

Psychologists give advice on credit crunch pressure

by SARAH DINGLEY

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BUSINESS psychologists are offering advice to companies that are feeling the effects of the credit crunch.

TPS Developing Organisations, based in Hook Norton, is holding a breakfast meeting at Banbury's Whately Hall Hotel on June 5 from 7.30am to 9.30am, costing £21.

Gerry Duggan, technical director, said: "There is much that can be done in companies to keep people motivated and focused even in the most trying of times. What is important is that we are hoping to provide local companies with some low-cost but effective strategies for dealing with a very difficult marketplace."

"We're more than aware of how hard it is for small businesses to survive and thrive but we feel that our knowledge and expertise to the world market



THINK: Office Manager Julie Powell with Gerry Duggan, partner in TPS Developing Organisations

gives us an ideal platform from which to provide advice to our business colleagues in Banbury."

Presentations will look at how positive psychology works within companies and how

local business can incorporate those strategies into their work environment.

Mr Duggan said: "It's not just about the positive thinking, people know that times are tough but they still want to do a

good job and they are looking for their companies to provide a positive, stimulating environment."

Attendees will hear ideas on how companies could manage reward systems to enhance per-

ductivity in their businesses. Local fitness guru Jackie Mitchell will show how companies can engage with the whole person, not just the employee, and how healthier staff can be more productive.

Mr Duggan said: "We're seeing the impact of the recession right across our client base, from the banking industry in the United States to the automotive industry here in the UK, companies are struggling and often don't know how to cope."

"Some of our clients have lost up to half of their staff and this has had enormous implications, not only on the well-being of those who have been made redundant but also on those who are left behind."

The business psychologists have worked with international companies such as Kellogg's and Cadbury, and want to help local businesses feel positive and motivated no matter what stage the economic climate is at.

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