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A DAY IN THE LIFE: Neil Trigger, managing director of Myo International

Typical? No such thing

It's rather difficult to write a typical day in the life. There's no such thing at Myo International. One day we could be mystery shopping for Harrods, the next we might be delivering a talk at a European convention.

This is the typical Plymothian "day in the office" as well as I can describe it.

7am – Wake up, check the BlackBerry. Shower, get dressed, breakfast (watching BBC Breakfast), and get out of the house.

8.15am – Drop my five-year-old daughter to "work" before dropping myself to my office at Tamar Science Park so that I can (as my daughter says) "tap things" (type).

9.30am to 10am – The first meeting of the day normally starts around this time. We usually defer it to 10am so we can handle the influx of enquiries we've had overnight from other countries.

11am – We finish any meetings and get to work on the psychology of communication. Often I'll be preparing for a seminar or training so we can educate our audience.



Noon – Lunch will normally consist of a sandwich from the bistro under our office, depending on where we are at the time.

We usually have this to go, and get back to the office to work on improving the intranet system during lunch. This allows me to use my spare time, improving productivity for ourselves, too.

1pm – Back to work on clients' projects. This often involves a lot of pink highlighter ink and at least three bottles of cola. It often includes quite a few breaks because of the intensity of reading and concentration on detail.

3pm – Quick break to rejuvenate the brain with my colleagues' cigarette smoke before a speed-networking meeting.

4pm – Depending on the day, this might involve a meeting with our sales team to see how many people they have allowed to buy our service. Today, it's straight back to work, optimising an advert for a 5pm print deadline.

5pm – I take the team down the pub for a well-earned drink. We don't do this every day, but it's nice to reward good effort and my team are the best.

I find that although we're running at a million miles per hour during office hours, we like to relax after a hard day in the office.