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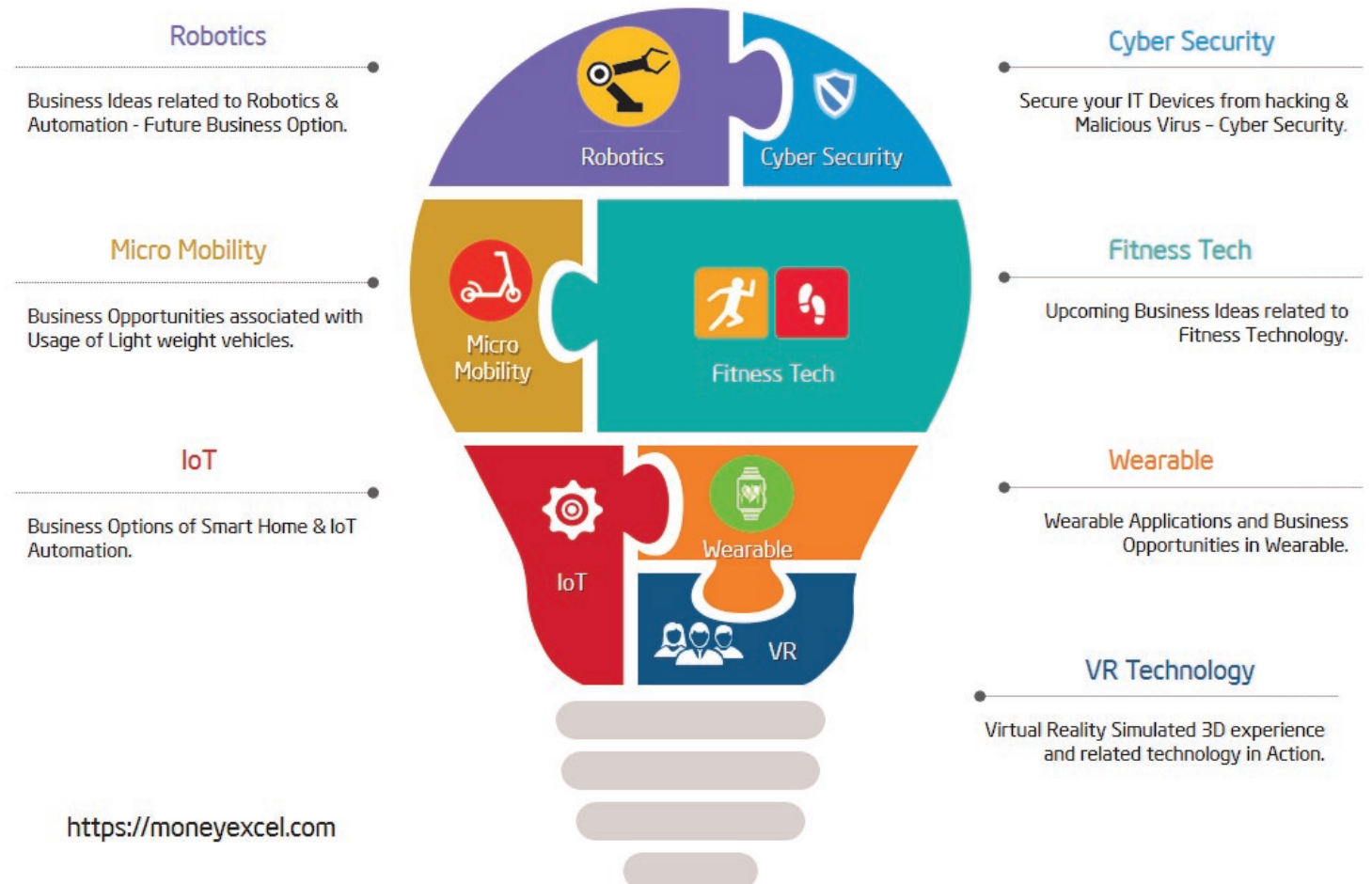
Facilitation Focus

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 2021

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

FUTURE BUSINESS IN 2021 AND BEYOND



Future Business in 2021 and Beyond

It's a fact that both the business and community landscapes are rapidly changing.

New technologies, evolving customer demands, and societal shifts are all areas that many of us are actually having trouble keeping up with.

[Finances on Line](#) tell us these are some of the factors that have paved the way for location-independent companies, niche markets, disruptive industries, as well as closely-knit global teams.

To reap the benefits that these changes have to offer, you must keep yourself up-to-date on the emerging entrepreneurship trends. The front page of this issue illustrates just a sample of potential emerging "future" opportunities: Namely:

♦Robotics:

The Future of Robotics & Artificial Intelligence. According to a Forrester report, **robots** will eliminate 6 percent of all jobs in **the U.S.** by 2022. McKinsey's assessment is even more expansive — they believe that by 2030 one-third of American jobs could become automated

♦Micro Mobility

According to Bloomberg, [electric bike and scooter mania is taking over cities](#). While dockless bike systems in smaller markets have largely been replaced by e-scooters, many of the largest docked systems are benefitting from greater investments and network expansion.

Despite this shift away from dockless bikes to e-scooters, cities with large docked bike programs are leaning into their established

systems. For example, New York's Citi Bike announced this summer that it plans to nearly quadruple its existing 12,000-bike fleet to 40,000 bikes and double its coverage by 2023.

♦IoT

[Gartner Inc.](#) shows an interesting statistic in that the **future prospects** of the **Internet of Things**: Gartner, Inc. believes that by 2025 the number of connected devices will reach 25 billion. ... The total economic impact of **IoT**, including consumer surplus, is estimated to be between \$3.9 and \$11.1 trillion by the end of 2025.

♦Cyber Security

In Australia alone cybercrimes cost the Australian economy roughly \$1 billion dollars a year? Since companies have started using digital platforms to deliver their products and services, cyber criminals have found new avenues to exploit companies and customers by hacking into systems to retrieve information that is confidential.

Australia is currently short of 2,300 workers in **cyber security**, with an expected demand of at least 17,600 additional professionals in the sector by 2026. Businesses are looking for professionals with a combination of technical skills with expertise in data **security** along with the understanding of business risk.

♦Fitness Tech

Global Market Insights reports the **fitness equipment** market was valued at over \$10 billion in 2017 and will grow at a 4% compounded annual growth rate from 2018 to 2024. Virtual reality is almost synonymous with the word "**future**".

According to [cdn2.hubspot](#),

Technology is ubiquitous in modern life. A near constant wave of new technological innovation reshapes our lives and how we do business. As the fitness industry continues to enjoy a year-over-year pattern of growth, the race to develop the next advancement in fitness technology has only grown more heated.

♦Wearable

A Market Overview produced by Mordor Intelligence indicates the shipment volume of smart wearables globally stood at 266.3 million units in 2020 and is projected to reach 776.23 million units by 2026, registering a CAGR of 19.48% during the period of 2021-2026.

Advancements in research have been leading to increased innovation in the recent years and has been instrumental in driving the demand for the wearable market and led to new product categories like the smart fabrics and hearables, among others which incorporate high-end technology and design in daily living. Lately, the focus has been on providing an aesthetic design to devices to attract the customers.

As the world continues to navigate the health-related and economic difficulties of the COVID-19 crisis, what are you personally, going to do to ensure that 2021 is not a duplicate 2020 for you?" People and businesses have shown a lot of resilience, purpose, and bold innovation in 2020, and it leaves me with a sense of optimism that we can, and we will, be part of a bright future, even though there's still quite some distance to get there.





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Qualify the Customer's Needs

All too often sales people fail to listen to a person's needs and wants when doing a sales call or presentation. The art of listening is as important as the art of speaking.

We are all pre-disposed to jumping to conclusions about what WE think the customer needs. Therein is a tale of how it can be.

Some 40 years ago a salesman who worked for me was told to make a call on a prospect. The lead came from one of our sales people in Melbourne. They maintained it was "red hot". I passed the lead to the salesman who went and did the call.

He came back furious with the people in Melbourne saying he had wasted his time. I had a lot of faith in my fellow and rang Melbourne about the matter. They were as furious. I took matters into my own hands and rang the prospect and asked him if he would be prepared to see me.

He was – and I did.

I went through the full suite of our products. We had two and, I always when doing a new call arrayed both. I had gone over one and then pulled out number two. The client leapt out of his skin as, he saw that many of his competitors were in our client lists.

By now I think you have probably figured out that my salesman had not shown the client the full array of products to let them decide. He had taken it upon himself while

**ARE YOU LISTENING
TO YOUR CUSTOMER?**



waiting in the foyer and looking at their literature what their needs would be.

I went on to keep that client over many years.

Sales are about "truth told well". Ask the client what their needs are, listen to what they are saying and do not be afraid to ask them to repeat what it is they want. This re-affirms their decision when they tell you again.

Make sure you ask and ask so, you get a complete picture of their needs. Once this is done you summarise their needs back to them and ask if you have got it correct. "You want a blue, 4 horsepower, ride-on, 27 inch mower that has a catcher to cut 80 acres of grass?"

Now here you can point out that a 27 inch mower on 80 acres of grass is going to take a lot of time and indeed fuel.

Your product knowledge should now go into overdrive and gently take the customer through the attributes of their needs and what you would recommend and speak of the benefits of both.

BUT, it is vital that you never pour cold water over their ideas.

Truthfulness is vital and should the person insist on a 27 inch mower for the 80 acres and you sell it, you are in a for a world of grief.

I have often walked away from a sale as I wanted to get the best result for the client.

But. I also knew I would be in for a lot of trouble if I sold them a product (whilst a good one) was not the one for their needs.

I find this policy is of great help when I undertake any consulting work. An enquiry is one that should be handled with the uppermost care.

Listen and be mindful that the enquirer has put a lot of thought into calling you or popping into your store.

Handle those opening minutes carefully and with the maximum amount of attention as, they are the foundations that can oftentimes be a long term relationship.

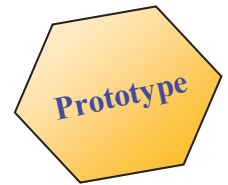
It is a bit like "kissing frogs". Every now and again one turns into a handsome prince.

**Peter Nicol is an Associate Member of the AIBEF and runs his own marketing firm Wisdom Marketing & Management Services. Peter is also the inventor of "The Prong" which he exports world-wide.*





Facilitating For New Opportunities, Products,



Even in today's "tricky" climate, there is still an abundance of ideas and opportunities that exist for the astute operator.

Your skill - as a Business Facilitator - is to know the difference between a potentially viable opportunity and a "no-go". How do you initially assess the viability of the product or service, or the potential of this opportunity when the entrepreneur makes their first appointment to see you.?

Invariably, the client is excited and optimistic when they first walk in your door. And, if you assess the project or potential opportunity as simply being no damn good, how do you let the client down easy?

An opportunity is an exploitable situation or condition which the small business entrepreneur can turn into increased sales, profit or competitive edge through some marketing planning or action.

The entrepreneur may be an existing business, for example, a pipe manufacturer. Your client has an idea to change the production process which could increase production by 10%, and ... you know that he needs to be able to be flexible.

Flexibility and the speed with which changes can be put into effect is one of the key competitive advantages of the small business, and being flexible and willing to change is half the secret.

Gaining experience in any field is a process of trial and error, and a

big mistake is often being too cautious to the extent where *'nothing ventured is truly nothing gained'*

In many ways the whole principle of investment in small business is a calculated and controlled risk.

To survive in a competitive business environment your client must be prepared to innovate and take risks. And often, sourcing a new product or service is a process of trial and error.

The trial and error principle is especially important in marketing where new ideas are essential to increase sales in any business.

The small business entrepreneur who can arrange his / her commitments to either think through or trial the options, plan new products, or experiment and work at anticipating shifts in consumer demands, is in a much stronger competitive position - simply because he / she can react much quicker to changes in the market place.

Efficient small business management quite often requires a quick response. Some ideas will win and some ideas will fail.

This simply means that any experimental "push" into a new market must be extensively planned to minimise any potential loss.

This is usually where the Business Facilitator works with their client on a Risk Management Plan - I call it a "What If" Plan.

The small business entrepreneur who does not evolve with the industry

marketplace, runs a serious risk of soon becoming extinct.

Innovation needs to be high on the list of the small business marketing opportunities.

As a guide to where new opportunities may arise or become available, the Business Facilitator might examine some of the following areas:

- Product advantage
- Changing lifestyle of the target market
- Changing lifestyle of the peripheral market
- Emerging technology
- Market coverage
- Discovery of new applications
- Improvement in service facilities
- Cost/price vulnerability

Why a thorough evaluation is necessary

This is sometimes the "tricky" aspect for the Facilitator, because only a very small percentage of new ideas or products will ever make it to the marketplace. It may evolve through appropriate and thorough research that the project:

- will not work in the real world
- has no market
- lacks a viable plan for development and commercialization
- cannot be produced at a competitive price
- lacks people with inadequate knowledge of the market and competitors
- lacks the capital to advance it to the stage where it will be marketable ■



Hepatitis A Outbreak - Recall of Nanna's Frozen Berries (again)

"Health authorities have confirmed four new cases of hepatitis A linked to frozen berries, bringing the number of people infected in the outbreak to 18 this time, and 22 twelve months ago."

The 18 people are believed to have contracted hepatitis A from eating Patties Foods' Nanna's frozen mixed berries. Seven are in NSW, seven in Queensland, three in Victoria and one in Western Australia."

This was the news emblazoned on the front page of almost every newspaper in Australia a couple of months ago.

And this news made Australia stop and ask the burning question: Where does our food actually come from? ... Turns out, that most of us have no idea where much of our fruit and vegetables are grown or packaged.

"Why are we importing berries from China?" asks Trudie Sims, one of the victims who contacted hepatitis A from eating Nanna's berries. This was the question being asked by half the nation, and we all wondered why we don't grow our berries.

Then we started to look into the issues of hygiene, and food handling and food safety, as well as the totally confusing debate of food labelling.

Not many of us know that according to the [Australian](#)



[Competition](#) and [Consumer Commission](#) (ACCC), a product with a "made in Australia" label, doesn't have to contain any Australian ingredients at all. In fact, as long as 50% (or more) of the cost of production to make the product was incurred onshore, then you are allowed to include the label "made in Australia". (Editor's note: What a joke)

However, none of this is a surprise to the co-director of the [Milkwood Permaculture](#), Nick Ritar. *"For years now, we have seen a growing concern about genetically engineered products, contaminated food, and also contamination in industrial food systems. But, most of all, we are now asking where does the food we eat really come from."*

Milkwood Permaculture was established in 2007 near Mudgee in Central New South Wales, and it is now a thriving social and educational enterprise, and farming business which offers world class workshops and training in permaculture.

"Milkwood attracts passionate foodies who are intent on growing their own produce. It also attracts a fair share of city folk who are looking to connect with the soil and harvest good, clean, healthy food for their families," Rita said.

Milkwood's slogan, which is emblazoned on their website is: "Raise it; Build it; Grow it; Cook it; Design it."

Milkwood runs training courses and workshops all across the state of New South Wales, including [The Farm](#), which is a 32-hectare sustainable estate at Ewingsdale, a small distance from Byron Bay.

All produce grown at *The Farm* is one hundred per cent spray and chemical free. It also boasts a restaurant, bakery, florist, café as well as a training and educational facility.

"We have a philosophy of 'grow, feed, and educate,'" said Tom Lane, the prime mover behind the success of The Farm.

Nick Ritar believes that we are going to see more and more of these types of enterprises springing up all over the country. "The more hands that the food passes through, the more separated we become from the soil that it was grown in, and the less we come to trust it."

He said: "We want to grow it ourselves or by it from the person who we knew grew it, or at the very least buy it from someone who knows who grew it."

Ritar points out that it is not realistic however, for people to produce all of their own food. "We still need farmers to do that."

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**Story reprinted by request*



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Group Coaching

Editor's Note:

Dr. Tim Baker is an international consultant, successful author, keynote speaker, master trainer, executive coach, university lecturer and skilful facilitator.

In a nutshell, he has conducted over 2,430 seminars, workshops and keynote addresses to over 45,000 people in 11 countries across 21 industry groups.

"Dr Baker leads the world in offering an innovative new approach to appraising employee performance. His research and energy in the specialised field of performance management is evidenced by his international profile as a renowned speaker, management consultant and facilitator". Stephen Hartley, Australia's leading expert on project management and author of "Project Management: Principles, Processes and Practices."

Tim is an Associate Member of the [AIBEF](http://www.aibef.org.au)

I'm not sure whether you have had any exposure to group coaching. If not, I wanted to give you a quick overview of this powerful learning experience.

What is Group Coaching?

Group coaching continues to increase in popularity. Essentially, group coaching brings the coaching conversation into a small group context. It is an intimate conversation space, focused on goal-setting, deepening awareness around key issues, taking action, and accountability. Size of groups should not extend to more than 15. Most groups are much smaller, particularly those in the virtual environment.

They are not workshops with the focus on a trainer and set content. Group coaching is the opportunity for the coach to facilitate an interactive

process where all participants can support and guide each other; in short, they learn from each other. They can be done face-to-face or virtually.

What are the Benefits of Group Coaching?

Group coaching benefits you and your team by facilitating peer learning, commonly referred to as tapping into the collective wisdom of a group. This peer learning is often more influential than interaction with an external authority. Consider these benefits:

- Many clients find the process gives participants more time to reflect and integrate their insights.
- As some contribute their ideas and insights, other participants see the practical application and are more inclined to try these new desirable behaviours out.
- It is more cost-effective than one-to-one coaching or workshops.
- Organisations find benefit by opening up communication between silos or group members in different parts of the organisation; group coaching enhances cross-functional communication.
- Group coaching sessions create valuable informal networks across organisations and build natural mentoring relationships.
- Group coaching can also be positioned as a training follow-up, supporting learners with the transfer and application of their learning, creating an on-going accountability structure.
- Group coaching is an on-going conversation, which supports desirable organisational change.
- This process often deepens organisational values and culture.

It helps with establishing organisational

priorities and managing time.

What are the Practical Applications of Group Coaching?

Group coaching takes many forms and has many applications. Here are some uses of group coaching:

- Cross-divisional teams brought together to elicit culture change within the entire organization.
- Teams who want to build understanding of co-workers business issues and break down the silo mentality.
- Supervisors who want to effectively resolve and act on common management challenges.
- High potential groups with a key assignment from a senior executive.
- Developing common understanding in a new departmental management team.
- Managers who want some additional feedback on their multi-source leadership report.
- A group coaching program for two teams that need to collaborate on a project.
- Group coaching for emerging leaders as a follow-on to leadership training, with conversations occurring monthly over a year.

A group working on a specific issue, such as continuous improvement, that affects everyone.

In sum, group coaching is a highly effective process, with a broad scope of applications, that draws on the collective wisdom of the group to guide and inform practical learning and facilitate common understanding.

If you are interested to learn more about this, please contact me.



You can gain instant formal recognition of your Knowledge, Skills and Experience from the Institute

"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, Coaching, Consulting, Training, Mentoring or Facilitation Services?
- Are you looking for recognition of your facilitation skills?
- Wanting to give clients the confidence and confirmation of your skills and experience?

The Australasian Institute of Business & Enterprise Facilitators Inc. has recently launched a program to enable business advisors, trainers and mentors to achieve industry-recognised accreditation without the need for lengthy study or expensive courses. If you have the experience and knowledge, and have delivered over 200 hours to clients you could be eligible for Recognised Prior Learning, and be Fast-Tracked for AIBEF Membership, and be entitled to use the Post Nominals MAIBEF



MORE INFORMATION?

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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.



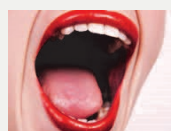
Welcome to our Newsletter

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

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.

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