



Media Pack
November 2008

What Is Boss to Boss?

Boss to Boss is an online community for decision makers who, in their workplace, have responsibility for the actions and performance of their organisation, department or team. It aims to build a community that will have access to:

- ▣ A forum to discuss business issues and facilitate better decision making.
- ▣ Networking opportunities to encourage business development and overcome any sense of isolation.
- ▣ Special interest member groups to bring like-minded individuals closer together.
- ▣ Business opportunities, such as licences, joint ventures and franchises.
- ▣ Functional business tools to save time and encourage best practice.
- ▣ PDF downloads of sound business advice and relevant government legislation.
- ▣ Personal development centre, with articles and book reviews.
- ▣ Virtual PA, bringing together various time saving resources to one convenient place.
- ▣ A selection of high quality retail outlets, targeted specifically at our member profile.



Boss to Boss Home Page

About Boss to Boss | Customise Your Home Page | 13 April 2007

Sign in

boss to boss

Home | The Meeting Room | Virtual PA | Talking Shop | The Library | TabBox | Work to Live | Shop to Shop | Opportunities | The Lounge | Newsletter | My Profile | Register

Dashboard

- Podcasts
- News
- Whats New
- New Forums

REGISTER NOW [CLICK HERE](#)

Business Forums [Opportunities](#)

Welcome to boss to boss

Nothing can stop an idea whose time has come, and for this idea that time is now. Ours is a vision of business in the future. A future where the boss-to-boss lever has catapulted today's business world into a whole new orbit - an orbit that revolves around shareholder, around co-operation, around trust.

Our powerful online community of managers and leaders will share its collective wisdom, be an instant sounding board for its members and come together as one in the pursuit of a new way of doing business - together in a spirit of collaboration; in a spirit of contribution; in a spirit of enterprise.

- The podcast will be regularly updated.
- The right hand panel will be updated with a 'Business Rule of the Week', Courtesy of Jo Haigh
- There will be a quote of the day courtesy of www.greatorex.com
- All of the lower half of the central section will be customised by the individual with RSS feeds of their choice.

BBC BUSINESS NEWS

Property woe for public workers

Workers such as teachers, nurses and firefighters cannot afford to buy property in most UK towns, a bank says.

Google unveils UK payments system

Search giant Google launches its online payments service, Google Checkout in the UK.

World Bank mulls Wolfowitz's fate

The World Bank adjourns a meeting to discuss the row over Paul Wolfowitz's role in the promotion of his partner.

WEEKLY POLL

Should Scotland become independent from the rest of the UK?

Yes No Not bothered

[vote](#)

WEATHER FOR CAMBRIDGESHIRE

select a location:

Wind Speed	Direction	Temperature	Weather
21.0 mph		17.2°C F/C	

[more weather](#)

BUSINESS QUOTE OF THE DAY

"Quote of the day direct from greatorex.com business coach web site"

[more quotes](#)

FINANCIAL TIMES UK COMPANIES

CVC looks to enter battle for Atads

RULE No: 78

Are you absolutely sure that the company name on your chequebook is exactly the same as the name registered at Companies House? And I mean exactly:

- Same spelling
- () in the right place
- Limited or Ltd
- Singular or plural
- Upper v lower case
- And v &

If it isn't, every cheque you issue is regarded as a personal cheque of the directors. That means that if the bank doesn't honour the cheque, for whatever reason, you may have to!

RRP: £20.00
Price: £13.20



Why Boss to Boss?

Undoubtedly there are already some good internet sites for networking, business tools and personal development. However, there is no 'one stop shop' available where busy professionals can easily access all of this information from one source.

Our target members are busy and conscientious professionals, who will be drawn to the networking opportunities, the emphasis on personal development and the opportunity to discuss business issues and improve decision making.

Boss to Boss also offers additional extras such as a dedicated section to Work/Life Balance, a Virtual PA and a Shopping Arcade with high quality products.

These additional features will appeal to our target audience as they focus on matters that are likely to be important to them – such as life balance, time and quality.

Boss to Boss appeals to its audience initially as a means to improving performance and, secondly, as a method of connecting. Once hooked, the additional services are intended to engender brand loyalty. The combination of time saving resources, advice on balance and quality products are tailored to the needs of this cash rich and time poor audience.



Who Are Boss to Boss?

Boss to Boss is a classic tale of “If you can’t find one, make one!” In sixteen years of building, owning, running and selling small businesses, BosstoBoss founder, Neil Greatorex, developed a passion for personal development. He also enjoyed networking and discussing business issues with new people.

In more recent years, his work as a Master Business Coach revealed to him just how many business leaders neglect these two important areas of personal and contact development. In many cases he witnessed business owners, in particular, who were not up to date with current best practices, and often felt isolated without confidants inside their own organisations to whom they could turn.

















As a result of these observations Neil looked for on-line solutions to these problems. There were no sites that truly offered the rounded and balanced functions that he needed and so the idea of Boss to Boss was born - an on-line community of like-minded business decision makers, sharing ideas and supporting each other through challenging times.

The strength of the site will be the members, and the strength of the members will be the site, which will give them a sense of connection and interaction, improve their performance and save their most precious resource – time.

Boss to Boss is a wholly owned division of Young World Holdings Ltd, and their other activities can be viewed at www.ywholdings.com.



What Are The Benefits Of Boss to Boss?

-  Improved decision making.
-  Support network to overcome the inevitable isolation 'at the top'.
-  Improved efficiency through easy access to best practice and compliance advice.
-  Improved performance through more confident leadership.
-  A feeling of connection through a community of like-minded people.
-  The reassurance of a virtual sounding board for challenging business issues.
-  Specific member groups to discuss issues and topics in the forum, away from the normal office environment.
-  Expert opinion from acclaimed authors and business leaders.
-  Book recommendations and reviews on relevant topics from Amazon, incorporating click through links to purchase.
-  Business development opportunities through the networking pages of the site.
-  Time saved and better performance through innovative resources and business tools.
-  Convenient one stop shopping for high end proprietary goods and services.
-  Savings through member offers and discounts.
-  Access to up to the minute business opportunities, such as partnerships, joint ventures and franchises.
-  Promotional opportunities through the personal profile and blogs.
-  Up to the minute news on your own areas of interest via RSS feeds.



Who Will Use Boss to Boss?

Boss to Boss is aimed at decision makers within any business sector, and in organisations of any size, in any location across the world. Anybody that is in a position to influence the business or department they own, manage or lead will find that Boss to Boss can offer them the necessary support, advice, networks and resources that are fundamental to both their personal and organisational success.

Whilst members are likely to share some common values, such as ambition, an interest in personal development and an enlightened attitude towards business and networking, they are likely to come from a broad spectrum of organisations within the private and public sector.

Members may be business owners, department heads, company directors, CEO's, project managers, head teachers, self-employed, site foremen, team leaders or any other such position that carries with it decision-making responsibilities.

Our members are predominantly homeowners, with high disposable income and, in many cases, high personal wealth. They are typically aged 30+ and from social group AB.

Our estimations on the growth in membership and use of the site are on schedule and, by November 2009, we project 100,000 unique users per month, with a subscriber base of 20,000.



What Will It Cost To Use Boss to Boss?

Boss to Boss is completely free to use.

Members can register and upload a personal profile, shop in the site, open discussions in the forums, receive weekly newsletters and view all of the pages of the site.

Members have full access to all articles, use of the Virtual PA, discussion forums and personal blog, unlimited networking and special interest groups.

In addition, members can post business opportunities and download working business tools on a cost effective pay as you go "credit" basis – the more credits you buy, the less the cost per credit.

