



March 2019 Volume 8, Issue 3



# Facilitation Focus

PROVIDING A RANGE OF TIPS, IDEAS AND STRATEGIES  
FOR YOU TO USE OR PASS ON TO YOUR CLIENTS

## Helping you achieve your business goals in 2019

*A company is only as good  
as its people, their ability to  
deliver, and the promises  
they keep.*



*"The business advice industry in Australia and in many other countries is self-regulated, and virtually anyone can call themselves a business or enterprise facilitator, advisor, coach, mentor or consultant. Business Facilitation and Coaching has copped its fair share of flak in recent years, primarily because the industry has a reputation for attracting spruikers and touts." Denise McNabb, Sydney Morning Herald*

- Do you provide Business Advice, Consulting, Training, Mentoring or Facilitation Services?
- Are you looking for recognition of your facilitation skills?
- Wanting to give clients the confirmation of your professionalism and experience?

The Australasian Institute of Business & Enterprise Facilitators Inc. has recently launched program to enable business advisors and mentors to achieve industry-recognised accreditation without the need for lengthy study or expensive courses.

### Certified Master Business and Enterprise Facilitator



#### MORE INFORMATION?

Send an email to Dennis Chiron, AIBEF National President at [president@aibef.org.au](mailto:president@aibef.org.au)  
or phone +61 410 082 201

The Australasian Institute of Business & Enterprise Facilitation Inc.

[www.aibef.org.au](http://www.aibef.org.au)

PO Box 906 Bribie Island 4507

ABN: 50161325686

### Certified Master Business and Enterprise Facilitator

The title **Certified Master Business and Enterprise Facilitator** is the hallmark of excellence in Business and Enterprise Facilitation. It illustrates to the world, that you are the consummate professional, and that you have achieved the premier National qualification and certification available to professionals in the industry.

The assessment process evaluates your current skills and knowledge and your overall competencies, and once obtained, this certification will set you apart from all other facilitators.

This certification will illustrate to your clients your exceptional competence, and they will know that you will provide integrity, skills, knowledge and trust in all your business and enterprise relations.

For more information send an email to [info@aibef.org.au](mailto:info@aibef.org.au).



## Pillars of Business Growth:

### 1. My Business is a Channel for My Gifts

*Elizabeth Zsoldos* Master Coach, NLP Master, Trainer  
CrisisCoaching.org ©



***Introducing the AIBEF's first Master of Facilitation, Elizabeth Zsoldos, who will be a feature writer for "Focus" every issue.***

Elizabeth's background and experience is wide and diverse in the following fields:

Psychology, NLP (Neuro Linguistic Programming), Neuroscience, System-thinking, Organizational Development, Moving and Dancing Therapy, Conflict Resolution, Mediation, Human Rights, Sustainability, Development Education, BUSINESS & Life COACHING and Mentoring.

We never sit behind the steering wheel and put our foot on the gas pedal without knowing where we want to go, do we? (But if we do so, it is not a purposeful act but aimless roaming, thus there is little chance of getting to the most magnificent spot through the shortest or most beautiful way.)

So, the first step is to clarify where you want to get in your life, what you want to do, what you want to achieve in your business. It must be the hardest part of it.

But perhaps you also, just like most people, know what you do not want: living as a robot, performing soul-draining and mundane tasks, and spending your working hours in a way that is totally alien to you.

Great! Even "no" is an answer getting closer to your "yes".

It is scary how many people think that the point of having a job

equals money-making. No, we shouldn't spend the most precious time of the day away from our family and loved ones, especially in autopilot mode for making money!

Then what? I like quoting Richard Branson: "If you aren't making a difference in other people's lives, you shouldn't be in business."

So, WHAT IS THE DIFFERENCE you want to make? In other words:

What is YOUR GIFT that ONLY YOU CAN CONTRIBUTE to make this world a better place? What is that little seed you have that you would like to grow, so that it becomes a mighty tree bearing fruit to the world?

It doesn't matter if you have fitted into the education system, or you have a potentially great and envied career, nor if you have a well-paid job.

What does matter is who you emerge from the process of self-excavation to learn what you gravitate towards, what you are passionate about, what fulfills you.

I strongly believe that the crises all over the world is mainly a sign, a signal that reflects that we have been on the wrong path, and life is not sustainable any longer in this way.

The new question is that: instead of robbing and exploiting our mother Earth what is the way for business that is ethical, that is healing, that is really contributing, that is giving up forcing the false paradigms, and that is about creating true values. In

practice it means to ask new questions, such as: HOW CAN WE CREATE a Justice system that favours the Truth, an Education system that really fosters Mental Growth, a Health-care system that is about Wholeness not sickness, a Business that aids a new form of money-making by True Contribution, not exploitation. In the age of the 'overs' (overproduction, overconsumption, etc.) keep asking of what is that thing that ONLY YOU can do to make the world a better place?

More and more people are waking up to find that they are uncomfortable with their life, and they often feel they are more than cage-birds living in small boxes entertaining others.

They start to be looking for MEANING, and thus a new culture is being born. While gradually giving up exploitation, we are entering the era of care and restoration.

We are less and less just throwing away what we have, we start to take care, to fix and to preserve. We recognise an elevated form of materialism: THE MATTER that is BLESSED BY SPIRIT.

In this new light we all should reconsider how we could best serve the world: through what environment, what behaviour, what abilities and skills, what believe and value system, what identity, and what spirituality...





# Capacity Building In Your Community



According to the Western Australian Department for Community Development “*Community capacity building is about promoting the ‘capacity’ of local communities to develop, implement and sustain their own solutions to problems in a way that helps them shape and exercise control over their physical, social, economic and cultural environments.*”

The full measure of a community is not just in how much it grows jobs and opportunity, nor in what it does to prevent crime or support and educate its children.

All these things are vital, certainly, and members of healthy communities should be proud when they achieve success in these areas.

But the measure of a community, ultimately, must factor in how their community works together for all members’ benefit.

[The Aspen Institute](#) identifies eight outcomes of community capacity building:

1. Expanding, diverse, inclusive community participation
2. Expanding leadership base
3. Strengthening individual skills
4. Encouraging a shared understanding and vision
5. Strategic community agenda
6. Facilitating consistent, tangible progress toward goals
7. Creating effective community organisations and institutions
8. Promoting resource utilisation by the community

These outcomes, however, can

also be considered processes **for** community capacity building. They provide an indication of some of the things we might be doing when working with a community.

The ‘Capacity’ describes the wide and diverse range of resources that people have available to them in any given community – knowledge about their area or common interest, skills and ideas, shared experiences, and material resources like funding and community spaces.

Every society, every community, every group and every person have skills, strengths and the capacity to problem solve, act creatively and work together for the benefit of their group.

Communities may look for support to help them identify, use and develop any of these skills and resources, and this support is what is meant by ‘community capacity building’.

Business growth is seen to be one of the main ways of promoting economic development. But there are many different forms of business and not all put community well-being at the centre of their operations.

While privately owned businesses might employ local people, the wealth they produce is accumulated and invested or expended by the business owners often elsewhere.

The only way to ensure that the wealth generated locally is used to improve livelihoods locally is for the community to take charge of enterprise ownership and development.

**Community based social enterprises** are distinctive in that they organize their business

activities around providing community benefit directly.

Because community enterprises involve stakeholders from all over the community, they are more able to devise strategies to cope with competition and capitalisation.

## The Main Functions of Community Capacity Building

Community capacity building is when an individual or a group begins to engage particular fundamental characteristic of community capacity by socially interacting with the social agencies to create an outcome.

Often this is done to help enhance a community's ability to build resilience, self-reliance and enhance development initiatives. Community capacity building will often function around four development initiatives:

1. Leadership development,
2. Organizational development,
3. Community organizing,
4. Fostering collaborative relationships among organizations

Community capacity building has emerged as an important element in a community’s growth and prosperity.

The literature highlights many interpretations of community capacity building. Like other broad concepts such as community and social capital, the term ‘community capacity building’ is not easily captured.

The context in which capacity is built is important and possibly contributes to the array of definitions.



## Enterprise Facilitation at Work!



### One View on Enterprise Facilitation

Enterprise Facilitation aims to promote local economic growth in a given area or community by providing support to local entrepreneurs wishing to start or expand a small business enterprise.

It is a model of development that supports the creation of wealth from within a community by nurturing the resourcefulness of its people.

It has long been acknowledged that small business is the backbone of Australia, and entrepreneurs have many skills and talents that can contribute to the Australian economy and community.

From an Enterprise Facilitator's viewpoint, the client is always the central participant in this process.

In many cases the facilitator, as they do with business planning, may provide some education as part of the process, or they will find people who have the knowledge required.

The Facilitator will initially identify both the skills and gaps in the clients' knowledge and skill base, and then set out to find to find the resources and people needed to enable the client to pursue the vision.

A key aspect of the Enterprise Facilitation approach is about creating a team of people to support the entrepreneur with the idea.

For example; a client may approach a facilitator with an idea to grow and sell condiments and sauces.

Their passion and expertise is in manufacturing condiments and sauces, but they may not know how to organise to sell the produce or find customers, and they may not know how to manage the money and paperwork.

The role of the facilitator will be to find one or two people who have the experience, and can do these other roles. With these other aspects of the business covered the entrepreneur is free to focus on what they are good at, and what they love doing most of all – making sauces and condiments.

### Case Study:



**Amazing Family Day Care**  
**“Deeqo Omar is amazing – and so is her business. ... Says Felix Ryan, her Enterprise Facilitator at the Service for the Treatment and Rehabilitation of Torture and Trauma Survivors (STARTTS)”**

When the former Somali refugee told her five children she was going to launch Australia's first multicultural family day care service they started tossing around names for the new venture and her young daughter

captured its essence.

“Mummy, you have to call it amazing,” she said.

Amazing Family Day Care opened its doors in 2011 as Sydney's first multicultural family day care service catering mainly to Sydney's multicultural population.

Founded by Deeqo Omar, Amazing FDC was originally started as a way to help women of refugee background find meaningful work in the community.

It has expanded rapidly and now employs about 150 family day carers, almost all of whom are refugee women.

Most of these women have had limited access to education and had significant difficulties finding employment.

Now, all have regular work, and some have even been able to put a deposit on their own house with the money they have made!

The story of how the Enterprise Facilitator worked with, mentored and supported Deeqo demonstrates the effectiveness of the method and its potential impact on the wider community.

Read more: [Deeqo Omar – An Amazing Life](http://www.startts.org.au/services/community-services/enterprise-facilitation/)

Excerpt from: <http://www.startts.org.au/services/community-services/enterprise-facilitation/>





# How Good Are Your Listening Skills ?

Reproduced in part, with the permission of Mind Tools: [www.mindtools.com](http://www.mindtools.com)



For many of us, listening is the communication skill we use the most. Yet, many people listen poorly, and they rarely think to improve this important skill.

Poor listeners "hear" what's being said, but they rarely "listen" to the whole message.

They get distracted by their own thoughts or by what's going on around them, and they formulate their responses before the person they're talking to has finished speaking. Because of this, they miss crucial information.

Good listeners, on the other hand, enjoy better relationships, because they fully understand what other people are saying.

Their team members are also more productive, because they feel that they can discuss problems easily, and talk through solutions.

You can learn to be a better listener. Test your skills below, and then find out how you can improve.

## Preparing to Listen

Good preparation is essential for effective listening. Without it, it's hard to listen to people successfully.

Before you have an important conversation, remove anything that may distract you from it, so that you can focus, and so that you can show the other person that she has your full attention.

Switch off your cell phone, turn off instant messaging and email alerts, put your work away, close your meeting room door, and do what you can to make sure that you won't be interrupted.

If you know that you won't be able to offer the other person your full attention – for example, if you're working on an urgent task – schedule a better time to speak.

However, make sure that the other person knows that the conversation is important to you.

Also, do what you can to make the other person feel at ease. Use open body language, and a friendly tone. If he indicates that he wants to speak about a sensitive subject, and if this is appropriate, remind him that the conversation is in confidence, and that he can be honest with you.

*(If you're a manager, there may be some things that you cannot keep confidential. If your conversation is beginning to encroach on these, make this clear to the other person.)*

## Active Listening

When you listen actively, you not only make a conscious effort to hear the other person's words, but, more importantly, you try to understand their whole message.

To do this, learn how to read people's body language and tone, so that you can identify "hidden" nonverbal messages.

Also, don't interrupt people, and

don't allow yourself to become distracted by your own thoughts or opinions. Instead, focus completely on what the other person is saying.

Nod or say "OK" occasionally to acknowledge that you're listening. If you don't understand something, wait for people to finish what they're saying before you ask for clarification.

Above all, don't formulate a response until people have communicated their whole message, and avoid any judgment or criticism until it's your turn to speak. If you argue or "play devil's advocate" while you listen, you may discourage them from opening up to you.

## Tip:

*It can be difficult not to formulate a response while the other person is talking.*

*This is because we typically think much faster than other people can speak, so our brains are often "whirring away" while they are talking. You'll need to concentrate hard to stay focused on the person who's speaking, and this can take a lot of effort.*

## Empathic Listening

When you demonstrate empathy, you recognize other people's emotions, and you do what you can to understand their perspectives. As such, it really helps you take active listening to the next level.

To listen empathically, put yourself "in other people's shoes," and try to see things from their point of view. Then, summarize what they say, in your own words, to show them that you understand their perspectives.



# Welcome to “Facilitation Focus”



The Australasian Institute of Business and Enterprise Facilitators (AIBEF) was founded in 1997 as a result of the recommendations of the Industry Task Force on Leadership and Management Skills.

In their report, entitled *Enterprising Nation*, the taskforce recommended that: “.... a comprehensive accreditation process be established for small business trainers, educators, counsellors, mentors and advisers so as to upgrade the quality of small business advice.”

It’s a fact that, at the moment, the business advice industry in Australia is self-regulated, and virtually anyone can call themselves a business or enterprise facilitator, advisor, coach, mentor, trainer or consultant.

Check out Google for instance; there must be a dozen (or more) sites on “*How To Start Your Own Business Consulting Venture*”.

The AIBEF is the Peak Body for Business Mentors, Coaches and Trainers, and we, the AIBEF Committee, hope to continue the association’s great work to further promote the professionalism and quality of our members, and to endeavour to act as a respected voice and advocate for the wider community.

The AIBEF represents a profession that is proud of its independence and confident of the service it provides, committed to continual improvement in the skills and knowledge of our members and Business and Enterprise Facilitators in general, who ably assist in the professional guidance and support of business, enterprise and community development.



## Welcome to our Newsletter

*Facilitation Focus* is an opportunity for Business Facilitators, Coaches, Mentors, Trainers and Consultants to ask questions, offer answers, and become part of a group where we can all join in peer-to-peer discussions and conversations about challenges, experiences and outcomes. **It is also worth noting that ‘Focus’ can be included in your Continuing Professional Development (CPD)**

*Facilitation Focus* is a publication for a rapidly changing world.

Almost daily, SME’s are facing constant changes, and it is vital that the Business and Enterprise Facilitator is current with their expert advice and guidance.

*Facilitation Focus* has as its main aim to access to a professional network of peers through the AIBEF, and by gaining more insight into business and industry best practices, as well as increasing the focus on the important aspects of their own business, an AIBEF Focus member can accomplish amazing results.



## Something To Say?

Letters and Article contributions from readers are most welcome

Please send your letters to [info@aibef.org.au](mailto:info@aibef.org.au)

## WHO ARE BUSINESS OR ENTERPRISE FACILITATORS?

Virtually any professional, qualified person or organisation involved in assisting entrepreneurs, organisations, or communities to improve their Skills; Knowledge; Business; Staff; and/or Life.

The role of a Business and Enterprise Facilitator is to promote local economic growth by providing support to local entrepreneurs, groups or entire communities wishing to start or expand a small business enterprise or to assist to develop a concept where the community will benefit

The concept of Business and Enterprise Facilitation is a model of development that supports the creation of wealth from within a community by nurturing the resourcefulness of its people.

The Australasian Institute of Business and Enterprise Facilitators is an international not-for-profit institution that works with entrepreneurs, small groups and / or communities to establish sustainable, grassroots enterprise projects.

For more information please contact:

[www.aibef.org.au](http://www.aibef.org.au)

[info@aibef.org.au](mailto:info@aibef.org.au)

ABN: 56 306 620 484

Ph: 1300 407 406

Mob: +61 410 082 201

PO Box 906 Bribie Island QLD 4507