 However, don't go creating a profile on every channel. Instead, set up a profile on one or two leading platforms that your target audience often use. Maintain consistency by regularly posting

a mix of entertaining and informative

potential customers might know you from one of the many social media channels

Walk the talk

· For employees to embrace the company values, company executives must first be

The company's mission must be at the core of

everything—from marketing to production to customer service to staff meetings.

good role models of these values



**Essentials to make a winning company** 

When faced with the daily tasks of running a company, even the most experienced business leader can lose sight of the company's mission. Over time, a company can forget its core values and remain too focused on surviving in today's competitive environment.

Purpose is what drives us, and our employees, to do great work. Not only does your company need to maintain identified values, but every employee must understand his or her role in supporting the mission to achieve collective results. It all starts at the top.

These four essentials can help your company's mission thrive. Create an environment

· Act first so that the rest will follow suit later. These values they embody will reflect in your end product or service thereafter.

Source: https://www.entrepreneur.com/leadership/4-essentials-for-making-your-company-mission-thrive/242490

reduce stress at work?

to handle stressors, you gain more control over your life and reactions.

· Make it a point to host casual gatherings where input on everything company-related · As a leader, get to know every employee to

develop a better working relationship.

**Encourage employees** 

• Provide ways for employees to be seen and

heard, eg: confidential surveys and open

to have a say

- How to

Here's how to manage stress at work:

don't spend all of your time on administration.

and don't let things take charge of you.

Create

# Plan activities to support NGOs or communities in need, such as volunteering for a soup kitchen or helping out a neighborhood plant society.

## Schedule activities that celebrate personal goals and encourage teamwork like fun-run marathons or weekly sports hangout.

for the mission

Practise what you preach, regardless of job title.

health and fitness, encourage a better lifestyle by offering special incentives like gym memberships

fee subsidies and health checkup reimbursements.

Happy and engaged employees will do great things

If your company's mission includes improving

- When your company's mission is firmly in place, these tips provide a framework to help guide you through the ups and

Find the

right employees

other's strengths and weaknesses, and

have the right chemistry to work cohesively

with each other to achieve the same goal.

"An effective

work-life balance Stress affects more than just your mental and emotional state. Job According to research by the Small **Balanced work** pressure facilitates weight gain and can cause other health issues. In Business Administration. a. Set a schedule as if you were going to a regular job. addition to physical effects, stress can impact mental health, especially management structure can reduce stress

Be aware of the dangers

of on-the-job stress

### f. Get help. Don't do it all by yourself. g. Don't sacrifice relationships for your business. **Balanced lifestyle** h. Develop a social support network of friends and family.

k. Drink lots of water.

i. Get up early and go for a walk. j. Eat properly, and not at your desk.

e. Keep reassessing your goals,

- Source: https://www.businessnewsdaily.com/119-stress-management-business-owner.html

management boosts employee morale, results in fewer sick days, lower employee turnover, and fosters a positive company culture. \*Statistic source: https://www.statista.com/statistics/1322323/malaysia-share-of-people-feeling-more-stressed-or-anxious-by-gender/

"Don't discount yourself, no matter what you're doing. Everyone has a unique perspective that they can bring to the world."

**Premium rebates** 

for Group Insurance

Financing Plans Promotion valid till 31 December 2023 Submit the contact us form via our SME Colony app. Click on AFFINGEM > Perks > Campaign

Reach out to us at smecare@affingroup.com with the subject line [AFFINGEM TIPS]. We look forward hearing from you. 01440 Download our award-winning SME Colony app to find out how AFFINGEM can assist you to grow and achieve your business milestones Download on the App Store GET IT ON Google Play EXPLORE IT ON AppGallery

This newsletter is brought to you by AFFINGEM, an initiative designed for women entrepreneurs to GROW, EMPOWER and MANAGE your businesses with special offerings and perks. Got some best practices tips to share with us?

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always about you



HAVOC RESOURCES







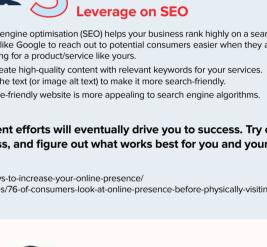












Empower





downs, without losing sight of your company's core purpose.

According to a survey on mental health and wellness in Malaysia in May 2022, 34%\* of the respondents were aged between 25 and 34 years indicated that they had the same levels of stress and anxiety in the past 12 months as before. Operating a business amid a pandemic adds pressure to a job that already takes so much time, effort and dedication. Which is why stress management is important because it allows you to turn a stressful situation into a positive opportunity for growth and betterment. By learning how

## Schedule team building exercises that align with

## Incorporating these kinds of activities are simple ways to breathe life into your company's mission, regardless

- in women. In a study published in the Journal of Psychiatry & and channel the productive capacity of b. Plan out your day in the morning. employees into business growth and profits." Finding employees who can share Neuroscience, the research suggests that women are more prone to c. Be clear with yourself about your top priorities, depression and other mental disorders than men. The following are your responsibilities will go a long way in reducing your stress. The key is to find a some other known dangers of job stress: and focus on the ones that will bring in business. - anxiety (due to business uncertainty), d. Focus initially on marketing your business; group of employees who understand each isolation (bosses tend to work alone),

- fear (scared of failure or letting employees down),

URGENT!

- burnout (from being overworked).

Work can be a great source of stress, but it's important to overcome these negative feelings when they become too much. Without proper stress management and work-life balance, your staff may take more sick days and be less productive. Effective stress



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