



# Finest.

Hello everyone,

Alex Ward-Brassington here, Chair of Finest.

I have been Chair of Finest for just over a year. I decided to take on this role as Finest has been a huge part of my professional life - I've grown up with the membership, and the Chamber, as they supported the local businesses I joined after graduating from university.

When I joined Finest a few years ago, I found a group that was incredibly welcoming, a community of like-minded local professionals and talented individuals from whom I could learn and it just so happens I got my current role! This is a group that has positively impacted my professional career in so many ways, which is why I am so passionate about others gaining that same support.

My vision for Finest stretches far into the future. Right now, we are creating a new foundation for the membership which encourages a diverse group of different ages, experiences, skills, and knowledge to come together. I want to bring Finest to the front of mind by increasing visibility and showing off our fantastic members. It's time that we start sharing the wins and highlighting the incredible work taking place right on our doorstep!

COVID19 has had a major impact on the way in which we do business, we realise that this has forced businesses to re-evaluate and make decisions sometimes tough decisions to ensure their business thrives following this pandemic. With that being said, the Finest Steering Group and I are excited to tell you about a few changes we will be making in 2021.

Firstly, we are changing from a company membership to an individual membership.

We recognise that there is excellent professionals throughout Staffordshire with great expertise to share but they are currently excluded from the Finest community, because they do not work for companies within the professional services sector. We plan to diversify the membership to allow these professionals to join the membership, a key change that will allow everyone to get the most out of their membership and allow us to create a melting pot of the very best in the professional services across the region.

Secondly, we will be introducing more opportunities for CPD. As someone who feels we should never stop learning, we want to build upon this in our events and content to give you the tools and confidence to succeed. Whether that's learning about taxes, templates for websites, or how to make your Outlook inbox more organised, there will be something for everyone.

Last but not least, an improved way of networking. We all know how daunting it is to walk into a room and not know anyone. Doing that in a virtual video call can be even stranger! So we want to make that easier by getting members aware of each other outside of networking. We want to tell you about our members through social media and the virtual members lounge to make it easier to start a conversation, make it a little more familiar, and we all get to shout about the great work we do.

We hope you'll agree that these exciting changes will allow talented professionals to network with a greater community of like-minded individuals with more opportunities to connect, inform and grow. I hope to see you at an event soon!



**Finest.**

Best wishes,

Alex Ward-Brassington