

Financial Mail

Friday 1 May 2009

## > ...last out

We rummage through in-box and postbag to bring you astonishing insights from the business world. If you've been on the receiving end of such wisdom and would like to pass it on, please send the most obvious and the most obscure in corporate communications to [rn1@casniannublishing.co.uk](mailto:rn1@casniannublishing.co.uk) clearly labelled "I ast out".

### **Metaphor soup of the month: tight ships sink through a black hole into a bottomless pit**

"There is one glaring black hole in business and it is costing corporate UK millions every year in lost revenues, according to research conducted by leading project management software developer IRIS PROJECTminder. It is the bottomless pit of tracking and managing billable hours.

"According to Andrew Heath, director of IRIS PROJECTminder, running a tight ship is even more important now: 'We have seen an enormous shift in the use of PROJECTminder by our customers and many more are now forecasting projects in more detail and monitoring performance against budget. Last year a business making a 15 per cent profit was acceptable. This year they may well struggle to stay afloat.'"

**IRIS.**

do not like working in an office because of their dreary commute each day, which brought in the highest 'pet

hate' vote. This is bound to be higher as the country gears up for the first long weekend with the Easter holidays knocking on our doors.

"Easter is traditionally a family time and, as parents flex their hours to fit around the holiday period, many will forego the season to hold on to desperately needed jobs."

**Remote Employment.**

### **Power politics**

"Brown to push electric cars in budget."

**Headline on the Guardian web site, April 8.**