



IDEAS | PEOPLE | TRUST

# THE BUSINESS OF SPORT

To succeed in business, you need to be focused with a determination to succeed and an ability to work with others to achieve this. The same is true in sport.

**At** #TeamBDO we love to see our colleagues embrace sport. We place the physical and mental well-being of our staff at the heart of our approach.

The firm adopted new ways of working when the pandemic hit, but it also gave the team at BDO a chance to look again at how we work, and to see if we can shape our approach to enable our team to live the full, active, and healthy lifestyles they want to have, rather than being restricted by a daily commute and the 9-5 ways of the past.

BDO NI also supports Youth Sport and provides strategic sponsorship to key youth sporting organisations. This is to serve communities and support the development of young talent and enhancing their real-world skills that will serve them well on and off the pitch.

Two younger members of #TeamBDO have shared their own insights into how sport has helped shape their careers.

Bronagh McLaughlin, joined BDO NI's audit team in 2019 as an intern before becoming a full-time member of staff in 2020.

A lifelong fan of Gaelic football, Bronagh joined the Wolfe Tones GAC (Greencastle). A member of the Senior Ladies team and a coach for the Under 12's, Bronagh says "playing sports has taken me out of my comfort zone. Having stopped playing sports aged 15, I restarted at the age of 25 and it has got me away from the four walls that were our entire worlds during lockdown, to being out and enjoying the fresh air again".

Asked about the benefits she has felt, Bronagh believes that "being involved in sport again has not only made me fitter and healthier it has also given me more confidence, not only on the pitch, but also in work for engaging with my colleagues and clients".

A return to sporting life has helped Bronagh have a true work-life balance, and the added exercise and time away from the desk and screen has "provided me with more of an ambition to succeed, helping me develop physically and mentally, ensuring I'm ready for any challenge at work".

Delighted to have the support of her colleagues, Bronagh believes that "having the support of an employer like BDO makes all the difference. The firm's commitment to me has helped me embrace my sporting interests recognising the need for flexibility and that sport is also the best release from the everyday stresses of



work and the modern world."

Teamwork has also been hugely important to Bronagh's fellow colleague in the audit department, Emma Dunlop, who joined the team in 2021.

Emma has been playing with the Ulster University Elks for over 6 years, citing the influence her time on the pitch has had on her work, Emma says "the teamwork skills I've developed from being part of a sports team has helped me interact more and to come out of my shell at work. Being part of the Elks has helped boost my confidence and given me the reassurance that if things get tough during the game, that I have a team behind me, supporting me and that is the same at work. BDO has given me a team that I can rely on and in turn they can rely on me and having that level of trust and support is invaluable in the workplace."

Emma added, "the team at BDO has been fantastic, recognising that my sport helps my physical and mental health, that in turn helps my performance at work. I'm alert and determined to succeed in a way that I probably wouldn't be from going home and lounging in front of the TV. Although we are a big family at BDO with our own sporting rivalries, it's a great leveller for all of us to come together through sport and our team exercise events. It's a testament to the team at BDO that they care about me and my life outside of work as well as in the office, and that means so much, that my health and well-being is just as important to them."

BDO also has a fundraising partnership with local

charity Chest Heart & Stroke and organises events including fun runs, 5K's, abseiling challenges and recently a 5-a-side football tournament where other firms came together with BDO to participate at all levels to raise funds and also to celebrate the positive role that sport plays for businesses. A healthy business needs a healthy team behind it.

To find out more about a career with #TeamBDO visit

[www.bdoni.com](http://www.bdoni.com)

