

The Argus

Tuesday 25th May, 2010

Can you explain what you do (in plain English) please?

We design and produce training to help people do their jobs, delivered (mostly) on computers. (It's e-learning – but I'm not sure that counts as plain English.) I make sure we're smart and efficient about how we do it.

Why are you better than the rest?

Brightwave is better than the rest because we combine experience, energy and new ideas and we care about what we do. In fact, our trade magazine named us e-learning development company of the year so the industry agrees we are the best.

What time do you set your alarm?

6.58am, in time to hear the weather and news

What time do you get home?

6.30pm to 7ish.

Do you live to work or work to live?

Work to live.

Best advice you've been given?

When you have made a mistake, forgive yourself.

Worst advice you've been given?

You can stay for one more drink.

What do you love about working in Brighton?

It's great that it's so convenient for London and Gatwick. It's great to be able to step out of the office and have such a wide choice of places to eat and drink. It's great that there are a lot of interesting people living and working in

Q&A

By Virginia Barder, operations director of Brighton-based Brightwave



Brighton that we get to work with. And of course, we can be at the seafront five minutes after we have finished work, which is as good as being on holiday.

What do you hate about working in Brighton?

Nothing. Except perhaps the seagulls.

Who's your business guru?

Charles Gould, obviously. He seems to know how to run a successful business, be happy and have integrity. (PS Charles is MD of Brightwave).

Business lunches – “just water for me thanks” or “can I see the wine list”?

Water. Gone are the days I can drink at lunchtime.

Dragons' Den or The Apprentice?

Neither. Strictly Come Dancing. It shows the value of learning from a professional and the value of putting the effort in. You don't get

to be excellent at something without hard work.

Global warming – are we doomed?

I hope not. I have spent time in Ethiopia and seen how aware they are of the impact of climate change on their lives already.

Is business responsible and can business save the day?

Businesses share responsibility with individuals. Brightwave has signed up for the 10:10 initiative, which is a small step in the right direction. But businesses and individuals need to know that their small efforts add up to something and that governments are prepared to act boldly and imaginatively and do the right thing. And they should take international bodies like the UN seriously.

What was the last book you read?

From Russia With Love.

What was the last album you bought?

Inspiration Information – Mulatu Astatke.

What is your favourite film?

The Sound Of Music.

Married, single, other?

Yes.

Most detestable piece of business speak eg “thinking outside the box”.

“The WOW factor”. What does it mean?

What's your business motto?

I really don't have one. I make it up as I go along.