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Facilitation Focus



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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 2010 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 2012 **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.





The Six Enemies of Greatness (and Happiness)



Have you ever wondered why some people achieve so much in life whilst most of us settle for mediocre success at best? The truth of the matter is that most of us are constantly looking for our ultimate goal to be right in front of us, and if it isn't are we rarely motivated enough to push too hard to find it.

Tom O'Toole, the famous Beechworth Baker and one of my personal favourite speakers says that you won't find what you're looking for in your comfort zone. This is backed up by the old adage that says 'Calm seas will never make a great sailor.'

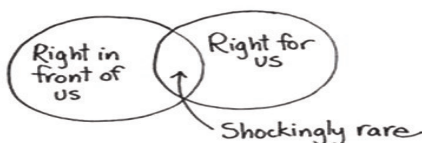
There are six factors that can erode the grandest of plans and the noblest of intentions. Indeed, they can turn true visionaries into paper-pushers, and wide-eyed dreamers into shivering, weeping balls of regret. Beware!

1) Availability

We often settle for what's available, and what's available isn't always great. Every decision should be evaluated against your ultimate goal. If it isn't moving you towards your goal, you would have to question why you would do it.

'Because it was there' is an okay reason to climb a mountain, but not a very good reason to take any old job or a free sample at the supermarket.

2) Ignorance

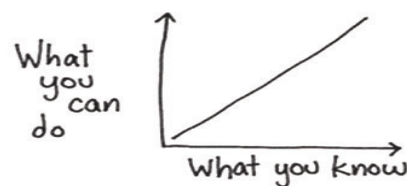


If we don't know how to make something great, we simply won't.

If we don't know that greatness is possible, we won't bother attempting it. All too often, we literally do not know any better than good enough.

One of the greatest leaps in life will be to elevate yourself from 'Unconscious Incompetence' (Not knowing what we don't know) to 'Conscious Incompetence' (knowing how little we know).

3) Committees



Nothing destroys a good idea faster than a mandatory consensus. The lowest common denominator is never a high standard.

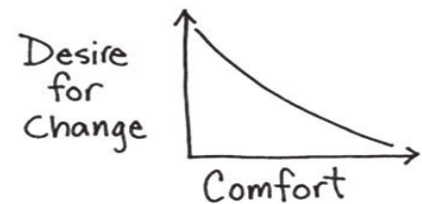
The reason I love working with Small Business is that if we come up with a good strategy today, we can implement it today. We don't have to make a submission to take to a Board meeting to appoint a working party to write a White Paper to discuss the options. We can just do it!!

4) Comfort



Why pursue greatness when you've already got 324 channels and a recliner? Pass the dip and forget about your grand designs. As I mentioned earlier Tom O'Toole says you'll never find what you're looking for if you're too comfortable where you are.

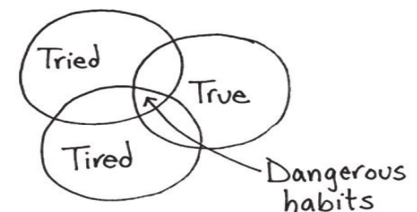
5) Momentum



If you've been doing what you're doing for years and it's not-so-great, you are in a rut. Many people refer to these ruts as careers.

The definition of insanity is doing the same things over and over, and expecting a different result.

6) Passivity



There's a difference between being agreeable and agreeing to everything. Trust the little internal voice that tells you, 'This is a bad idea.'

Personally, It's momentum and availability that hit me most. Momentum - like the saying: *"If you do the same things that everybody does, then expect the same results as everybody else gets"* DARE TO BE DIFFERENT.

The real challenge is to realize these "enemies" and then determine how you will ease them out of your life - by trying to be less ignorant, less comfortable and less passive and truly decide each day what you want and do your best to get out of your own way.





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DIY Websites – a way to go when the money is low

As a consultant I have an obligation to help clients save and make money.

A cornerstone of my business when working with clients is that we have no money. We have to use what we have at our disposal and see if we can make things better without massive amounts of money being poured into the project.

There are a lot of people out there who will take your money for things that you can do yourself. In this story I was the client and my money was under a lot of stress.

The product had been made and it was ready for launch. The lifeblood of any marketing these days requires a website. I wanted one that did all the things that I want for the clients I work for and, have briefed numerous web builders to achieve that for them.

However, this time the budget was not available, as it had to be directed to patent attorneys and other pressing matters.

A young man who does a lot of websites for me gave one big tip that I wish to share with you.

For a long time I had heard of online web template providers who allow you to access their websites and choose a website template and from there make your own bespoke site. My friend recommended **WIX**. www.wix.com (there are many others).

Wix provide a host of differing templates that are first class in design and relevance. You can choose by category and without spending any money make a website that looks very professional.

The fees kick in when you decide to host the website and put on some bells and whistles like shops and other applications that suit Mobiles and I Pads. etc.

There are some fundamental ingredients. Good product knowledge of what you want to sell. An array of good photos of the products.

I had the insight to get a professional photographer to take photos for me so I had a portfolio to show people long before the website was considered.

I also had a good idea of how I would present the pages. I also had a number of videos. Not Hollywood mind you but did the job.

I sat down one afternoon and in 3 hours had the basics right. The software that they use is as easy as.

If anyone is used to using Publisher then I reckon you are more than half way there. Simple tool bars allow you to upload pictures and videos.

Easy template manipulation for text to go in all the right places was easy to do.

Capitalisation, fonts, sizing, colours, imbedding hyperlinks and, choice of template design are simple.

I had a lot of videos to show my product. Uploading them to Vimeo or U-Tube was easy.

It completely transformed my thinking on an area that I had little experience with. In addition they provide you with access to Facebook and from there you can easily develop a commercial Facebook page for extra social media exposure.

I paid the amount required to go online per month and soon I will start a very strong social media campaign using Facebook and leveraging people back to the website. I guess the real test is how it works.

I get about 2 leads a day without promotion. I have stock here in February so too much promotion now would be misleading. So in a few weeks I hope that the emails come pouring in.

If you are interested at all it is a garden tool I invented. www.prong.com.au.

If you like it on Facebook I would be most grateful. Money is a very rare commodity in any business. This DIY approach has saved me a lot and I have discovered new depths in my 69 year old brain that had hitherto lay dormant.

Try it and see. You might even want to buy one!





About Tom Peters

The “Father” of Post-Modern Corporation

Thomas J. "Tom" Peters is an American writer on business management practices, best known for *In Search of Excellence*

Born: November 7, 1942 (age 73), Baltimore, Maryland

Education: He went to [Severn School](#) for High School and attended [Cornell University](#), receiving a [bachelor's degree](#) in [civil engineering](#) in 1965, and a master's degree in 1966. He later studied business at [Stanford Business School](#), receiving an [M.B.A.](#) and PhD. In 2004, he also received an honorary doctorate from the [State University of Management](#) in Moscow.



About two years ago, Tom Peters felt as if he were falling behind. In response, he cleared out his calendar and spent much of the next 18 months reading recent business books. The result? “I’m more confused than when I started,” he quips.

“Tom Peters is an enthusiast, a storyteller, and a lover of capitalism. He says that effective management is management that delivers more value to customers and more opportunity for service, creativity and growth to workers. He is saying that the decent thing to do is also the smart thing. It’s a wonderful message.” *Paul Weaver, The Wall Street Journal*

Fortune magazine called Tom Peters the “Ur-guru” of management (Tom doesn’t know what that means either) and compares him to Ralph Waldo Emerson, Peter Drucker, Henry David Thoreau, Walt Whitman, and H.L. Mencken.

Without much doubt, Drucker and Peters have shaped the idea of modern management more than any others over the last six decades.

Drucker is said to have “invented” management as a discipline worthy of study—In particular, he

gave management of large firms the essential tools to deal with their post-World War II enormity, complexity and growing global reach.

Peters, in turn, led the way in preparing management for the current era of staggering change, starting in the mid-1970s—and accelerating to this day.

The remark is vintage Peters—a stimulating mix of provocation, sloganeering, down-home wisdom, and self-deprecation.

In a world that’s anything but straightforward and simple, Peters refuses to reduce business and management to an orderly set of bullet-point prescriptions.

This is, after all, the man who famously declared that “If you’re not confused, you’re not paying attention.”

Quotes From Tom Peters

- Management is about arranging and telling. Leadership is about nurturing and enhancing.
- Excellent firms don't believe in excellence - only in constant improvement and constant change.
- The magic formula that successful businesses have discovered is to treat customers

like guests and employees like people.

- If a window of opportunity appears, don't pull down the shade.
- Leaders don't create followers, they create more leaders.
- Communication is everyone's panacea for everything.
- Remember my mantra: distinct... or extinct.
- If you're not confused, you're not paying attention.
- As a consumer, you want to associate with brands whose powerful presence creates a halo effect that rubs off on you.
- Everyone has a chance to learn, improve, and build up their skills.
- Life is pretty simple: You do some stuff. Most fails. Some works. You do more of what works. If it works big, others quickly copy it. Then you do something else.

The publication of the popular business book *In Search of Excellence* in 1982 became a best seller and marked a turning point in Peters' career. ☒



It's been a devastating year for many Australian small businesses, with a Forrester Consulting study commissioned by Xero, *The next chapter for small business*, revealing 38 per cent are struggling to stay afloat.

But one of the unique strengths of small business is the speed with which they can adapt to changing market conditions. In fact, that was the key difference for the 21 per cent of small businesses that are thriving right now – they planned ahead and stayed agile, even before COVID-19 hit.

These are some of the other top trends setting small businesses up for success in 2021.

1. An explosion of online activity

Xero's "Stronger and smarter: a small business handbook" identifies a number of consumer trends that have emerged since the pandemic, including a focus on health and wellbeing, cocooning at home, low-contact and cashless transactions, and less splurging, more sharing.

The biggest fundamental change to consumer behaviour to come out of 2020, though, is the mass move online – and it's a change that's here to stay.

It was noticeable back in January when the bushfires forced people inside. Then lockdown turned the steady migration into a stampede, with small-business revenue from online channels surging to 52 per cent during

COVID-19, up 12 per cent from 2019. My grandmother is a good example of how far the move to online has spread – a former technophobe, she has come to love playing online bridge during lockdown.

The convenience of online combined with the current strong community support for small business means there's an opportunity to significantly broaden your customer base – but if you're not providing a decent user experience, you could lose all of your customers pretty much overnight.

2. Increased online engagement

According to the report, thriving businesses were more likely to have engaged with their customers on different digital channels during the lockdown, and to have adopted new customer acquisition and retention strategies.

Increased online marketing engagement through company websites, social media channels and third-party platforms was the most common strategy to survive and thrive through the pandemic, employed by 28 per cent of small businesses.

3. Using tech to optimise cashflow

A key trend going into 2021 is digitising and optimising internal processes, so businesses can capitalise on the bump in online trade.

Working capital gives business owners greater freedom in their strategic decision-making. In the next few years, e-invoicing and open banking will increasingly help them

to understand and unlock more of it.

Another good way to maximise cashflow? Work hand-in-hand with an adviser, such as an accountant or bookkeeper.

You'll make better-informed decisions, and they can help you use existing tech to give you better forward visibility and make sure your capital isn't tied up unnecessarily in inventory.

4. Better tech all round

Speaking of tech, the report found thriving businesses were more likely to adopt solutions to improve their finance, supply chain and employee management. (Again, this is where your accountant or bookkeeper can really help.)

Leveraging tech reduces administrative tasks, simplifies compliance, maximises productivity and allows you to take advantage of new supply chain options, so there's a lot of good coming out of this trend.

There's a lot for small-business owners to look forward to in 2021 in general. When it comes to capitalising on these opportunities though, it's now or never, because it's only a matter of time until the big guys start to catch up.

It's up to businesses to get in there, own their space and carve out that point of difference while they can.

**Angus Capel, Small Business Advocate, Xero Australia*



AIBEF 2020/21 INTERNATIONAL SCHOLARSHIP PROGRAM

"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, 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 AIBEF is awarding 20 + Scholarships in 2020/21– Apply Now!**

www.aibef.org.au/aibef-scholarship-program

A program has been launched to enable business advisors and mentors to achieve industry-recognised accreditation without the need for lengthy study or expensive courses.

The Australasian Institute of Business and Enterprise Facilitators' (AIBEF) new scholarship program recognises the skills, knowledge and experience of business advisors and mentors who have the expertise but may not have gained relevant accreditation or qualifications.

There are three Scholarship categories:

- **Women**
- **Young Advisors (up to 29 years of age)**
- **General**

Additional details and Application Form is on our web site (www.aibef.org.au); or you can send an email to info@aibef.org.au requesting these forms to be sent to you.

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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.



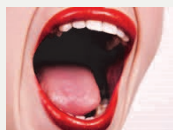
Welcome to our Newsletter

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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