



October 2019 Volume 8, Issue 10



# *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.*



**Choosing The Right Business  
Facilitator For Your Enterprise**

**Advertising - Is There a  
Better Way?**

**Certified Master Business and Enterprise Facilitation**

**Conducting Your  
Market Research**

**CPD Short Courses**

A word cloud with the website address **www.aibef.org.au** in the center. Surrounding it are various terms in different colors and sizes, including: *Reliant*, *lead*, *CREATIVE*, *GROWTH*, *staff*, *Facilitate*, *enterprise*, *mentor*, *trust*, *Innovation*, *Support*, *Guide*, *like*, *Networks*, *advice*, *engage*, *Time*, *Coordinate*, *connect*, *Partnerships*, *Opportunities*, *Knowledge*, *Community*, *Help*, *inform*, *Train*, *experts*, *encourage*, *acces*, *People*, *entrepreneur*, *mentor*, *trust*, *engage*, *Time*, *Coordinate*, *connect*, *Partnerships*, *Opportunities*, *Knowledge*, *Community*, *Help*, *inform*, *Train*, *experts*, *encourage*, *acces*, *People*, *entrepreneur*.

Who is the right business facilitator to help guide your business? Today, there are so many trainers, mentors and facilitators in the market, choosing the right person with the right skills can be a nightmare.

employee or contractor. A good facilitator will be extremely busy with his or her own business matters. He or she will make time for you, but will lose patience if you try to palm off your workload.

If your facilitator is a consultant, attorney, accountant, etc., don't expect the facilitator to perform those services for your company without compensation.

Once you decide to go into business for yourself, you need an open mind and a thick skin. People will not always agree with you, and in order to make changes, you have to be willing and able to accept constructive feedback. Freaking out when someone criticizes your business is not going to endear you to your facilitator.

So sit back, take a deep breath, and invite your facilitator to take a no-holds-barred approach to your business. Invite input, no matter how much “tough love” you’re getting. Then take that input to make your company better.

Also, it can be easy for you to launch into talking about your aims, ambitions, and ways of doing things – and never come up for air.

But you are not going to learn anything if you don't allow the facilitator to speak and impart his or her wisdom. Remember to ask questions, listen and take copious notes.

If you truly feel you have a patentable invention or trade secret, talk with an attorney about what you need to do to protect your rights, including asking the facilitator to sign a non-disclosure agreement.

Facilitators are busy people, with schedules as long as your arm.

That is why constantly bombarding them with phone messages, emails, and text messages; asking constant questions; and demanding more and more of their time is going to lead very quickly to you and the facilitator parting company.

So take a chill pill, keep all your questions written down for your next facilitating session, and give your facilitator the space to get on with his or her business and life. Be a respectful colleague — not a stalker.

Having a business facilitator can have big positive advantages for the future evolution of your company — if it is done properly.

Hopefully, these common issues outlined here will help you from falling into the same trap as other entrepreneurs and lead to a fruitful relationship.





# Advertising - Is There a Better Way?

When you think about *advertising*, what comes to mind? While most of us have a fairly good idea of what advertising *is*, it's a little harder to pin down exactly what it means — and how to do it well.

From the printed word, to television, to pop-up ads, to social media, really, the list is endless. And who wouldn't acknowledge that advertising has certainly changed with the times. Despite this, though, the need for advertising *hasn't* changed, and neither have the techniques and best practices that make for quality advertising.

## What is a USP?

A USP is a Unique Selling Proposition, first popularized in 1961 by advertising legend [Rosser](#)



[Reeves](#) in his book, "Reality in Advertising."

Reeves believed the purpose of advertising is to sell. He insisted that an advertisement or commercial should show off the value or unique selling proposition, (or USP) of a product, not the cleverness or humor of a copywriter.

Your USP is your proprietary competitive edge stated in clear, concise terms. Every business must have one to succeed. But most businesses don't. Not surprisingly, many businesses fail.

Your USP needs three traits to be effective:

- It should make a specific promise to customers. Example: "Buy this product and you will get this clear benefit."
- It should be one that your competitors cannot or will not match. It must be unique. Your



customers should not be able to get the benefit anywhere else.

•It should be so strong that it can create a crowd of eager buyers. Ideally, nobody would refuse to buy from you.

It's a fact that 80% of all ads do not have a USP. If you look through your local paper or Yellow Pages, I think you'll find this percentage may be even higher.

Keep your ideal prospect in mind when creating your USP. There's a big difference between affluent customers and bargain hunters who look only at price.

Which group do you want buying from you?

## 70% Of Your Advertising Misses Its Target

**Here's proof that 70 percent of your marketing may be missing its mark:**

- People buy to increase pleasure or decrease pain
- Other reasons they buy are to increase or improve their condition, seize an opportunity, and make life better.
- They buy to preserve what they've got, avoid risk, and improve their well-being.

The Internet is the best way for advertisers to market to business decision-makers, according to a poll. A recent survey of nearly 1,000 small business owners found 60% agreeing the Web was persuasive.

Fifty percent said it influenced them to make a purchase. "Business decision-makers have told us that the Web is the best place to reach them," said Chris Schroeder, CEO of Washington Post/Newsweek

Interactive. "Most importantly, they've made it clear that what they're seeing on the Web is leading directly to purchases."

## Do You Have Business Insight?

The insight you require is the knowledge that your marketing is not about you. It is not about your business. It is not even about your product or your service.

There is always a very good chance that what you have to offer will mean a lot to your target audience. And there's a small but real chance that it will mean a great deal to them right now.

Those simple facts should mean a lot to you before you plunge headlong into a marketing attack. If you can adapt your approach to just what your offering can mean to your prospects, you're thinking properly.

Since your attitude is centred around your customers, other facets of your business will follow suit. Your service will pick up and customers will notice.

The people you hire will share your attitude, and again, customers will notice. The way you run your business will never seem stale to them because you'll be innovative in ways to deliver **CUSTOMER SATISFACTION.**

Focusing on your customer is the way to go, and "business as usual" now means "business as unusual" if you're to have true business insight with the right attitude, seeing things from your customers' point of view, meeting and then exceeding their expectations.

That calls for knowing where you're headed, what your competitors are doing and what your prospects and customers are thinking. ☒



# Conducting Your Market Research



Many business owners underestimate the importance – and power – of Market Research. However, conducting market research helps you make better business decisions and avoid costly mistakes.

In fact, market research is crucial for your success whether you're entering a new market, looking for customers or launching a new product. It can also help you to identify opportunities to generate more business with existing customers.

Whether you're a seasoned pro or a fledgling startup, market research will help you identify your market, set realistic expectations about that market, and reduce business risks.

[Mallika Kazim](#) (pictured) a well-regarded business consultant, believes that there are three common business mistakes that many businesses tend to make when conducting their market research:

## 1. Relying on free data from the Internet

The web is a great starting point, but often this information may be incomplete, outdated or too superficial to be relevant to your business decisions.

## 2. Surveying your personal network

Again, it can be a great starting point to talk to friends and colleagues. But for truly meaningful insights, you need to hear from sales prospects, customers, suppliers and other stakeholders in your business.

## 3. Relying only on anecdotal

## feedback

Businesses often receive feedback from customers and other stakeholders. But a few data points are not enough. Business insights need to be collected in a systematic way.

Various methods of market research are used to discover information about markets, target markets and their needs, competitors, market trends, customer satisfaction with products and services, etc.

Businesses can learn a great deal about customers, their needs, how to meet those needs and how the business is doing to meet those needs.

Market research provides several benefits when you're ready to introduce new products, expand geographically, or identify a new market.

List your current (or potential) products or services and beside them identify the results of any research you've completed. Can you identify current competitors, target market(s) and their respective size, opportunities for growth, etc. for each product?

If you haven't completed any market research, or have unanswered questions listed above, you'll need to develop research questions to drive your market research. Examples of market research questions are:

How much money does my target customer spend on my product each month?

What drives my target customer to purchase my service? Is it price, convenience, quality, or something else?

What other companies offer a product similar to mine and how does it compare to my product?

## Next is to Define the Objectives of Research:

For example, if one of your research questions was "What drives my target customer to purchase my service?"

Is it price, convenience, quality, or something else?," then the research objectives for your questionnaire should aim to get information that can answer those questions.

After developing and testing your survey with those you trust, the real data is received from actual respondents.

Remember to consider how they will receive the survey, and whether or not you will provide an alternate form for responding. For example, if you use an electronic survey, will you also be providing a paper-based option, or focus groups, etc.?

Finally, depending upon your target audience, don't forget to give them enough time to complete the survey.

## Analyzing Your Results

After you've completed gathering the information you need, you'll have to analyze it to understand what it means and how it can help you make decisions for your business.

You might do this through graphs, tables, stories, or written conclusions. For example, you may want to have a series of decisions or action items to complete based on results.



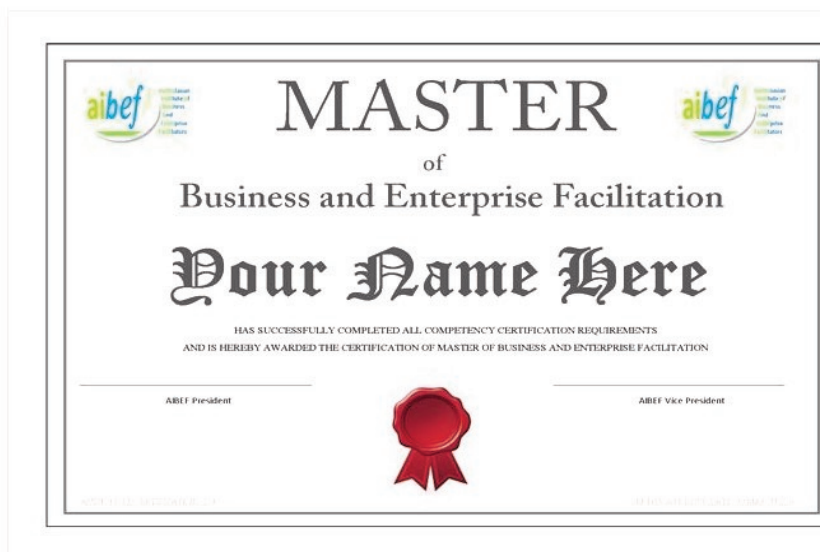


*“The business advice industry in Australia and in many other countries is self-regulated, and virtually anyone can call themselves a business or enterprise facilitator, advisor, coach, mentor or consultant. Business Facilitation and Coaching has copped its fair share of flak in recent years, primarily 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: 5016132 5686





## Welcome to AIBEF

### Continuing Professional Development



Continuing Professional Development (CPD) is embedded in our Institute's Constitution, not just for our members, but offering CPD to the much wider and diverse Business & Enterprise Facilitation profession is at the very heart of our Institute.

## 2020

### CPD TRAINING FOR BUSINESS & ENTERPRISE FACILITATORS

<b>DELIVERY</b>	All Programs are delivered online or by Distance Learning and are self-paced
<b>RECOGNITION</b>	Certificate of Attainment issued on completion
<b>DURATION</b>	All CPD <b>SHORT COURSES</b> are approximately of 2 - 3 hour study duration
<b>COST</b>	AIBEF Members \$25.00 Non-Members \$35.00

#### CPD SHORT COURSE SAMPLES

- |                         |                              |                              |
|-------------------------|------------------------------|------------------------------|
| ♦ Market Research       | ♦ Contracting                | ♦ Intro to Human Resources   |
| ♦ Exporting             | ♦ Accounting Concepts        | ♦ Business Networking        |
| ♦ Winning Customers     | ♦ Sales Planning             | ♦ Business Etiquette         |
| ♦ Growing Your Business | ♦ Customer Service           | ♦ Project Management         |
| ♦ Competitive Advantage | ♦ Establish Values & Culture | ♦ Business Communication     |
| ♦ Business Planning     | ♦ Buying a Business          | ♦ Giving Great Presentations |

Further information or application form please contact AIBEF CPD Training [info@aibef.org.au](mailto:info@aibef.org.au) +61 410 082 201

# 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, facilitators 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, facilitator, 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 Facilitators, 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, Facilitators, 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 members and readers are most welcome

Please send your comments 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