

Facilitation FOCUS



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The Value of Brand Loyalty

Traditionally, consumers have been loyal only to a small number of companies that they know and trust. Their relationships with those companies could also be counted on to be stable. The pandemic has upended this stability by introducing new considerations for consumers when engaging with companies. These changes present both opportunities and risks for companies to gain or lose customers.

There are countless examples of how brand loyalty has translated into success for companies. Coca-Cola, Nike and Apple all seem to have built their businesses on the back of loyal customers.

[Emarsys](#) tells us that customer loyalty can be defined as a person's willingness to interact with and buy from a specific company on an ongoing basis. If you can create memorable, positive experiences for your customers, you'll increase the chances of them not only coming back for more, but spending more per purchase.



Studies show that loyal customers spend **67% more on products and services than new customers**. So, even though your most loyal customers might only make up 20% of your audience, they provide up to 80% of the revenue.

When it's 5x easier to retain a customer than acquire a new one, numbers like these are hard to ignore.

This is why brands that focus on creating valuable experiences and stand-out service for customers they already have reap the rewards of repeat business and increased customer lifetime value. In an over-saturated marketplace, loyalty matters now more than ever.

To create meaningful connections, brands must put their customers first and understand their needs. With countless choices, unlimited information and peer reviews, customers are today far more unpredictable than previous generations and more likely to leave a brand just because a friend recommends something else.

That's why in today's highly competitive market, winning your customers' loyalty can be the only winning strategy for your business. While growing your customer base is important, keeping them is far more important and is becoming increasingly difficult.

When a brand offers a unique experience with little-to-no viable competition, marketers can more easily position the product or service as something better, new, disruptive or otherwise different from anything else out there. Yes, it is nice to be special. It is also increasingly rare.

Loyalty has always been important, but in a world of near-perfect information and ever-increasing choices, it is more valuable than ever. In fact, I believe brand loyalty is now one of the few sustainable sources of competitive advantage.

So our advice is when your business faces a customer-service issue, do not think only about the cost it will require to solve it. Instead, look at the long-term benefit that customer will bring to your company in terms of loyalty and promotion and try to make them happy by giving a small gift or free service to earn their trust back.

How do you handle customer-service issues? Are you doing your best to win unsatisfied customers back and eventually turn them into a brand evangelist?

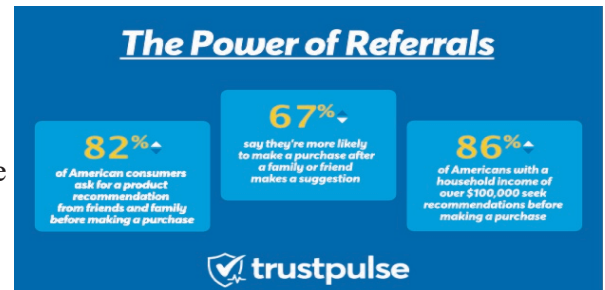
ADVERTISING YOUR BUSINESS FOR RESULTS

Question: My new mobile car detailing business offers wash, wax, polish and full clean services to customers at their work or their home. I plan to start off with an advertising budget of \$1,000 initially, and I will contribute a \$100 a month thereafter.

What would be the most effective means of advertising on this limited budget?

Answer: There are three questions that must be answered.

- ◆ How powerful is your message?
- ◆ Is your advertising budget sufficient for the size of the marketplace you're wanting to reach?
- ◆ How committed are you to the success of your new business?



<https://trustpulse.com>

The idea of having one's car washed and cleaned without having to make a special trip, or spend half a day over the weekend doing it yourself, has always had some appeal to busy people. But since the idea is not new most people are going to have some serious questions they need answered before they will be willing to dial your number.

The answer to question one, *"How powerful is your message?"* ultimately comes down to this. How well can you tell your story? How persuasive are you?

Once you've sold your product or service to a client, keep an iron grip on their contact details. To build a strong relationship with your customers, develop a database and keep in contact. Of course you should notify them when you have a special and always offer them special deals or discounts when they refer you to other potential customers.

"From large international industry to the corner grocery store, referral marketing is the most powerful form of marketing known. Simply put, referral marketing is a method used to attract new customers to a product or service by using referrals, usually via word-of-mouth." [*Forbes 2023*](#)

Regardless of your industry your existing clients can be your most powerful advertising source. Companies leverage referral programs because they're beneficial for attracting new customers, establishing trust, and boosting sales. A solid referral process and strategy will allow you to reach new users simply through word-of-mouth recommendations from your happy customers.

"Process" is the key word here, because getting referrals haphazardly and contacting them without having a specific plan in mind can be just as bad as not getting them at all. Yes, it will take a little work on the front end to set up a solid referral process, but it will ultimately pay off in a continuous pipeline of qualified new business through word-of-mouth by your existing clients.

The only expenses come from any initial paid promotional efforts you make for starting off your program and the rewards for your participants. And, best of all referral programs have a much lower cost than most other digital marketing tactics.

"Research has repeatedly shown that referred leads close faster, buy more, and stay longer — all with significantly less effort and at a much lower CPA than non-referred prospects. In fact, **brands see a 25% higher profit margin from referred customers** versus other channels." [*Ambassador 2023*](#)

IS LEADERSHIP IMPORTANT TO ACHIEVE BUSINESS SUCCESS?

‘Leadership skills’ have almost become buzzwords during the last few years, as businesses identify a growing lack of leaders with the abilities to tackle the new and ever-changing challenges of a digital economy.

As a business leader, you must meet high expectations.

Effective leadership in business can instill a sense of pride with you and your people and promote cohesive teamwork, cultivate a sense of greater good, motivate and inspire trust, and provide overall purpose and direction.

Not everyone is a leader. Many people have begun to acknowledge that most leaders are made rather than born. While a natural affinity for leadership is always appreciated, many employees need consistent practice and skill-building resources to become talented leaders.

It stands to reason that if leaders are born, everyone with these qualities and skills will find themselves in leadership positions, but many do not.

[John Mattone](#) in his book “[The Intelligent Leader](#)” believes that In today’s business world, we find ourselves in a conundrum: all businesses crave superior leadership, yet there remain relatively few truly great leaders. While there have never been so many books, blogs, speakers, and seminars on leadership, global organizations are finding that the supply of leadership talent is significantly lagging the supply of raw intellectual horsepower. And companies are having difficulty finding and grooming the next generation of leaders to handle the fiercely competitive atmosphere and lightening fast pace of change that defines our era.



In the famous words of former NFL coach [Vince Lombardi](#), a national symbol of strong leadership in the US after taking his team to three Super Bowl victories: *“Leaders are made, they are not born. They are made by hard effort, which is the price all of us must pay to achieve any worthwhile goal.”*



The reason for continued debate about whether leadership skills are innate or learned is because there is simply no right or wrong answer. In our society, it’s impossible to remove every influencing factor that would allow for a truly unbiased experiment. That’s because everything we do, see, read – and so on – influences how we think and behave. By reading this article, you’re forming an opinion. When you make decisions at work, they’re based on information and awareness.

Can leadership skills be taught and learned?

According to [Delphinium](#) To truly identify whether leadership skills are innate or learned would require experiments of a scale that is unlikely to happen in our lifetimes. So we rely on our research and draw our own conclusions to the enduring question: are leadership skills innate or learned?

Overwhelming evidence shows that organisations face a skills shortage compounded by a whole host of new issues resulting from the Covid-19 pandemic, and the need for strong leadership is more widespread than ever before.

We believe you can progress quickly if you identify room for improvement in your leadership capability and create an effective action plan to develop the necessary leadership skills and elevate your emotional intelligence.

Use Your Good Habits to Achieve Your Goals

(Extracted from an article from [Mind Tools](#) & presented with MT Permission)

If you've ever played a sport or taken up a new hobby or interest, you know how satisfying it can feel to achieve a significant goal. As well as learning something new, you've changed yourself for the better. That's an empowering thought!

Good habits lie behind many of these positive changes. The repeated actions – attending a weekly sports practice, for example – help you to build the change into your daily life. It becomes a habit, and good habits can help you grow, personally and professionally.

How Goals Affect Habits: You are far more likely to achieve worthwhile goals if you have good habits. Illustrating this, a recent study suggested that we're not motivated by goals alone. In fact, once we've decided upon a goal, we're more motivated – on a day-by-day basis – by the habits that we have set up to reach it, than by the goal itself.

We're also motivated by reflecting on our progress towards our goals. A 2010 study reinforced this: here, researchers monitored people who were trying to form better eating habits. They found that those who were encouraged to reflect on how they were doing, and who adjusted their habits accordingly, were ultimately more successful.

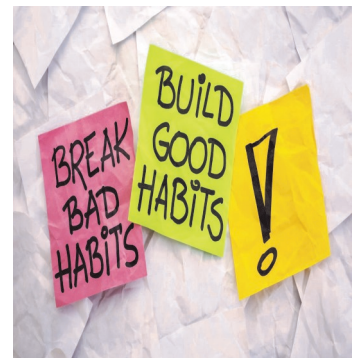
Creating Good Habits: Follow these steps to develop good habits in your daily life, and to kick-start positive change.

1. Identify What you Want to Achieve

First, note down your personal and professional goals. You'll need to develop new habits to achieve these **goals**, so it's important that you're clear about what they are. Now choose one goal, and think about the habits that you'll need to incorporate into your schedule to reach it. What do you need to start doing every day to make this vision a reality?

Example:

Michelle has always wanted to live in France. Her goal is to learn to speak French, so that she can apply for a role in her company's Paris office. She decides to spend 30 minutes each day learning French.



2. Build Good Habits Into Your Routine

Find ways to build your new habit into your routine. Block out a regular time for it in your schedule, so that you can give your positive habit your full attention.

Example:

Michelle knows that she's at her best earlier in the day. She also knows that she's usually too tired to focus on learning after work.

She decides that early morning will be the best time to learn French. She resolves to go to bed by 10:00 p.m. each night so she can wake up at 6:00 a.m. In the evening, she lays out her clothes for work, prepares the coffee machine, and makes her lunch for the next day. She also loads some French learning podcasts onto her laptop in the kitchen.

When she wakes in the morning, she turns on the coffee machine and starts listening to the podcasts as she waits for her coffee to brew.

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3. Reflect on Your Habits

As you progress with your new habit, reflect on how it's working for you. If you're struggling to stick to it, think about why this is. Were you too ambitious? If so, consider setting a more manageable short-term goal to re-motivate yourself.

Or, if your new habit isn't delivering the change that you expected, reflect on what's gone wrong. You may need to tweak your habit to make sure that it's delivering real change.



4. Develop Self-Discipline

A 2012 **study** showed that it can take an average of 66 days to form a new habit. That makes **self-discipline** essential.

One way to strengthen your self-discipline is to create a **Treasure Map**: a collage or visual representation of what you want to achieve.

This will remind you why your new positive habit is so important to you. This can be just what you need to get motivated on days when your enthusiasm is waning.

5. Get Support

It can be hard to stick to a new habit when you're on your own. So share your goals with colleagues or friends, and ask them to support you. For example, you could ask them to call you check on your progress. Or, if they share your goal, you could meet them each week to support one another and maintain progress.

Numerous apps have been designed to support people trying to develop new habits. For example, **Stickk®** was developed by Yale economists. It allows you to log a goal, and to appoint a mentor to monitor your progress. A quick search online will reveal similar tools.

Key Points

Habits are powerful. They bring about change one step at a time, and they help you ensure that these changes become part of your life.

However, you're far more likely to reach your goal if you make your new habits part of your regular routine. Follow these steps to make good habits stick:

1. Identify what you want to achieve.
2. Build good habits into your routine.
3. Reflect on your habits.
4. Develop self-discipline.
5. Get support.

When you decide to establish new habits in your life, focus on one at a time.

If you try to overhaul your entire schedule at once, you'll likely get overwhelmed and quickly revert to old behaviours.





[BABETTE BENSOUSSAN, MBA](#)

**The Decision-Making Maverick™
at MindShifts®: Life, Leadership
& Business Coach, Competition
and Strategy Specialist, Author.**

Stop The Stopping

What would it be like for you if you stop putting stuff off until tomorrow and started what you could today?
How would you feel?

Stop the noise in your head that says – great idea, maybe later. Because, before you know it, later becomes tomorrow, tomorrow becomes next week and next week becomes never. When you put something off for ‘later’ – what you are really doing is depriving yourself of what may be possible – if you’d just taken that first step.

There’s no need for remorse for the delays of yesterday... just start today and take that first step forward!
And to get you going, here are some easy ‘first steps’ to get you moving forward

1. Read one page of a book
2. Put on comfortable shoes and go for a walk
3. Be grateful for the blessings you do have
4. Laugh
5. Phone or write to one friend you care about
6. Learn one new idea that will enhance your career
7. Spend 10 minutes carefully listening to a family member
8. Give your time or donate funds to a worthwhile cause
9. Meditate
10. Encourage rather than criticise yourself

You don’t have to do them all, just choose one, for today. Or, create your own wish or to-do list - and then just pick one and start!

And if you want some support, give me a call.

DON’T

In November last year, you may recall I wrote a blog about creating positive energy with your words and provided some suggestions for saying things in a different, more positive way. A good colleague of mine, Bob Seldon, then sent me his latest book “Don’t – Unlock the do in don’t.....How using the right words will change your life”.

Well, I read this wonderful book over the summer holidays and in summary, all I can say is this book is outstanding and a truly helpful guide with some great exercises, tips and examples.

The book is broken down as follows:

Part One – How words impact our behaviour

Part Two – Words to use, words to avoid and other influencing factors when communicating

Part Three – Difficult conversations and how to manage these.

Bob certainly takes you further than my little blog. So if you are looking to bring more energy into your life, then you really need to read this book. <https://www.bobselden.com/books/dont>

MEET “PIP” SCOTT-ALLEN MAIBEF



“PIP” SCOTT-ALLEN MAIBEF

Pip's Career Goals are

To never stop learning and growing.

To excel in all aspects of leadership. Experiencing various roles and industries to best aid businesses and teams grow.

To deliver exceptional internal and external customer services while forever expanding my horizons

Some of Pip's Core Strengths are:

Leadership
Motivation
Training
Customer Service
Sales
Marketing
Outdoor Education
Social Media
Social Media Marketing
Computer Skills (Intermediate-Advanced)
Public Speaking
Networking
Relationship Management
Product Development
Being Positive
Extreme Dedication & Drive

Contact

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[AIBEF Member Site](http://AIBEF.org.au)

Gillieston Heights, NSW, 2321



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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