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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

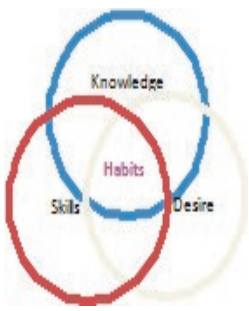
*A company is only as good
as its people, their ability to
deliver, and the promises
they keep.*

USE YOUR GOOD HABITS TO
ACHIEVE YOUR GOALS

WHAT DEFINES AN
EXCELLENT WORKPLACE?

HOW TO KEEP YOUR
CUSTOMERS COMING BACK

THE BUSINESS COACH



Use Your Good Habits to Achieve Your Goals

(Extracted from an article from [Mind Tools](#) & published with MT Permission)



If you've ever played a sport or taken up a new hobby or interest, you know how satisfying it can feel to achieve a significant goal. As well as learning something new, you've changed yourself for the better. That's an empowering thought!

Good habits lie behind many of these positive changes. The repeated actions – attending a weekly sports practice, for example – help you to build the change into your daily life. It becomes a habit, and good habits can help you grow, personally and professionally.

How Goals Affect Habits: You are far more likely to achieve worthwhile goals if you have good habits. Illustrating this, a recent study suggested that we're not motivated by goals alone. In fact, once we've decided upon a goal, we're more motivated – on a day-by-day basis – by the habits that we have set up to reach it, than by the goal itself.

We're also motivated by reflecting on our progress towards our goals. A 2017 study reinforced this: here, researchers monitored people who were trying to form better eating habits. They found that those who were encouraged to reflect on how they were doing, and who adjusted their habits accordingly, were ultimately more successful.

Creating Good Habits: Follow these steps to develop good habits in your daily life, and to kick-start positive change.

1. Identify What you Want to Achieve

First, note down your personal and professional goals.

You'll need to develop new habits to achieve these **goals**, so it's important that you're clear about what they are. Now choose one goal, and think about the habits that you'll need to incorporate into your schedule to reach it. What do you need to start doing every day to make this vision a reality?

2. Build Good Habits Into Your Routine

Find ways to build your new habit into your routine. Block out a regular time for it in your schedule, so that you can give your positive habit your full attention.

3. Reflect on Your Habits

As you progress with your new habit, reflect on how it's working for you. If you're struggling to stick to it, think about why this is. Were you too ambitious? If so, consider setting a more manageable short-term goal to re-motivate yourself.

Or, if your new habit isn't delivering the change that you expected, reflect on what's gone wrong. You may need to tweak your habit to make sure that it's delivering real change.

4. Develop Self-Discipline

A 2016 **study** showed that it can take an average of 66 days to form a new habit. That makes **self-discipline** essential.

One way to strengthen your self-discipline is to create a **Treasure Map**: a collage or visual representation of what you want to achieve.

This will remind you why your new positive habit is so important to you. This can be just what you need to get motivated on days when your enthusiasm is waning.

5. Get Support

It can be hard to stick to a new habit when you're on your own. So share your goals with colleagues or friends, and ask them to support you. For example, you could ask them to call you check on your progress. Or, if they share your goal, you could meet them each week to support one another and maintain progress.

Numerous apps have been designed to support people trying to develop new habits. For example, **Stickk®** was developed by Yale economists. It allows you to log a goal, and to appoint a mentor to monitor your progress. A quick search online will reveal similar tools.

Key Points

Habits are powerful. They bring about change one step at a time, and they help you ensure that these changes become part of your life.

However, you're far more likely to reach your goal if you make your new habits part of your regular routine. Follow these steps to make good habits stick:

1. Identify what you want to achieve.
2. Build good habits into your routine.
3. Reflect on your habits.
4. Develop self-discipline.
5. Get support.

When you decide to establish new habits in your life, focus on one at a time.

If you try to overhaul your entire schedule at once, you'll likely get overwhelmed and quickly revert to old behaviours.



What Defines an Excellent Workplace?

There has been an enormous shift in the labour market in the past decade and many businesses have not adapted to the situation they now find themselves in where all staff, and particularly skilled staff are increasingly difficult to attract and retain.

In the past Australia has had a double-digit unemployment rate and employers could survive quite well no matter how they dealt with their team. They held the balance of power in the workplace and were able to dictate workplace behaviour and conditions. This is no longer the case.

This situation is now well and truly reversed with critical skills shortages being experienced in many industries. For instance, 70% of Australia's accounting graduates are going overseas to work within the first three years. This means that when and if they return to Australia, they are far more expensive to attract due to their overseas experience. Interestingly whilst complaining about this increased expense, most firms seem to discriminate against candidates who don't have international experience.

In my previous role, the primary factor identified to ensure the continued success and growth of the Group was to attract, develop and retain great people. The Board felt that if we could achieve that one objective the other goals would also be achieved.

Having the right corporate culture and becoming an employer of choice is now seen as a major priority as businesses realize that the 'soft skills' are the hard skills to embed and maintain.

So what makes some workplaces different?

According to a recent Australian study, there are 15 significant

factors that differentiate excellent workplaces from generally good workplaces.

In excellent workplaces importance is placed on how people feel and what they believe about their workplaces rather than the technology they utilize, the geographic location, industry type or any other factor.

Absolutely central was the quality of relationships at work – how people related to each other as friends, colleagues and co-workers. In the excellent workplaces the atmosphere of mutual trust and understanding was overwhelming. Colleagues and workmates supported each other and helped get the job done.

Friendship was not the key aspect, but mutual respect and trust were paramount, and this extended to the relationships between managers and workers.

So what were the 15 significant factors:

- *The quality of working relationships* – people relating as friends, colleagues and co-workers and supportive relationships that 'get the job done'.

- *Workplace leaderships* – immediate supervisor, team leader manager or coordinator acts as a role model or 'captain/coach' rather than someone who gets in the way.

- *Having a say* – participating in decisions that affect the day-to-day decisions of the workplace.

- *Clear values* – the extent to which people could see and understand the overall purpose and individual behaviours expected in the workplace.

- *Being safe* – high levels of personal safety, both physical and psychological. Emotional stability and a feeling of being protected by the system.

- *The built environment* – a high standard of accommodation and fit out applicable to industry type.

- *Recruitment* – getting the right people who share the same values and approach as the rest of the group.

- *Pay and conditions* – a place in which income levels and the basic physical working conditions (hours, access, travel and the like) are met to a reasonable standard.

- *Getting feedback* – always knowing what people think of each other, their contribution to the workplace's success, and their individual performance over time.

- *Autonomy and uniqueness* – the organisation's capacity to tolerate and encourage that sense of difference that excellent workplaces develop. Their sense of being the best at what they do.

- *A sense of ownership and identity* – Being seen to be different and special through pride in the place of work, knowing the business and controlling the technology.

- *Learning* – being able to learn on the job, acquire skills and knowledge from everywhere, and develop a greater understanding of the whole workplace.

- *Passion* – the energy and commitment to the workplace, high levels of volunteering, excitement and 'wanting to come to work'.

- *Having fun* – a psychologically secure workplace in which people can relax with each other and enjoy social interaction.

Community connections – being part of the local community, feeling as though the workplace is a valuable element of local affairs.



CUSTOMER RETENTION

CUSTOMER SATISFACTION

CUSTOMER REFERRALS

How To Keep Your Customers Coming Back

Finding and keeping customers is one of the biggest challenges facing new businesses. So how do you entice the customer back after that first sale?

With unreasonable advertising costs and no guarantees on returns on investments, spreading the word about your business can be difficult. However, it can be done and here are five tips on how to get the clients coming back time and time again.

Build loyalty

You don't need to set up a loyalty card or points scheme to give something back to your consumer base, although it is an idea worth considering if it suits your business. Offering a unique discount to those who have purchased from you before will keep your name in customers' minds and remind them to use your business again.

It's the little things you remember to do, which can build a loyal team of customers. If you record how often customers buy goods from you, send them a thank you card, voucher or another token of appreciation with their 10th order. Whichever way you choose, it will remind your clients how important they are and help create a friendly image for your business.

Big brands like Tesco make the loyalty card option a staple of their success while coffee chains and some restaurants have perfected the "buy eight times, get one free" opportunity. These may be examples of how big businesses retain customers, but it shows the idea works and gets customers returning through doors regularly enough to make up for any short term lost revenue.

Keep communicating

Staying in contact with your customers is essential at all times, whether through newsletters, social media or events. However, it's never more crucial than when something has gone wrong. It's a natural reaction to bury your head after a mistake, but this will only help your clients go elsewhere.

Setting out a clear and open reaction to any issues within your own company will help explain what went wrong to customers, assuring them it won't happen again. Beyond this, they'll understand and see your business as a more approachable brand, one that sticks in their thoughts for future custom.

Never neglect customers

If you want to hold onto customers, your service to them has to be one of your highest priorities. If people who are trying to contact your business are met with half an hour of boring hold music or impatient and inattentive support staff, you'll never build up the loyal base of clients you're looking for.

Make sure everyone representing your business puts forward a positive image and treats customers with the kind of respect which will get them coming back again and again.

Apple and Dominos Pizza may not seem like two companies with a lot in common, but what they share is a reputation for great customer service, which actively improves their products.

Stay human

For all the money invested into PR and advertising, having a face and personality for your brand is the most effective way to embed yourself in the memories of customers. Take the time to think how you want to present your brand and how you want customers to think of you.

Once you've got this fixed, communicate it to everyone in your business and ensure they present it to customers. Moreover, keep yourself involved with as many stages of the business as possible and interact with customers to keep them coming back.

While most modern entrepreneurs are ready to put themselves at the forefront of their brand, there are few examples as clear as Richard Branson and the Virgin Group. There is no need to look any further to see how much an approachable image can help the success of a business.

Keep it fresh

This is particularly important if your business runs a significant amount of its processes through a website. You can't expect customers to come back if there's nothing new to see. Keeping your product information and highlighted aspects of your brand fluid will allow the public to see more of what you offer and maintain an interest in your company.

Creating and regularly using a blog for your business is also a great way of spreading exciting news, keeping customers interested and building a personality for your brand. Try to keep what's written friendly and relaxed to help the public engage with your brand.

It wouldn't be easy to find a successful business without a blog these days. Many companies tie it in with the use of social media to keep their content regularly updated and give their customers something to be interested in.

Finally, have a look at the blog post about [giving customers free stuff](#) to discover another way of getting them to come back.



As a Business/Enterprise Facilitator, are you prepared to forward this to your clients and receive feedback from them?



THE BUSINESS COACH

They are called by many different titles:

- ☐ Business Coach
- ☐ Business Mentor
- ☐ Business Consultant
- ☐ Business Facilitator
- ☐ Management Consultant



**Some are exceptionally good, and some are exceptionally bad.
Some have a wide and diverse range of knowledge,
Some are specific industry specialists, and
Some really would not have a clue.**

**Some have been practicing for many years, and some have just started up.
Some are highly qualified, and some may have no qualifications whatsoever.**

**Some run their own business, some work for larger consulting firms,
and some are even part of a franchise.**

Have you ever used a Coach / Mentor / Facilitator Consultant in your business?

- What has been your experience?
- Are you using one now?
- Would you use one again?
- Would you recommend one to your colleagues?



Tell us of your experience: Good, Bad or Indifferent, and if you agree, we would like to pass your feedback on to our Network and our Readers.

Simply send me an email of your experience – or thoughts – and if you are happy for me to pass this on to our Network, simply add *“approved to distribute to your network”* ... Or if you choose not to have your experience printed and or distributed and wish to remain anonymous, simply add *“Do not distribute and I wish to remain anonymous”*.

Please send your email to me, Dennis Chiron, at president@aibef.org.au

Thank you.



Ph: +61 0410 082 201

Email: info@aibef.org.au

Web: www.aibef.org.au

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.



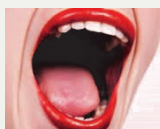
Welcome to our Newsletter

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



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
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