



INTERNSHIP
OF THE
WEEK



GET THE BALL ROLLING . . . opportunity

A SIX-MONTH internship with Just Treats Golf is now available.

The successful candidate will have an active role within the business development team for a fast growing and dynamic start-up digital marketing business.

The intern will gain practical experience in:

- Client management
- Lead generation
- Daily and weekly reporting
- Customer service
- Time management.

The intern will also receive formal/informal training in the following:

- Client acquisition
- Sales skills
- Account management
- Sales administration.

A suitable candidate will have the ability to work in a time pressured environment, have an interest in golf and be able to multi-task.

Excellent communication and interpersonal skills are also required along with a self-motivated work ethic.

Great organisational and time management skills and a proven competency of Microsoft computer skills (Word, Excel, PowerPoint and Outlook) are also requirements.

Applicants must be able to start within a week of initial appointment.

To apply for this position, based in Dublin 2, email your application and CV to: Jason@justtreats.com

JOB
OF THE
WEEK

IN ASSOCIATION WITH JOBS.IE

FUSION Hair Salon in Dun Laoghaire, Co Dublin is looking for talented stylists for full and part-time positions in an award-winning salon.

The recently renovated salon boasts a professional team who bill themselves as really cool, friendly and easy going.

Successful candidates will be offered an excellent salary and an opportunity to improve creatively.

To apply for our Jobs.ie Job of the Week simply email: johnfusion@gmail.com

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ENTREPRENEUR LAUNCHES UNIQUE

VIBRATING WRIST-ALARM VENTURE



'Feedback is key to planning'



BIZ BUZZ . . .
Leanne tries one of Mark's silent alarms for size



GRIFFIN'S GUIDE

- 1) BELIEVE IN THE PRODUCT — You have to believe you will succeed and have full faith in what you are doing.
- 2) STAY DRIVEN — Hold on to the drive to succeed, even when you suffer setbacks. You will get there.
- 3) STAY POSITIVE — Anything worth doing takes time so stay focused and positive.
- 4) ASK FOR ADVICE — Don't be afraid to seek help and advice, people are always willing to lend a helping hand.

PRODUCT DEVELOPMENT TIPS FROM ZBAND DESIGNER

ENTREPRENEUR Paul Griffin must have been dreaming of success when he came up with the idea for his new venture.

The 34-year-old businessman recently launched the ZBand, a silent alarm wrist-band that vibrates to gently wake you up without disturbing those around you.

Explaining how he came up with the concept, Paul said: "It all happened one morning about four years ago.

"I was woken suddenly by my alarm and I just thought to

By LEANNE MOORE

myself — there has to be a better way than this. I then went searching on the internet for a product to buy for myself."

But simple as the idea seemed, Paul had no success in locating any such device.

He said: "I couldn't believe there was nothing out there.

Patent

"It seems so simple for couples getting up at different times or for those who are hard of hearing or sharing with housemates."

But, even after spotting a gap in the market, Dublin-based Paul, who has run his own company Griffin Plastering for ten

years, admitted he didn't jump head-first into the new venture, opting instead to take his time.

He said: "After six months of researching and thinking about it I decided to take the plunge — if I didn't do it then I would never do it.

"I had to do an intensive patent search to see if anything like it was patented.

"When I didn't find anything then I knew it was good to go."

Paul enlisted the help of his college pal Declan Leonard, an IT graduate, to get the project under way.

Paul explained: "Dec got started working on the App and I, with the help of a few experts in the area, got started on the electronics and the band design.

The electronics which are the main part of the product took a lot of trial and error.

"We would be testing a Blue-tooth chip set for a couple of months and think it's good to go.

"And then something would happen and we would have to bin it and start with a new one, which meant losing two to three months."

Paul, originally from Mayo but now living in Dundrum, also admitted that throughout the process they looked at adding a number of extra features such as call and text alerts.

Eventually, though, they decided simplicity was the key.

He revealed: "In the end we decided to cut everything out and bring it back to just an

alarm and make it as small, light and comfortable as possible — do one thing and do it great."

Even in the final stages, Paul opted to take things slowly.

Before the big launch, the clever businessman was keen to trial a few devices on potential clients, a step which Paul describes as key.

He added: "We first made ten and gave them to people to try out and get feedback from them.

"I think for any new product this is a must.

"Sometimes it's hard to listen to but, at the end of the day, it's for the better of the product."

And now, four months after the initial launch, Paul admits it is a practice he has upheld.

He said: "I still get in touch

with everyone who orders online to get feedback.

"I had one soldier in Afghanistan come back to me to say he thought it was great."

It may be still early days but Paul admits things are now going smoothly.

The ZBand has shipped to well over 30 countries around the world, including Canada, Australia and Israel, and is available in some 36 states in the US.

Paul explained: "It's all online at the moment but we are looking into distributors and a good few have got in touch.

"The orders are done through PayPal and each band costs €39.99, with free postage anywhere in the world."

Paul admits the past four years

have also been a learning curve. He added: "I also had to do the marketing side of things like

come up with the product name, logo, website, branding, target markets and business plan."

"It was all relatively new to me so I'd say in the past three years I must have read 20 to 30 books.

Despite the workload, Paul is remaining optimistic about the venture.

He said: "I do 70-hour weeks between one thing and another.

"It's an expensive hobby at the moment but hopefully it will worth it."

● VISIT zband.biz for more information on the ZBand.

KANE
& ABLE



TOP TIPS FROM
MOTIVATIONAL SPEAKER
SINEAD KANE

Honesty is best policy for strong interview reward

YESTERDAY I appeared on TV3's The Morning Show. I was invited on to talk about being resilient — telling my own story and explaining how we can all be resilient.

We all face adversity in life. Sometimes we don't have control over the circumstances that happen us. For example, I couldn't control being born with a disability.

A person who loses their job can't control being made redundant. But what we can control is our outlook. We can all turn setbacks into comebacks by our attitude.

PREPARATION — in my preparation for the TV interview I was thinking about what I should say.

Like any candidate going into a job interview I was a bit anxious of what I should say and how it would be perceived.

All of this got me thinking about honesty.

Whether it be a TV or a job interview we all have the choice on how we are going to present ourselves.

I know people who pretend they don't have a disability because they are ashamed of it.

I know people who won't say where they live as they are ashamed of the area they come from.

This is sending out the completely wrong message.

Pretending and hiding things about yourself isn't being honest with yourself or those around you.

I think it is important to have honesty as part of your core values.

In my TV interview I portrayed exactly who I am.

I didn't try and impress anyone. I decided I was just going to be me and, if people like me, great. If not, then that's okay too.

By showing honesty people in turn will trust you.

TRUST — Every person who trusts you will spread the word of that trust to their associates and word of your character will spread like wildfire.

The value of the trust others have in you is far beyond anything that can be measured.

For entrepreneurs it means investors are willing to trust them with their money. For employees it means a manager or a boss that is willing to trust

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them with additional responsibility and growth opportunities. For companies it means customers that trust giving them more business. For you it means having an army of people that are willing to go the extra mile to help you.

STRESS — Some people have asked me was I stressed before going on the TV. Like any interview everybody feels stress.

But it is easy to combat stress if you are self-aware to it. Stress is a thought. That's it. No more, no less.

If that's true, then we have complete control over stress, because it's not something that happens to us but something that happens in us.

A cascade of hormones floods your system, raising your heart rate, increasing your blood pressure, making your blood more likely to clot, generally wreaking havoc on your body.

The operative word here about stress is perception.

There are many ways to deal with stress.

The most simple one I use is — STOP, THINK & BREATHE.

It always works for me.

LESSONS LEARNED — If you are self aware on how to combat the stress then it should decrease.

Hot Steamy Italian with traditional tastes seeks experienced chef for late nights, long weekends, maybe more.

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