

Facilitation *FOCUS*



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Entrepreneurs - Building and Maintaining a Successful Business



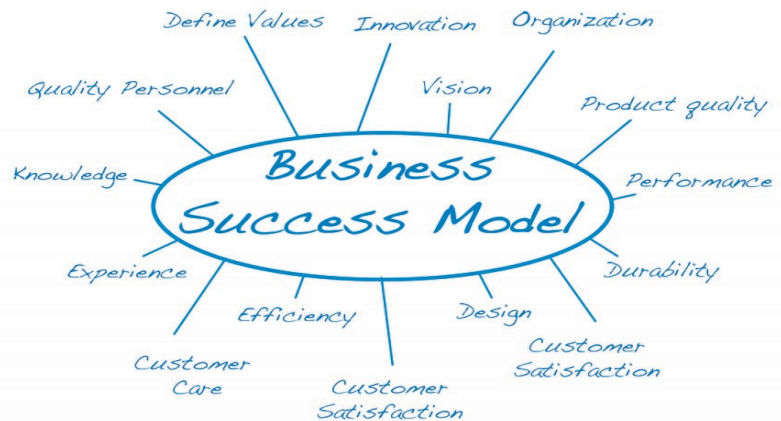
Diana Ennen

Diana Ennen – Publicist – Author – Speaker – Coach, tells us that having your own business for the most part totally rocks! You're the boss. You get to decide what goes on in the day-to-day operations, and most importantly you have a big influence in how fat that bank account looks. Life is good! But as many entrepreneurs will admit, it's not always as easy as it sounds. And especially for those that have been in business for years, it can be challenging to keep excited about their biz. Not too worry, we are here to help.

Here are Diana's tips on Building and Maintaining a Successful Business

- **You need to remain passionate about what you are doing.** That's the only way to keep going and face those odds, exhaustion and temptation to throw in the towel. You aren't going to love what you do every day, but on the whole you have to believe in it and want to continue doing it.

- **Day to Day Business** – You have to work your business right. And when you've been in business a while, let's admit it, we can get just a tad bit lazy or bored. You don't have the same jump and down ambition that you had in the early days, and that's AOK. But you do need to once in a while give yourself a jumpstart. When you notice that you are getting tired and cranky of doing the same thing day in and day out and things take you three times longer because your heart just isn't into it, that can be a sign a change is needed.



<https://insidesmallbusiness.com.au/>

The good news is as an entrepreneur you can easily change. You don't have to give up your business or your awesome clients. Figure out ways to get the passion and fun back. It can be as simple as adding new specialties or it can mean a complete reboot is necessary. Just be willing to evaluate it, know you need to do something, and then commit to doing it. Just do whatever it takes to get the energy and excitement back. And one more thing, don't feel guilty at all because of this. It happens to the best of us. The smart entrepreneurs are those that recognize it and make the necessary changes.

- **Marketing can be Fun Too** – We know marketing your own business almost always gets put on the back burner, especially when you aren't as into your business as you once were. Now this can be a critical mistake. What you need to do is get back your marketing mojo. You do this by first doing something you really enjoy. The goal is to get you back into the marketing mode. When you do something fun, that can help and not feel like such a chore. Now add to it. Slowly add in more marketing that you know has been successful in the past. Before long, you'd be back at it and not even realizing you are doing it. Then the marketing magic happens.

- **Boundaries – Keep Them** - We all know about boundaries. And we all know that they are hard to keep. Let clients know as a business owner and a valuable resource to them, you work best within those boundaries you have set. Reassure them that this enables you to always give 100%. Now, there might be times that a client really

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needs you and if it works out for you, then you can be a little flexible. Just let them know this needs to be an exception, not be the norm. If you do have to work an evening or weekend, take Friday afternoon off. Just remember to do what works best for you and your business.

• **Take Time for you** - I know everyone tells you to do this and next week when you have more time and this project is over you will. Stop it already! Take out your planner right now. Turn to next week and schedule in some “me” time. Now next week it might be a little difficult because you might already be booked, but do this for the upcoming month. Consider doing it at the same time each week so it becomes more of a habit. Now stick to it as much as you can. Consider getting an accountability partner who you love to talk with who can motivate you and inspire you to keep doing this. Just getting to talk with someone else, and truly be honest helps!

See how easy it is to keep your business going. The last thing to remember is sometimes you just need to take a break. It's AOK to take a few days off and really think about what you want in your business. Go to the beach or get a change of scenery to get out of the office. It works. And of course, if you need help, consider hiring it. You don't have to do your business alone and most businesses thrive because they realize this.

[Josh Kaufman](#), in his book “*The Personal MBA*” tells us There are *5 Parts of Every Business*, each of which flows into the next:



- **Value Creation** - Discovering what people need or want, then creating it.
- **Marketing** - Attracting attention and building demand for what you've created.
- **Sales** - Turning prospective customers into paying customers.
- **Value Delivery** - Giving your customers what you've promised finished
- **Finance** - Bringing in enough money to keep going and make your effort worthwhile.

Take away any one of these five parts, and it's not a business.

When planning a new business or analyzing an existing venture, always begin with the five parts - they will help you discover any major issues or gaps quickly.

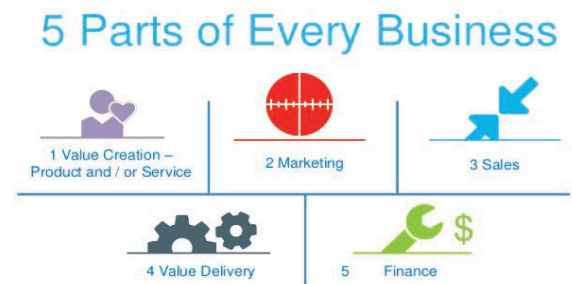
However, [Andy Cabistan](#) takes it one step further:

It may be the best time in the history of “work”. Thanks to the advancement in technology and instant access to information, the younger generations are more mission driven and intentional about the way they develop their careers. Companies with great cultures will be the ones to survive and thrive in the 21st century.

To keep and attract that high-caliber talent, companies need to build and sustain great organizational cultures. To do this, there are five essential elements organizations should address:

- Purpose
- Ownership
- Community
- Effective communication
- Good leadership.

**** Click on this link [HERE](#) for Andy's in-depth explanation of these 5 elements**





Willem van der Merwe

3 Smart Ways To Build a Healthy Work Environment

Fostering wellness in the workplace is just good business. Employees who feel respected, safe, and mentally healthy perform higher, are more satisfied with their jobs and are substantially less likely to resign than those who feel undervalued, stressed, or burned out.

It makes sense, particularly within the current labor market. The labor pool is a much savvier bunch than they were just a few short years ago. They value themselves and their time more. They feel a sense of control related to their jobs that were mostly lacking prior to the pandemic. And even though current employment dynamics are volatile, workers who feel slighted, unhappy, or unhealthy with their current employer are more than willing to look for a job somewhere else. Maybe even with the competition.

While there is no universal answer as to what constitutes a healthy work environment, there are some common elements that most thriving company cultures have in common:

- Alignment of Common Goals
- Collaboration and Team Mindedness
- Commitment to Excellence
- Opportunity for Advancement and Development
- Recognition of Achievements and Accomplishments
- Respectful and Forthcoming Communications
- Hiring for Cultural Alignment

Wellness in the workplace is a core value that smart business owners infuse throughout their strategic vision. Identifying where you might be falling short in your own workplace wellness initiatives is the first step to building an environment in which your people thrive. One of the best ways to do that is to really hear what your team has to say.

Schedule one-on-ones with as many employees as reasonably possible and ask them the hard questions. Or you might consider creating an anonymous electronic survey. Either way, let them know that you are there to listen and not to judge or defend. Consider asking them:

What do you like about your job and work environment? What don't you like? On a scale of 1-10, how would you rate our company culture? If you were the boss, what would you do differently? How can we do better and be better?

Take lots of notes. In all likelihood, you will notice there are some recurring themes. Pay special attention to those because they appear to be pervasive throughout the group consciousness. Build a spreadsheet with the good, the bad, and the ugly insight you garnered from your team. Include a separate column consisting of issues and ideas you believe are worthy of action. That is your starting point for the real work of building a healthy, content, and productive environment.

While you will learn a great deal from these conversations, remember that wellness in the workplace starts at the top – and that means you as the business owner.

Here are three smart actions you can take as a business owner to bolster your company culture and build a healthy, thriving workplace:

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1. Regularly Express Gratitude & Appreciation.

[Recognition is a big deal for today's workforce](#) and can substantially improve engagement, performance, and productivity. Consider a reward system, but also be sure to regularly offer verbal acknowledgment.

2. Establish a Trusting, Caring & Safe Environment.

Check-in with your employees on a regular basis. Show your team that you have a sincere interest in their health and happiness, both at work and at home.

3. Create Opportunities for Growth.

Employee and leadership development initiatives show your team that you are invested in their personal long-term success. Consider creating [mentorship programs](#) or other learning and growth opportunities.

Are you interested in more ways to enhance workplace wellness in your business? Feel free to DM me for information on how joining a TAB Board can help you improve your company culture.

In another article from [Comcare](#) - the Australian government's national work, health and safety authority - it points out that Getting work health and safety right can deliver many benefits to people and to organisations.

This includes:

- improved health and wellbeing
- greater productivity
- higher performance
- increased job satisfaction
- greater work participation and increased social inclusion
- increased individual, team and organisational resilience
- lower absenteeism rates
- less workplace injury and workers' compensation claims
- faster return to work
- lower workers' compensation premiums.



Management actions can help to create workplaces that are good for mental health and wellbeing and prevent harm to mental health caused by job-related stress, poor work design and management practices. Workplace conditions, which include good quality jobs, are strongly related to engagement and emotional health and wellbeing, and reduce the negative consequences of disengagement, ill health and sickness absence.

Comcare indicates that **Workers who feel valued, safe and healthy are more likely to be more productive and committed to their work.** Healthy workplaces can reduce insurance costs and absenteeism, and overall healthy workplaces can increase worker productivity, satisfaction and retention.

“Work is the most effective means to improve the wellbeing of individuals, their families and communities”

[**Professor Sir Mansel Aylward**](#)

Are You Stuck In The Rut Of Thinking Small?

“Business is like a person rowing a boat upstream. They have no choice; they must go ahead or they will go back.” [Louis Peirson](#).

Do you find that sometimes you are “stuck” thinking small?

Like most small business owners, we all wear many hats, and in the hustle and bustle running our business; ensuring orders get filled, customers get served, staff are performing well and morale is good, answering the phone, and bills get paid, it’s all too easy to fall into the trap of thinking small.



Many of us never reach the level of accomplishment that we have set our goals on, mainly because of thinking “small”.

Thinking big is a habit that we can develop and adopt, if only we can get the time to focus. It is a habit that allows us to stretch our imaginations and expand our personal potential.

However, thinking big will never become a reality for some of us if we continue to stay caught up in the following limiting habits that ironically force us to think small:

- **Procrastination** holds you back and pulls you away from moving forward in your life.
- **Short-term thinking** denies you the ability to see solutions that lie a few steps ahead
- **Solving insignificant problems** distracts you from what’s most important and from the BIGGER picture.
- **Over-analyzing things** wastes time and energy on small matters that are of little significance.

Sometimes it seems that the small business owner is forever running their business in reactive mode, constantly responding to one phone call or crisis or emergency after another. Is this YOU???

It’s a fact that when we’re doing the same thing, day in and day out, it’s hard to break out of routine thought and encourage our minds to think beyond the here and now.

[Alec Lynch](#), Founder and CEO of [DesignCrowd.com.au](#) offers 5 tips that he suggests will get you out of the rut and start thinking and growing your business:

1. Think big. Whether you’re planning a new business or running an existing business: think big, think global.
2. Never stop testing. If you never stop testing new things and your website, your business will never stop improving.
3. Faster is better than slow.
4. If you have an idea, start today. It’s never been easier to start a business. All you need is a laptop and a credit card.
5. Never, never, never give up on your dream.

[David Lonsdale](#), President, Allegiance Capital <https://twitter.com/@MiddleMktMandA> says: “Failing to take the time to challenge small-business attitudes is a sure-fire way to miss out on the growth your company could easily be ready for.”

David suggests there are three major attitude shifts needed :

1. **Invest in Quality Support Staff:** We should make the choice to invest in quality employees. A small company generally can’t afford full-time professionals in key support positions. Midsize companies know they can’t afford not to.
2. **Turn Customers Away:** When you start running a company, it feels like you have to take every order a customer is willing to give you, no matter how small - and sometimes, you do. But when you start getting \$10,000 orders, you should be turning away the \$1,000 ones.
3. **Expand the Management Team:** If you want to successfully transition to being a mid-size business, it is essential that you stop to assess whether your ownership and management have the right attitude towards your company’s growth. If it’s time to take it to the next level, you’d better start making business decisions like midsize companies do.

Whilst I may not necessarily totally agree with the above, the best advice I can offer is that we should all be willing to at least consider change. If not, then growth, advancement and expansion are impossible.

In order to open your mind and prepare yourself to reach a new level, you will have to accept the changes that will happen as a result.

Stop Painting Over The Rust

"If you always do what you have always done, you will get what you have always got." I reckon whoever said this was right.

Of recent months I have been seeing a lot of retailers and businesses who seem to be stuck on go. The economy is no doubt slowing and the consumer confidence index is the lowest since 2009. However, no point behaving like possums caught in the lights of the oncoming car and getting flattened. Every business has an obligation to do something that can enhance sales as they chart their way through these times.

You cannot discover new oceans until you lose sight of the shore. The need to discover new markets and customers is the fuel that any business needs. So doing what you have always done just might need a rethink. In most cases I see it does. ***So stop painting over the rust.***



I recommend a real good look at sales development tactics. I did a small survey (verbal) with a few contacts and friends in business. All were what I call shop or deskbound businesses. They had a two dimensional approach to their business. People either walked in or walked past. Yet, the array of their products was worthy of many more clients than they currently had.

I asked if they ever set time aside to see some of the businesses in their area. In all cases the answer was no. Yet, in the previous days I found myself in many of these outside places that they could do business with. I found I had to visit a number of councils. Councils buy a lot of stuff and yes I know they call tenders and all the other things that can make it all too hard. Yet, I was amazed at how many of them had accounts with nearby business houses. Their staff could go up and order what they needed when the time arose. Yet no one ever called on them. Not huge volumes but good bread and butter stuff.

What would happen if you decided to put aside a day a week and go out and do some canvassing? Leave a few business cards out there. Have a trade night and have a supplier pay for a few chops and a soft drinks.

This is sales development at its very basic and very best. Why not put a sign up on their noticeboard and say that employees of that facility were entitled to a discount of some sorts? I know that works as I have done it dozens of times. No costs involved only your time to go see them and ask permission to put your card or message on the noticeboard.

These are some of the best ways to get customers into your store.

I once did a promotion for a mortgage broker; we offered a free meat tray for any employee of a large factory who came to him looking for a loan. He put the sign up in the factory canteen and did a deal with a local butcher and he got business. He had the costs of doing the call to the factory and the cost of \$50 meat tray.

I did the same for a large catering house who did weddings. Lots of people read notice boards to see what their shifts are going to be.

Most women are going to be brides or mothers of brides. They love to look at options for receptions. The workplace noticeboard is a powerful medium as it gets lookers. **Yup it worked.**

Try getting out of the shop and do some cold calling. **It works.**

**Article by Peter Nicol Wisdom Marketing & Management Services www.wisdommarketing.com.au*

MEET KERRY HALLETT MAIBEF



KERRY HALLETT MAIBEF

Kerry is a long-term member of the [AIBEF](#), and was past Deputy President for many years.

For the past 7 years Kerry has been the President of the Kurri Kurri District Business Chamber, and for the past 20 years Kerry has been the General Manager of the Hunter Region Business Hub. She is currently an Executive Board Member of BEC Australia.

Kerry studied for her Masters in Business Administration at Newcastle University, and she also holds a Diploma (Distinction) in Business Administration and Business Management.

Kerry said *"I am proud and humbled to have been five times nominated for the Telstra Business Woman of the Year between 2009 and 2014 as well as President for two terms with the Maitland Business and Professional Women Australia, working towards ending gender inequity in the workforce."*

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Knowledge— Skills—Experience – Qualified – Accredited - Integrity

Are you looking for expert business assistance with your business? AIBEF and our network of qualified and skilled members offer expert counseling and training across Australia (and beyond).

All of our members are accredited and qualified experienced Business and Enterprise Facilitators, and have been required to achieve a designated standard of training, achieve the required level of qualifications set down by the AIBEF. They have delivered many hundreds of hours of business support and advice to business owners and their teams across Australia.

Part of the role of AIBEF is to provide ongoing Continuing Professional Development (CPD) for all of our members. This ongoing activity ensures that our members can constantly stay up to date and well-informed in their profession.

All of our members operate under a Code of Ethics, which includes attributes of:

*Confidentiality *Professional Competence *Professional Behavior *Objectivity *Integrity

Many of our members are experienced specialists in specific areas of business, and all of our members are "generalists" with a wide and diverse range of skills and knowledge.

Look for the AIBEF Accreditation with your Advisor, and you know that you have an experienced Professional who is a qualified expert in their industry.

Over the coming months, AIBEF will be featuring some of our members and profiling their skills and experience on our website and also in our monthly newsletter.

AIBEF

Maintaining Accreditation, Integrity and Knowledge for Business Advisors

Web: www.aibef.org.au **Email:** info@aibef.org.au **M:** +61 410 082 201



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.

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 on completion.	
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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