

Facilitation FOCUS



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By Holly Chantal

How to Differentiate Yourself In The Coaching World



Every day the coaching world is getting more and more crowded. It is easier than ever now to start your own coaching business, and it's becoming increasingly difficult to stand out and attract attention.

Everywhere you look there are other coaches that are offering the same types of coaching programs, and they may have bigger marketing budgets and more whiz-bang marketing tactics. So how do you compete?

The important thing to remember is that while your specialties are similar, there is always something you can do differently or position in a strategic way that makes you unique. You can build a brand around yourself that will attract the right types of clients that need to work with you specifically.

I'm sure this seems much easier said than done, but if you can build a brand with the three keys that I'm going to share with you, I guarantee you are going to create a coaching brand that stands out, is memorable and will carry you to where you want to go and beyond.

The best way to differentiate yourself in the noisy coaching market is to consider the one thing that is truly unique about you and your business. Your personality is something that no one else has, and it's what is going to appeal most to your target market, if they jive with your personality they are going to want to purchase your products.

Your personality is much more than whether you can be described as "nice", "funny", or "clever", it is how you are perceived by the outside world and how you position yourself against the competition. Are you relevant? Relatable? Likeable? If you look at some of the most successful brands out there you'll see that their expression of personality is what attracts rabid fans.

Personality is much more than whether you can be described as "nice", "funny", or "clever", it is how you are perceived by the outside world and how you position yourself against the competition. Are you relevant? Relatable? Likeable? If you look at some of the most successful brands out there you'll see that their expression of personality is what attracts most of all.

Consider how you would perceive your brand if it was a person. What kind of personality would it have? By expressing your personality in your brand and marketing you make will make a stronger connection with your target audience and ultimately resonate with those that are going to be your best clients.

Obviously the quality of your coaching program or product is paramount to your success. If you're selling a shoddy product or program you aren't going to last long. On the other hand you could have the best coaching program or course, but if it isn't perceived as quality at first glance no one is going to pay attention. It would be nice if people didn't judge a book by it's cover and instead "gave you a chance" before making their final decision, but that isn't the reality. If your brand doesn't scream quality right off the bat, well you might as well pack up right now.

One of the most important, and easiest ways to jack up your quality perception is through the Standard Credibility Builders that are described in Book Yourself Solid by Michael Port. These are the branding pieces that everyone has, but are easy to brand in a way that makes you stand out.

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The standard credibility builders are as simple as having a professional headshot, well designed business cards, dressing well when you're promoting your business, and of course your website. Anything that makes a first impression before you even open your mouth is a standard credibility builder.

Of all of these, your website is the most important credibility builder. If someone goes to your website and it isn't up to par, you're going to lose their attention. People make instantaneous decisions about you when they land on your website, and I can guarantee that the majority of your potential clients are checking you out online before they ever even think about hiring you which makes your website infinitely important.

Does your website reflect the level of quality that you provide to your clients? Will a visitor instantly know what results you promise when they see it? And most importantly, does it represent your personality?



These questions are important and if you answer no to any of them you need to consider how you can fix that. Your website is the one place you do not want to skimp when you're creating your online coaching brand.

As mentioned before, no matter what kind of coach you are or program that you're certified in there are hundreds if not thousands of other coaches offering the same thing. Your brand promise goes a step further than what you're offering and also incorporates what you stand for. What can your clients expect from you?

This is similar to a mission statement, but it also speaks to what results your clients can expect when they engage with you. It is also how you position yourself in the market and what sets you apart from your competitors.

For example, if you consider car commercials you'll notice that different companies have different brand promises, even though they are all selling cars. Volkswagen is selling safety, Audi is selling luxury, and Subaru is selling dependability. They are promising that their cars will deliver these things above all else, and when a potential client is ready to buy a car they are going to go with the one that promises them the result they are looking for more so than which one is going to get them from point A to point B.

Your brand promise is also what should direct your product line and offerings. Everything you are selling should satisfy your brand promise and what you stand for. Right now many coaches are trying to reach a larger audience by satisfying more needs and end they end up confusing their target audience. By narrowing the focus of your offerings to one overall brand promise you will build a stronger brand and establish yourself as the gold standard in your niche furthering your credibility and ultimately attracting even more attention.

When you build a brand around these three principles you create something that no one else has and elevate your coaching business to the forefront of your niche. You'll not only set yourself apart as truly unique, but you're also going to attract an audience that resonates with you on a deeper level and will keep coming back to you over and over again.

Holly Chantal is the founder of The Land of Brand, a website design and branding company for coaches and solopreneurs. Go to <http://www.thelandofbrand.com>



Problem-Solving Skills Do You Have Them?



If you are a skilled “Problem Solver” then you have a key skill, and it's one that can make a big difference to your career and life. Problems are usually at the centre of what many Facilitators do every day. You are either solving a problem for a client, supporting those who are solving problems, or discovering new problems to solve. The problems you face can be large or small, simple or complex, and easy or difficult to solve. Regardless of the nature of the problems, a fundamental part of every Facilitator's role is finding ways to solve them. So, being a confident problem solver is crucial to your success.

A skilled Facilitator usually has a good process to use when approaching a problem, which assists you to generally solve problems effectively. There are four basic steps in problem solving:

- Defining the problem.
- Considering alternatives.
- Evaluating and selecting alternatives.
- Implementing solutions.

Defining the Problem: We all know that the key to solving any problem is ensuring that you deal with the real problem – not its symptoms. For example, if performance in your clients’ business is below par, you might think the problem is with the individual employees. However, if you look a bit deeper, the real problem might be inadequate equipment, a lack of training, or an unreasonable workload.

Understanding Complexity: When your problem is simple, then, quite often, the solution is usually obvious, and you don't need to follow the four steps outlined above. So it follows that when you decide to take this more formal approach, your problem is likely to be complex and difficult to understand, because there's a number of interrelated issues. Quite often, what may seem to be a single problem turns out to be a whole series of problems. The four-step approach to problem solving will serve you well in many situations.

Strategies to help you understand the problem: Clarify the problem. It is always easier to solve a specific problem than an ambiguous one. So always clarify the problem before you start looking for a solution. Identify key elements of the problem. Problems come to us with varying amounts of importance. Focusing on useless information distracts us and wastes time. So identify the key elements of the problem before you start looking for a solution.

Visualize the problem or relevant process or situation. Sometimes we can see the problem and all its important details right in front of us. This helps us understand the problem. Other times we can't see important elements because they have already occurred or are not visible. In these cases, it is valuable to visualize important elements of the problem.

Draw a picture or diagram of the problem or a relevant process or situation. Visualizing a problem can help to understand it. However, we can keep only some much visual information in our minds at once, and it is often useful to draw a picture or diagram. Simulate or act out a key element of the problem.

Understanding complex or ambiguous problems can be difficult. Simulating or acting out some key element of the problem can sometimes be extremely productive. Consider a specific example. Problems often come to us in the abstract. Creating a concrete example helps us explore the problem. Finally, never, never, underestimate the power of Mind Mapping and Brain Storming with your clients to assist in solving their problem.

As a skilled professional, you don't need me to remind you of the potential immense power of these activities.



The Study of Stupidity



Being stupid is one of the main characteristics that distinguish humans from animals. Animals have an instinct for their own best interests. Humans, by contrast, occasionally act in a way that is contrary to rational behaviour - and contrary to their own best interests.

Much attention is paid to 'best practice' in business courses, but perhaps we need to pay more attention to stupidity.

A definition of stupidology is 'doing the same thing again and again, and expecting a different result, as in the example of repeating the same types of campaigns, strategies, etc., and getting only limited results - yet somehow expecting to do better next time.

Organizations (governmental and commercial) get locked into doing the same thing - instead of standing back and asking whether a particular policy is effective. The tendency is to repeat it with more gusto. Perhaps too many careers are vested in the original policy to question it. Instead of lateral thinking, people and organizations just dig themselves deeper into the same hole.

Here are three recommendations to break the cycle:

Educational institutions should teach worst practices. Those that currently teach 'best practice' courses in the hope that students can discover a formula for success, would perhaps also gain from looking at 'worst practice'. What are the lessons to be learned from the failures?

There should be a study of 'bad role models'. People are often encouraged to follow positive role models, but what about the worst examples they have encountered? They need to reflect on why they thought the bad role models were so bad and how they ought also to avoid behaving as badly.

Within each company, there should be the recognition that mistakes are an opportunity to learn, rather than burying them. There should be a culture where mistakes can be admitted and explored, and lessons learned before moving on.

After every project, a company should sit back and ask: "What were the lessons to be learned? What did we do right and what did we do wrong?" Consider how 'open' your culture is and whether it enables staff to admit that mistakes have been made.

Adapted from: "Stupidology - The study of stupidity" by Keith Suter, Leadership Excellence Magazine, April 2007. <https://www.keithsuter.com.au>

This article resonated with me back in 2007 and still stands today. What do you think? Should this be a topic of study in business?

BABETTE BENSOUSSAN, MBA

The Decision-Making Maverick™ at MindShifts®: Life, Leadership & Business Coach, Competition and Strategy Specialist, Author - Improving your life, decision-making and the competitiveness of your business. Babette is also a member of our LinkedIn group [Business Facilitator's FOCUS](#)

Is Video Marketing Important For Your Business?



[Steve Brambley](#)

The importance of video marketing for businesses has grown yearly, and the trend has firmly persisted into 2022. The impact of video on businesses has demonstrated to brands that video is a crucial factor in a brand's online marketing success. Moreover, video production should be a central component of any successful marketing plan rather than merely a minor or ad hoc activity. According to a recent study, 78 per cent of marketers claim that video marketing has increased their company's revenue, and 93 per cent of marketers think that video is an essential component of their marketing plan. The bottom line? Consumers are watching more online video. In fact, much more – since 2018, online [video viewing](#) has nearly doubled.

WHAT ARE THE BENEFITS OF VIDEO MARKETING?

Your brand will benefit from the human factor that video marketing adds. People want to know who they are buying in addition to the products they are purchasing. Consequently, video marketing is the best approach to help consumers connect with your brand. They need to picture themselves using your product or service. A static advertisement frequently lacks the human connection that video typically achieves. Moreover, it gives you the chance to express your brand voice. In the modern digital age, the impact that a few seconds of video marketing can have is unrivalled.

SLICK VIDEO PRODUCTION MATTERS

Your customer will know you're the real deal if your video marketing is high quality. You can achieve precisely that by spending money on a [branding or design agency's resources](#). High-quality video production demonstrates your brand's understanding of the value of conveying the user experience of your product. Furthermore, it strengthens the relationship you have with your potential customers. A well-made and insightful video shows the client that you've gone above and beyond to demonstrate the value you provide. In conjunction with social media, sales and revenue are improved dramatically by product, explainer, and testimonial videos. In addition, 72% of consumers prefer to watch videos to understand more about a company or product.



[Claire Beveridge](#)

Clair Beveridge, a content marketing specialist says that video is a visually rich communication tool that can be tailored to suit any audience and share any message. Whether your goal is to drive more traffic, increase leads, educate a buyer into making a purchase decision, or improve conversion rates, video is one of the fastest and easiest ways to communicate with your audience.

No matter the industry, video's benefits for business owners make a compelling case for implementing [video marketing](#) for your business.

- Cisco has predicted that by the end of 2022 online videos will make up more than 82% of all consumer internet traffic.
- Viewers retain [95% of a message](#) when they watch it in a video, compared to 10% when reading it in text.
- [83% of marketers](#) would increase their reliance on video as a marketing strategy if there were no obstacles like time, resources, and budget.

Engage customers on social media

Whether you're on Facebook, LinkedIn, Twitter, Instagram, Snapchat, or TikTok, sharing your message through video is easy, quick, and a no-brainer when it comes to successfully marketing your business to your target audience.

Social media posts that contain video have [48% more views](#) than those that don't. This signals a huge opportunity that creating killer video content to share across your chosen channels will get your business in front of the eyes of more people.

There's a staggering [100 million hours of video](#) watched on Facebook every single day—a statistic that shows there's a hungry audience waiting to engage with and view your social media video content.

MEASURING PERFORMANCE MANAGEMENT



Performance measurement is a process by which an organization monitors important aspects of its programs, systems, and care processes.

Data is collected to reflect how its processes are working, and that information is used to drive an organization's decisions over time. (Ref link)

Typically, performance is measured and compared to organizational goals and objectives. Results of performance measurement provide information on how an organization's current programs are working and how its resources can be allocated to optimize the programs' efficiencies and effectiveness. Data used for measuring performance provides evidence of how well an organization's system is working currently and what happens when changes are applied.

Why Does an Organization Need to Measure Performance?

There are a numerous reasons why an organization may choose to measure its performance.

Performance measurement provides a reliable process to determine if an organization's current system is working well. Also in today's economy, there is a demand for transparency and increasing scrutiny of an organization's total business practices. These reasons promote an organization's use of process and outcome data as a means to demonstrate its performance.

There are other typical circumstances of why an organization may choose to measure its performance, such as:

- ☐ Distinguish what *appears* to be happening from what *is really* happening
- ☐ Establish a baseline; i.e., measure before improvements are made
- ☐ Make decisions based on solid evidence
- ☐ Demonstrate that changes lead to improvements
- ☐ Allow performance comparisons across sites
- ☐ Monitor process changes to ensure improvements are sustained over time
- ☐ Recognize improved performance

It is useful to categorize performance measures to better understand what systems or processes are measured. An organization may combine different types of measures to provide a complete picture of its underlying systems.

Performance Management

Performance management is a process for setting goals and regularly checking progress toward achieving those goals. It includes activities that ensure organizational goals are consistently met in an effective and efficient manner.

The overall goal of performance management is to ensure that an organization and its subsystems (processes, departments, teams, etc.), are optimally working together to achieve the results desired by the organization.

Performance management has a wide variety of applications, such as, staff performance, business performance, or in health care, health outcome performance measures.

Herman Aguinis tells us to measure performance management behaviors, first cluster them into competencies. These are measurable clusters of knowledge, skills, and abilities (KSAs) that are critical in determining how results will be achieved. Examples of competencies are customer service, written or oral communication, creative thinking, and dependability.



Measuring two types of competencies

There are two main types of competencies.

- ☐ ***Differentiating competencies*** are those that allow us to distinguish between average and superior performers.
- ☐ ***Threshold competencies*** are those that everyone needs to display to do the job to a minimally adequate standard.

Social Enterprise In Australia



According to [Social Change Central](#) social enterprise is on the rise in Australia. Using business as a force for good has taken the world by storm, and for good reason. The [World Economic Forum](#) reports that in just two decades, social entrepreneurs have improved more than **622 million lives**. They argue that social enterprises exert so much positive influence that they have the potential to transform entire industries for the better. Locally, social enterprise is on the rise and not just for the positive impact the sector is having.

The [Social Enterprise World Forum \(SEWF\) is coming to Australia](#) in 2022. Brisbane will host the 28-29 September event, bringing together diverse voices and presenting a global perspective of social entrepreneurship. The event will feature panels, roundtables, and open forums. Attendees will leave with new knowledge and skills regarding things like measuring impact and running a social enterprise.

The Yunus Centre at Griffith University conducted research demonstrating that there's widespread support for organising the social enterprise sector at the national level. Drawing from international and Australian research, they reported that Australia can better support the sector, and the best way to further social and economic outcomes is through a [national social enterprise strategy](#).

Over a three-year period, Social Traders reported that [\\$222m was spent with certified social enterprises](#). Assisting with more than 1,400 jobs, 379k training hours, and \$13.3m in community goods and services delivered, Australian social procurement is growing. It's doubled every year—at a rate of growth higher than other parts of the world. It appears that this trend will continue. According to the Chartered Institute of Procurement & Supply's [The State of Social Procurement in Australia & New Zealand 2021 Report](#), 86% believe social procurement will become even more important in the future.

Formerly a fringe topic, more of Australia's mass media has begun to cover the growth and impact of the social enterprise sector, all reporting on the rise in social enterprises in response to consumer demand. And the [Australian Social Enterprise Work Force](#) 2022 (SEWF) Committee have also catalysed a working group to co-create a national campaign.

Not only have there been more peak representative bodies for social enterprise formed in recent years, but they're also increasingly willing to share knowledge and collaborate. [Australia's social enterprise networks and councils](#) are present or emerging in all states. These organisations, along with the national body, [Alliance of Social Enterprise Networks Australia \(ASENA\)](#), will play a key role in encouraging the establishment of a national social enterprise strategy and agenda.

While we don't have a national social enterprise strategy, they've been established at the state level. Both the [Queensland Social Enterprise Strategy](#) and the [Victorian Social Enterprise Strategy](#) have emerged in recent years to support social enterprise capacity and development, enhance market opportunities, and boost access to capital.

If there's one thing that's consistent why Australian social enterprise is on the rise, it's connectedness. These efforts aren't happening in isolation, they're the result of cohesive, collaborative efforts. A strong Australian social enterprise ecosystem is part and parcel of furthering the momentum to continue supporting the sector.

A Social Change Central [membership](#) not only puts you in touch with an increasing number of relevant opportunities, but it also allows you to play a part in strengthening Australia's social enterprise ecosystem. Together, we can help the sector continue to grow, thrive, and effect widespread change.



WATCH THIS SPACE

Are you a Business Mentor, Coach, Trainer or Facilitator? Are you a professional, an expert in your field? The Australasian Institute of Business and Enterprise Facilitators Inc (AIBEF) is in the process of updating and modernising our web site, and we are placing a lot more emphasis on promoting our members to the world.

If you are experienced and skilled in your field, and you are not a member of the AIBEF, you might consider that now would be a good time to become a member and profile yourself/your business amongst highly respected and accredited Business Consultants under the banner of the AIBEF.

The below pic is an example of how we currently profile our members watch this space when our new website is completed.



Dr Tim Baker MAIBF

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Dr Tim Baker is a thought leader, international consultant, and successful author. His latest book, Performance Management for Agile Organizations (Palgrave Macmillan) can out in December, 2016. Tim was recently voted as one of The 50 Most Talented Global Training & Development Leaders by the World HRD Congress which is awarded by a distinguished international panel for professionals "who are doing extraordinary work" in the field of HRD. He is the author of:

- The 8 Values of Highly Productive Companies: Creating Wealth from a New Employment Relationship (Australian Academic Press, 2009)
- The End of the Performance Review: A New Approach to Appraising Employee Performance (Palgrave Macmillan)
- Attracting and Retaining Talent: Becoming an Employer of Choice (Palgrave Macmillan)
- The New Influencing Toolkit: Capabilities for Communicating with Influence (Palgrave Macmillan)
- Conversations at Work: Promoting a Culture of Conversation in the Changing Workplace (co-authored with Aub Warren) (Palgrave Macmillan), and
- The End of the Job Description: Shifting From a Job-Focus To a Performance-Focus (Palgrave Macmillan).

Tim has conducted over 2,430 seminars, workshops and keynote addresses to over 45,000 people in 11 countries across 21 industry groups and regularly writes for HR industry press. Director WINNERS-at-WORK Pty Ltd 105 Hawthorne Road Hawthorne, Brisbane Qld 4171



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Bernadette formed Management Governance Australia Pty Ltd in 2014 with the purpose of assisting business and community to navigate the rapidly changing work environment.

Bernadette draws on over 20 years experience in leading companies (Victoria & NSW) specializing in education and training (RTOs), employment services, apprenticeship services and disability services. She also has extensive in designing and managing the delivery of local responses to the development needs of business and individuals. In addition to her CEO roles, Bernadette has extensive governance experience and contributes to strategic discussions and national forums.

Bernadette holds a Masters in Public Policy and Management; a Graduate Diploma in Education (Mathematics); a Bachelor of Applied Science (Mathematics); an Associate Degree in Applied Science (Amenity Horticulture); an Associate Diploma in Applied Science (Therapy Radiography); a Diploma in Frontline Management; and a TAE 40110 Certificate IV in Training & Assessment.

Currently Bernadette is President/CEO of Workforce Plus and Chair of Enable Social Enterprise and has held previous Board Directorship roles with Jobs Australia Ltd, Job Futures Lt, Community Colleges Australia and Community Colleges Victoria, Victorian Adult Community & Further Education Board, Job Futures Ltd, Learn Work Develop in Baw Baw, South West Local Learning and Employment Network, South West Regional ACFE Council and the Colac Area Health Board.



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 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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