



Facilitation Focus



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Willem is also a member of Business Facilitator's FOCUS

Business Advisory Boards

While most business owners get caught up in the daily grind of running their business, the ones with the support of a Business Advisory Board are thinking far ahead and working on *growing* their business.

Entrepreneurs cannot get out of the vicious cycle even though they know their business is running them instead of the other way around. This is because they wear multiple hats in their companies, and it is challenging for them to get out of their business and run it like a CEO or true leader.

Business owners who join a solid Business Advisory Board, like The Alternative Board (TAB), always set aside a few hours every month for the board. This is when they get away from their business and strategically work on their plan to grow it. The advisory board members are also business owners and experts in various fields. When they meet, they offer each other expert guidance, support, and advice on seizing opportunities and countering threats. At The Alternative Board (TAB), The value of business advisory boards is further augmented through one-on-one coaching sessions that follow each board meeting.

This level of world-class support from peers and a business coach sets entrepreneurs apart from others who do not have access to an advisory board.

Here are 8 ways entrepreneurs who are part of The Alternative Board (TAB) set themselves apart and gear up for growth and business success.

1. Create and follow their strategic plan: Business advisory

boards help entrepreneurs create and stick to a strategic plan for their business. Even business owners who have a strategic plan have a difficult time following it. The board members help you stay on track.

2. Promote innovation: Business advisory boards support forward-thinking and help promote innovation and technology adoption. These boards are comprised of experts in various fields and invariably have people with expertise in Information Technology. This can provide new ideas and help keep businesses abreast with the latest technology and guidance on adoption.

3. Analyze market conditions: A good Business Advisory Board allows members to analyze current market trends and conditions in view of their specific business issues and opportunities. They also help forecast future trends in the market.

4. Product changes and updates: A business advisory board can also help with market research, and the board members can act as a focus group of consumers for most businesses. Therefore, they are in a great position to suggest product or service updates and changes.

5. Fresh perspective: A good business advisory board is invaluable as it brings a new set of eyes to any business situation. They can provide an outside perspective, allowing businesses to look at a business challenge or opportunity in multiple ways. In this manner, business advisory boards can become a huge source of new ideas.

6. Honest advice: A business advisory's sole purpose is to guide and help a business to succeed. They provide unbiased, objective, and honest advice to fellow business

owners to help them reach and exceed their goals.

7. Diverse pool of talent to fill any gaps in expertise: Businesses get a massive talent pool they could otherwise not afford. They can tap into a vast resource and fill any gaps in management expertise.

8. Peer Support: Last but not least, with a business advisory board, business ownership is no longer a lonely place. You can bounce off ideas, brainstorm, and plan how to overcome challenges and seize opportunities with others who have been in the same situation as yourself.

To effectively use a Board of Advisors, we make sure all the TAB Advisory Board members are open and frank with each other, sharing their hopes and fears. A Business Advisory Board cannot be effective if members hold back. For the members to provide guidance and support, they need the correct information.

We also have many guidelines to ensure the boards run smoothly, everyone gets heard, and the members show mutual respect within the group.

A well-formed Business Advisory Board with experts from multiple fields and industries is a competitive advantage and can help build a company's credibility and revenues.

Curious to see how a Business Advisory Board can help your company grow? Text me on **0417 627 504** and I'll be happy to provide you with more detailed information and even get you to try a sample board.





John Cannon MAIBEF

Communication is the Basis of Life

A recent email from Dennis Chiron our National President on the subject of the importance of good business communications got me thinking some more on this topic. In the article mention was made of 2019 ABS statistics that concluded there were at least three major reasons why business owners and employees may struggle to be effective communicators.

The three aspects that were noted were lack of social awareness, lack of confidence and a lack of understanding of effective communication techniques.

However, being a good communicator has more important and far-reaching benefits not restricted to business life alone.

The late great author and founder of Christian Men's Ministry, Dr Ed Cole had a sublime appreciation of where Communication fitted into the scheme of things, when he wrote the following;

- Exchange is the Process of Life
- Communication is the Basis of Life
- Balance is the Key of Life
- Agreement is the Power of Life

Let's look at each of these in more detail not necessarily in that order, to see if we can learn just how important they can be to all of us.

Exchange is the Process of Life

A good example of this of course is the very breath we take for granted each hour of the day where our normal respiratory rate sits at

between 12 to 20 breaths per minute. The oxygen we breath in enters our lungs and at the same time the waste gas from our bodies moves from our blood to the lungs and is exhaled as carbon dioxide. If this process stops for as little as three minutes severe brain damage may well result - by sixty minutes you more than likely have expired permanently!

Without such exchange at least for humans and animals, life as we know it simply ceases.

Communication is the Basis of Life

Perhaps nowhere is this statement found to be truest than when travelling in a foreign country without even a rudimentary grasp of the local language. I have been fortunate enough to travel to many countries over the years and the frustration, uncertainties even suspicion - often quite innocent - that can arise through not being understood can be quite palpable.

There is of course one exception to the rule, that a lack of language skills is the cause for a break-down in communication, and one which every reader has mastered. For new-born babies of which were we all at one time, crying is the primary and major form of communication with the world around us. Such is our need for Communication at the very beginning of our lives!

Balance is the Key of Life

How hard but how necessary is it, for business owners even employees to obtain a satisfactory work-life balance? One example we found, appeared in a recent on-line article in www.go-banking-rates.com where researchers found overall, 42% of

small business owners are currently experiencing burnout or have done so in the last month. Seems like work-life balance is missing. Ok so how really important is Balance to a successful and happy Life. Well try walking to your car or office in the morning and find yourself unable to find a sense of balance.

Would you board a plane to finalise a "big deal" when it became known the pilot suffered from Vertigo? This being a form of the most acute symptoms caused by a lack of Balance- I think not.

Agreement is the Power of Life

And finally, some thoughts on this topic. No one who has ever entered into a contract, has ever concluded the matter without reaching agreement with the other party.

I can only imagine the fiancée, ring ever ready, now eagerly awaiting acceptance on bended knee from their sweetheart for their hand in marriage. No agreement -No marriage!

Like-wise the sale of the home will not pass from vendor to buyer with -out agreement between both parties. Whether in written form or by other acceptable conventions nothing in our lives will advance where agreement is lacking.

Such is the Power of Agreement and its importance in personal and business life each and every day. ■

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Tackling the Most Common Success Roadblock for Startups



The chances of any startup failing are perilously high. Research shows that 60% of new businesses will disappear within the first three years and 90% within the first ten.

This research further finds lack of managerial experience is the most dangerous warning sign your startup might be doomed. Most companies are failing for reasons that are preventable.

One of the biggest yet least talked about challenges startups face is **accountability**.

It has been discovered that successful startups take a four-pronged approach to establishing a new business: process, culture, people, and accountability.

Unfortunately, accountability is the one aspect most businesses never talk about. It falls by the wayside, but might be the most important aspect of turning your startup from a great idea into a successful company.

Tom O'Toole, the Beechworth Baker says 'I see the greatest problem in my business every time I look in the mirror.'

Unfortunately, for most business owners the problem is the same.

Mostly enthusiastic entrepreneurs develop projections, and sometimes it's impossible to tell how an untested innovation is going to fare. This problem in turn drives the system and leads to a problem called 'success theater.'

In success theater, entrepreneurs build a business model around unknown and highly unpredictable



idea to make it seem like a great idea. They will optimistically project growth while underestimating the costs, making the project look appealing to investors and financiers.

This promise can blow up in entrepreneurs' faces when their uncertain projections don't exactly pan out in investors or bank's favor.

How to fix the problem:

It's time to address your startup's accountability problem head-on. Here are a few fixes to consider:

Innovation accounting

It's time to use a different set of metrics to measure progress in new or unstable industries.

The old KPI's are tailored for well-established industries, so it doesn't make much sense to apply them to fledgling startups. Instead, find new metrics you can use to show stakeholders value without resorting to success theatre.

Build self-organized teams

It's important to build cross-functional teams that can pivot when strategies aren't working.

Develop a flat and team-based structure which helps to be more agile as a whole. With a flatter organization small, independent, and cross-functional teams can

innovate more quickly.

It also makes it OK to fail since mistakes are much less expensive in this model.

Don't be afraid of innovation

By preserving the status quo we think we're making the safe choice, and the next thing you know you're out of work. Remember if you're not innovating, you are probably dying.

Rupert Murdoch was quoted as saying 'It's no longer the big beating the small, it's the fast beating the slow.' Our biggest advantage in the SME sector is that we are nimble and can change direction and markets virtually overnight.

This is why I love it.

SME's can come up with a new strategy and begin implementation today, whereas a corporate will take a proposal to a board meeting who will appoint a working party to come up with a White Paper for consideration.

By then the SME has had a chance to grab the new market position and exploit it. *How cool is that for us in small business?*

Companies from Blackberry to Kodak thought they were safe by sticking to the road most traveled, but this isn't the way to build an innovative company that can change with the times.

Understanding the accountability problem is the first step to fixing it for entrepreneurs. It's time to leave the success theater behind, and instead rethink the way you measure success. ■

You should ensure that you are constantly evaluating your methods, interactions and goals to achieve productive networking results.



Whilst I don't necessarily disagree with the above, I do believe that the major disadvantage can be a poorly-run meeting. Stumbling through a meeting with no fixed agenda, and leaving huge gaps in the smooth flow of the meeting can be an enormous turn-off for everyone present..... *Particularly for new visitors attending for the first time.*



No matter how anxious you are about talking to others, others are nervous about talking to you. It's perfectly acceptable to make mistakes or stumble through your words a bit, the person you are talking with will certainly understand. Everyone is nervous to approach each other, so don't hesitate to take the first step.

In the end, networking is just about taking the first step. It may be awkward and uncomfortable at first, but after some practice you will be amazed at all the people you meet.



[Babette Bensoussan](#)
[Mindshifts](#)

What Do You Do When You Have To Work With Someone You Don't Like?

You can't like everybody, and the workplace is no exception. Not everyone at work needs to be your friend. There's numerous psychological research that explains why some relationships are easier than others. Humans are complex, social creatures with our own values and embedded beliefs about how people should behave, interact, and communicate.

We have all seen how tense relationships in the workplace (and elsewhere) can create conflict and negatively impact performance. Recent research shows that 70% of employees say that work friends are important to their contentment on the job, and learning how to better navigate these tensions is a sound investment of your time.

[Babette Bensoussan of Mindshifts](#) tells us: **You are not alone!**

Most of us at some point in time have to work or collaborate with someone we can't stand. A wonderful article by [Peter Bregman](#) was published in the Harvard Business Review on this very topic and I really liked the insights he provided to guide anyone on improving working relationships.

Accept that you are not going to like everyone

It's inevitable you will encounter difficult people who oppose what you think, believe and feel.

Conflicts or disagreements are a result of differences in values. That person you don't like is not intrinsically a bad human. The reason you don't get along is because you have different values, and that difference creates judgment. Remember not everyone is like you. If you can accept that not everyone will like you, and you won't like everyone, then this realisation can take a lot of the heavy emotion out of the situation.

Turn inwards and focus on yourself

It's important that you learn how to handle your frustration when dealing with someone who annoys you. Instead of thinking about how irritating that person is, focus on why you are reacting the way you are. Sometimes what we don't like in others is frequently what we can't stand in ourselves. Recognise the triggers that might be complicating your feelings. You may then be able to anticipate, soften, or even alter your reaction. Remember: it's easier to change your perceptions, attitude, and behaviour than to ask someone to be a different kind of person.

Check your own expectations

It's not uncommon for people to have unrealistic expectations about others. We may expect others to act exactly as we would, or say the things that we might say in a certain situation. However, that's not realistic.

Expecting others to do as you would do is setting yourself up for

disappointment and frustration. If a person causes you to feel exactly the same way every time, check your expectations and adjust appropriately.

Be compassionate with yourself

And remember: "Being compassionate with yourself is the key to being compassionate with others" When you give yourself unconditional love, compassion, forgiveness, and acceptance, you're then able to give that to others.

Want to read the full article? [here](#).

Or you may prefer to see this [short video](#) on **10 ways to have a better conversation**.

When your job hinges on how well you talk to people, you learn a lot about how to have good conversations. Celeste Headlee has worked as a radio host for decades, and she knows the ingredients of a great conversation:

Honesty, brevity, clarity and a healthy amount of listening. In this insightful talk, she shares 10 useful rules for having better conversations. "Go out, talk to people, listen to people," she says. "And, most importantly, be prepared to be amazed."

So this month, I hope you find a way to work with people you don't like and still have wonderful conversations.





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.

2022

CPD TRAINING FOR BUSINESS & ENTERPRISE FACILITATORS

DELIVERY	All Programs are delivered online or by Distance Learning and are self-paced	
RECOGNITION	Statement of Completion issued.	
DURATION	All CPD SHORT COURSES are approximately of 2 - 3 hour study duration	
COST	AIBEF Members \$25.00 Non-Members \$35.00	CPD Yearly Planner and CPD Log are included

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 +61 410 082 201



AIBEF 2022 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 2022– 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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AIBEF Code of Conduct

All AIBEF members are obliged to maintain professional standards and ensure the legitimate interests of their clients are paramount. They must ensure that any conflicts of interests are avoided and confidentiality maintained. Members are required to adhere to the highest standards of facilitation, advice, referral, information provision, support and client care through undertaking ongoing professional development

The Process of Becoming an AIBEF Accredited Facilitator

To be an accredited Member of AIBEF, simply submit your application to the AIBEF Secretariat.

The AIBEF Accreditation Committee then assesses your experience and qualifications and will advise you of the Institute's decision.

Often this decision is partly based on Recognition of Prior Learning (RPL) where the Committee takes into account the equivalent experience of the candidate. The new AIBEF Member is then provided with a certificate of Membership and is invited to have their name listed on the Institute's website, and can immediately use the post nominal *M.A.I.B.E.F.* after their name.

Whether it is a concern about business start-up or growth, a marketing issue, HR or financial issue, a member of the AIBEF can provide effective guidance and support to entrepreneurs, business owners, communities or organisations.

Ph: +61 0410 082 201

About the Institute

Benefits of Membership **Some benefits include:**

Recognition of the professional qualifications of Member of the Institute of Business and Enterprise Facilitators (MAIBEF) and Fellow of the Institute of Business and Enterprise Facilitators (FAIBEF) in Australia and New Zealand.

The ability to use the post-nominals, MAIBEF and FAIBEF in promoting their activities and achieve:

- credibility/validation as an enterprise and business facilitator
- a premium for services
- client confidence and direct benefits to their business secure and regular employment/use as a business facilitator and enhanced market/business opportunities

Personal confidence and increasing business:

- through business support organisations including training providers and centres increasingly requiring counsellors/advisers to be professionally trained and experienced facilitators
- achieved through the formal recognition of practitioner skills
- by becoming preferred contractors.

The sharing of knowledge and skills and growth of new business through:

- peer networking and interchange of ideas with other



Members and Fellows

- peer mentoring of other Members and potential Members
- enabling contacts (formal and informal) with peer organisations and alliances

Regular electronic Newsletters and communications that:

- disseminate news of major developments in the business support industry
- notify Members of relevant conferences and events
- keep Members up to date with current issues
- notify Members about opportunities in professional development

Development of business facilitation skills and knowledge through the provision of:

- notification of opportunities to participate in ongoing targeted and specific professional development
- access to professional development in recommended training courses
- the best and most up to date information on business and training/facilitation.

Representation to others (government and non-government) on Members behalf on issues



affecting business facilitation.

A.I.B.E.F. Established 24 years

Web: www.aibef.org.au

Email: info@aibef.org.au



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?

Thanks for the Info

Just a note to thank you for the helpful information contained in your magazine. I'm a client of one of your members, who sends your magazine onto me. I find it easy to read and some of the ideas in the numerous articles are very useful and valuable.

Peter Haley
Solar For Life
Coffs Harbour, NSW

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:

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