

# CONVERSATION & AFTERNOON TEA WITH SAMINA AZAM

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## AFTERNOON TEA

Those of you who know me, will know one of my favourite past times is enjoying afternoon tea.

The artistry, tradition, venue and food but most of all the company. This is my virtual version of having a catch up with a friend over tea & cake.

Enjoy my conversation with  
**Sarah Howson**  
Director of Strategic PA  
Recruitment and Founder of  
BBO PA Network, Former EA,  
Mother of Two and Wife of a  
Golf Professional.

[www.bbopanetwork.co.uk](http://www.bbopanetwork.co.uk)  
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## WELCOME TO OUR FIRST EDITION FEATURING - SARAH HOWSON

### Hi Sarah, how are you doing and what are you up to at the moment?

It's funny. Seeing the words in front of me, 'how are you doing' has really made me sit back and think about how I really am doing. It's been an interesting time the last few months having to adjust to the Covid-19 pandemic. Thankfully I am surrounded by wonderful friends and family and a supportive PA Network (we all seem to be checking in on each other, I've had some lovely texts/emails). I am extremely lucky enough to have two wonderful little boys – 18 months and 5 years, making sure they are happy and kept safe has been my priority. I think sometimes you forget how resilient children are. There's certainly a lot that I learn from them every single day!



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## cont'd

I've been busy organising virtual events for BBO PA Network which I've LOVED! The network is one of my many passions. Keeping visible along with my business partner with our new recruitment business has also been something I've enjoyed doing. Balancing being a wife/motherhood – I'm a former Executive Assistant so I've had great training!! It can be a challenge to manage everything but I am pretty easy going and am happy to go with the flow. My expectations are pretty low, especially during lock down. That means all elements of progress become a WIN!

## Who are you watching/listening to?

I'm absolutely loving the documentary about Michael Jordan - The Last Dance and also just finished Tiger Woods: BACK. Both utterly inspiring. My guilty pleasure Netflix watch at the moment is Sons of Anarchy and Billions.

## What's your favourite tool/app?

Canva - all of my social media posts are generated from Canva, I can't recommend it enough! I have also just started working with Asana (tips/guides/advice welcome)! I love a good app and have always been keen to embrace technology.

#TeaWithSamina

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Where there is passion and  
intention, there comes an  
authentic commitment

*Samina Azam*

## WHAT'S YOUR BEST LOVED CAKE, TEA, COFFEE OR VENUE?

I'd have to say in a bid to support independent and local, my favourite coffee shop for all the right reasons is Perky's in Wooburn Green. It's a 5 min walk from my house, where I go to 'switch off', it's child friendly so I take my little ones there, it's just THE BEST place. It's a bustling hub for the community. Great coffee. Great brunch served, Great staff and the absolute best cherry Danish pastries! A strong, flat white coffee is my go to drink. Whether I'm there on my own or holding a meeting there, it's got a great vibe and makes me happy!

<https://perkyscoffee.co.uk/>



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## Are you reading anything?

Reading is a real luxury for me at the moment. I am a bit late to the party but I'm reading *Becoming* by Michelle Obama. I want to finish the book before watching the Netflix documentary which I've heard is really good. What an incredible, inspirational woman she is - encouraging and championing women the world over, my kind of role model.

I've also just started reading *Girl, Stop Apologising* by Rachel Hollis. I'm only a few pages in but I know I'm going to love it. A few members of BBO PA Network recommended it and I can't wait to read it.

## A vision/goal your going to make happen this year?

To get a great balance with my work and personal life... my children are my everything, and I realise achieving this whilst starting a business is going to be challenging but I am so up for the challenge!

## WORDS OF WISDOM

### SARAH IF YOU WERE WRITING A LETTER TO YOUR YOUNGER SELF WHAT WOULD YOU SAY?

This is another big question!

Reach for the stars, grab every opportunity that presents itself with both hands and be confident in your abilities! Keep reading, keep learning, keep asking questions. Although it sounds like a real cliché, I think enjoy living in the present to the max is also important. With so much tech around, social media and 'noise', being able to really focus on what you are doing and just enjoy the moment is key.

Sarah thank you so much for your time, honesty and passion. When we share our authentic wisdom, we enhance our journey and transform our learning.



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