Alpha Gamma Solutions reveal the importance of having fun in business

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Sales and marketing specialists, and advocates of entrepreneurship, Alpha Gamma Solutions have revealed the importance of being passionate and having fun in business. The firm has also outlined the recent steps they have taken to ensure these are top priorities within their firm.

About Alpha Gamma Solutions: http://www.alphagamma.co.uk/#about

After reading a story online on bbc.co.uk titled 'From unhappy employee to successful entrepreneur', Alpha Gamma Solutions have been more determined than ever to ensure that fun is a priority within their business. The article tells the story of Anna Ross, a fashion graduate from New Zealand who landed what she thought would be her dream job as a design assistant for a major clothing brand in Australia. However, Ms Ross found herself working gruelling 90 hour weeks and began to hate the fashion industry. Deciding to pursue her passion in making nail varnish, Ms Ross is now a leading entrepreneur and her brand 'Kester Black' is one of Australia's most recognised independent cosmetic brands.

Alpha Gamma Solutions believe that because there was no work-life balance and no fun in her previous role, Ms Ross had a lack of passion, enthusiasm and enjoyment which meant that she could not be successful in this position. Now Ms Ross has fun and can be creative as a cosmetics entrepreneur, which inspires her to continue and to be a success.

Inspired by this story, Alpha Gamma Solutions have been taking steps to ensure there is a positive work-life balance within the firm and that there is always something fun to look forward to. Recently the firm have rewarded their self-employed contractors with a number of fun activities such as road trips and team outings, which included zombie runs, laser quests and bowling.

The firm believe that it is important to have fun within a business in order to be successful. This is because with fun brings creativity and passion which inspires new ideas and increases both productivity and motivation. Alpha Gamma Solutions also state how it is important to have a good work-life balance as not to burn out or overwork as this can lead to loss of enthusiasm.

Alpha Gamma Solutions is an outsourced sales and marketing firm based in Leicester. The firm specialise in a unique form of direct marketing which allows them to connect with consumers via personalised marketing campaigns which accurately represent their clients' brands. Alpha Gamma Solutions believe that face-to-face interactions with consumers allow them to establish long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

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