

SHARON OSBOURNE VOTED BEST BOSS ROLE MODEL

Is your boss a great role model? Just over one week left to nominate them for Britain's Best Boss 2005

Britons think Sharon Osbourne is the best celebrity role model for a boss, according to new research¹ from Lloyds TSB and Working Families, who are searching for the UK's Best Boss 2005.

Well over a quarter (28 per cent) chose Sharon Osbourne as the celebrity they feel represents the best role model for a manager, followed by Alex Ferguson (16 per cent) and Tony Blair (15 per cent). Other celebrities Britons see as managerial icons include Jaime Oliver, TV business guru Sir Alan Sugar, and Charles Kennedy.

However, when it comes to the sexes the vote was split. Sharon Osbourne had the 'X factor' for a third (33 per cent) of females but only secured a fifth (19 per cent) of the male vote. Similarly, Alex Ferguson scores with the male population winning a quarter (25 per cent) of the vote compared to only one in ten (11 per cent) females. Across the nation, Sharon Osbourne topped the poll in every region with the exception of the North East and Scotland who favoured Alex Ferguson.

Fiona Cannon, head of equality and diversity at Lloyds TSB, said: "Clearly home life is very important to Sharon Osbourne and it's good to see people choosing someone who talks openly about their family and who does not separate out their work and home lives. Having a good work-life balance is one of the keys to having a happy and fulfilling working life and we'd love to hear about bosses who encourage and support their staff in helping to strike that balance."

Sarah Jackson, chief executive of Working Families, said: "We know from our previous winners that individual bosses really can change the working lives of the people in their team, and that has a huge knock on effect on their family life, too. If you think your boss is a great role model for work-life balance and your team has flourished as a result, then do nominate them before 3 May, so that we can show the world that family friendly workplaces work for everyone."

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Call to enter Best Boss 2005

Does your boss encourage healthy work-life balance? There's still time to give them the ultimate accolade and nominate them for the Lloyds TSB and Working Families Britain's Best Boss awards. For an entry form call 0207 253 7243 or download one from www.workingfamilies.org.uk. The UK's Best Boss will receive £1,000 of travel vouchers and all finalists will be invited to an award ceremony at the House of Lords. The closing date for nominations is 3 May 2005.

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Notes to editors:

- 1703 people were surveyed by tickbox.net in March 2005

About the competition

Lloyds TSB and Working Families are looking for individuals who have taken practical steps to help their staff balance their work and home lives by encouraging flexible working, being understanding about family emergencies and making sure no one is working long hours. The Best Boss competition was first launched in 2000 to celebrate the unsung local heroes who show other managers how a happy team with balanced lives makes for a 'win-win' situation for everyone.

About Working Families

Working Families, formerly Parents At Work and New Ways to Work, is a campaigning charity which supports and gives a voice to working parents and carers. It also helps employers create workplaces which encourage work-life balance for everyone. In addition to the Best Boss competition, it runs the Employer of the Year Awards, which recognise organisations, rather than individuals, and for which employers nominate themselves. The Working Families Free Legal Helpline (0800 013 0313) can help parents and carers negotiate the flexible hours they want.

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