



A new dawn for HR

Company Director Aleena Ahmad discusses why her HR consultancy, based in Leicestershire, is paving a new way for HR support for SME's

Affinity HRM is the brainchild of experienced businesswoman Aleena Ahmad. She has worked in HR for over 14 years in a variety of commercial sectors including retail, pharmacy, finance and accounting.

Now, she is using her skills and experience to offer a unique approach to HR and recruitment services. Supporting businesses of all sizes from start-ups employing their first member of staff to well established small and large businesses, there is a package to suit all budgets.

Affinity HRM offers a tailored and flexible approach to its clients, offering commercially savvy HR advice and hands-on support. The impact of employment law rights and regulations

can often be underestimated and whether it's basic operational support or a more strategic approach to HR, Affinity HRM can help take the strain off businesses, leaving you to focus on growing your business.

"From the outset, I knew I wanted to build real, honest relationships with my clients and working in close partnership with them is key to our success. I have created an environment in which my clients feel at ease to pick up the phone and know they will benefit from pragmatic advice." Aleena told us.

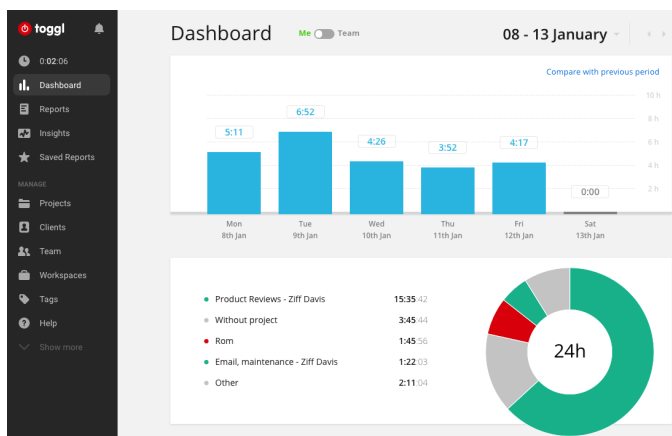
Thriving on watching her clients succeed, Aleena approaches each client with the same personable, professional manner for which she is rapidly becoming known and appreciated for.

After a chat over coffee to discuss what you might need, Aleena works out a bespoke package. Whether that's ad-hoc hours, contracted hours or longer term retainer plans. Aleena is offering businesses the opportunity to access extensive HR expertise in HR without the high cost of an in-house HR team, so you can be sure your HR matters are in safe hands.

"HR is about much more than policy and process, it's about maximising your workforces' potential. Focus on your people practices and the rest will follow." Affinity HRM.

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Great Apps for Business



Toggl

Hassle-free time tracking

Toggl makes time tracking so simple. Know how much your time is worth? Break down your hours by projects, clients and tasks to see what's making you money, and what's holding you back.

Toggl will crunch the numbers so you can focus on the planning. Export any report into any format you need, or use our public API to move the data.

MileIQ

Tracks your miles

The MileIQ app runs in the background tracking your miles and creating a comprehensive record of your drives. Easily add details such as parking and tolls. MileIQ creates a record of your mileage and sends you weekly reports.

