

# *Facilitation FOCUS*



PROCRASTINATION

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## Conquering The Hidden Enemy Within – Procrastination!



**Sam Tornatore**

We all know the feeling of putting off tasks. At first, it may even feel good to procrastinate and delay, giving yourself some relief or time. It's a slippery slope, starting with harmless delays, snowballing to gain momentum, and ending with missing major deadlines and opportunities. Procrastination can feel like an invisible force that's always lurking, tempting you to put off important tasks and steal precious time away from your day, leading to a general feeling of overwhelm and dissatisfaction. Now it's become a "normal" pattern and way of life. You may even be one of those people who says things like, "I'm such a procrastinator" repeatedly. Now you're really in trouble! Something has to change...

So, what is the first step in slaying this dragon? First, it's important to recognize the signs of procrastination and NOT LIVE in denial. Maybe you find yourself constantly checking emails, text messages or scrolling through social media instead of getting work done. Or perhaps you feel overwhelmed, unmotivated, or find it hard to focus. These are all classic signs of procrastination, so it's important to nip it in the bud before it spirals out of control.

Next is identifying the reasons behind procrastination. Fear of failure, lack of clarity, lack of desire, or feeling like a task is too daunting are all common reasons why people procrastinate. Once you understand what's causing you to procrastinate, you can develop strategies to overcome it. Often the reasons are grouped into three categories. See if you can relate to any of these.

Emotional reasons for procrastination can include fear of failure, fear of success, anxiety, low self-esteem, or lack of motivation. For example, if you're afraid of failing at a task, you might procrastinate because it feels safer than risking failure. Similarly, if you're afraid of success, you might procrastinate because success could bring new challenges or responsibilities that you're not sure you are ready for.

Cognitive reasons for procrastination can include lack of focus, lack of clarity, difficulty with decision-making, or feeling overwhelmed by the size of a task. For example, if you're having trouble focusing, it might be hard to get started on a task, and you might procrastinate because you're not sure which task to tackle first.

Environmental reasons for procrastination can include distractions, lack of structure, or poor time-management skills. For example, if you work in a noisy environment, it might be hard to focus on tasks, leading to procrastination. Similarly, if you don't have a structured work schedule or a clear plan of action, it can be hard to stay motivated and get things done. Multitasking can also lead to procrastination, as it can be difficult to balance multiple tasks and deadlines without feeling overwhelmed.

These days we feel like we need to be "on" and "accessible 24/7". Distractions become a major cause of procrastination, so it's important to eliminate as many as possible. Turn off your phone notifications, close your office door, or schedule work from a quiet location if you can. This way, you can stay focused and get things done without getting side-tracked.

Only by identifying the reasons behind your procrastination can you develop strategies to overcome it. Anything else is like a doctor prescribing medicine without a full diagnosis, which is a recipe for malpractice.

If any part of this article resonates with you, or if you find yourself having more questions than answers, then apply for a consultation direct with me (usual fee waived) This way, I can better understand your specific and unique situation.

I may be able to provide some new evidence-based insight or ideas to provide the breakthrough you've been looking for. Simply go to [www.samtornatore.com](http://www.samtornatore.com)

*"An accurate diagnosis, so as to facilitate a well-considered solution makes sense when one is serious about beating procrastination."*  
DR. JOHN BARLETTA, F.C.CL.P.

DipT, BEd, GradDipCouns, MEdSt, PhD, M.A.P.S.  
Clinical & Counselling Psychologist

**\*\*\* Sam Tornatore is a Certified Performance Consultant and Productivity Expert and an outstanding Speaker/Presenter**



## Small Business & Your WHS Obligations

Small businesses account for more than 95 per cent of all Australian businesses and are responsible for the health and safety of approximately 5.2 million workers. State and territory work health and safety regulators have developed resources to assist small business owners understand their work health and safety obligations. Resources include access to free advisory services, information sessions, fact sheets and tools. Under occupational health and safety (OH&S) and new work health and safety (WHS) legislation you are obliged to provide:

- safe premises
- safe machinery and materials
- safe systems of work
- information, instruction, training and supervision
- a suitable working environment and facilities.



Complying with these duties can prevent you from being prosecuted and fined, and help you to retain skilled staff. Workplace health and safety authorities in each state and territory and Safe Work Australia have responsibilities for enforcing the WHS legislation. They provide education, training and advice on health and safety at work. You can get information about your WHS obligations and other valuable WHS resources both in hard copy and online from their websites.

**When are you obligated to make contact?** *Incidents, notifications and contacting SWA:* Legislation requires you to notify or give notice to WHS in your State, of various activities, including work incidents.

**Notify WHS in your State about a work health and safety incident:** You are required by law to report certain workplace incidents if they arise out of the conduct of a business or undertaking and result in the death, serious injury or serious illness of a person or they involve a dangerous incident.

**In an emergency:** In an emergency dial 000, do not touch the scene other than to administer first aid. Contact Work Safe Australia on 1300 551 832

**After a death in the workplace:** A death in the workplace is always investigated to find out what happened and to determine ways to prevent the same thing from happening again.

### **Other notifications required by SWA**

Legislation requires you to notify or give notice to SWA of the following activities:

- Asbestos notifications
- Demolition work notifications
- Hazardous chemicals notifications

### **Contact SWA in your State about other matters**

- Make a workplace complaint
- Request a review of a SWA decision
- Request an inspector to help resolve a workplace issue
- Ask SWA Infoline a question
- Compliments and complaints



**safe work australia**

You should contact SWA if you are seeking information and advice on:

- Complying with Work Health and Safety laws.
- Reporting a workplace incident.
- Renewing or applying for licences.
- Workers' compensation claims.
- Registering plant and plant designs.

If you need advice or guidance, in any aspect of safety in your workplace, you should contact [Safe Work Australia \(SWA\)](http://www.swa.gov.au). Always seek independent legal advice on what is applicable to your situation.

## THE FUNDAMENTALS OF ONLINE REPUTATION MANAGEMENT



STEVE BRAMBLEY

In our increasingly digital society, businesses should not underestimate the importance of online reputation management. Indeed, the rise of the internet has revolutionised how customers engage with companies, making it imperative for businesses to maintain a positive online image. So, in this guide, we'll walk you through the essential steps for effectively managing your company's online reputation.

At its core, online reputation management involves tracking and influencing how customers perceive your business. Reputation management encompasses handling customer reviews, addressing negative feedback, and promoting favourable content about your brand. Essentially, by proactively managing your online reputation, you can foster trust with your customers and boost your chances of attracting new clientele.



### CRAFTING YOUR ONLINE REPUTATION MANAGEMENT PLAN

To begin taking control of your online reputation, you'll first need to evaluate your current online presence. So, search your business name in search engines and examine the results. Look for any negative reviews or content harming your reputation, and pinpoint areas for improvements.

### IMPROVING YOUR REPUTATION WITH CUSTOMER RELATIONSHIPS

A key aspect of online reputation management is building strong customer relationships. Firstly, you must encourage customers to leave reviews by making the process as simple as possible and actively seeking their feedback. Moreover, by collecting more reviews, you can gain valuable insights into your customers' experiences and identify areas for improvement. Next, when responding to customer feedback, both positive and negative, it's essential to show genuine concern and a willingness to address any issues. Above all, this demonstrates to customers that you care about their experience and are committed to improving your business.

### ADDRESSING NEGATIVE FEEDBACK AND DISHONESTY

Negative feedback is inevitable, but it's essential to learn from it and make necessary changes to your business. So, when you receive negative reviews, evaluate whether they highlight legitimate issues that need addressing. If so, be willing to make changes and improve your business processes. However, in cases where negative feedback is inaccurate or dishonest, it's essential to address the issue directly. You may have to contact the site owner or report the content to an authoritative body if necessary. Ultimately, do not let dishonest reviews damage your brand's reputation.

### UTILISING SEO & CONTENT MARKETING

Search engine optimisation (SEO) is crucial in managing your online reputation. By optimising your website and creating high-quality content, you can improve your search engine rankings and push negative content further down the search results. Plus, a Content Marketing strategy to improve your website's content helps promote a positive image of your business. Ultimately, SEO will make it easier for potential customers to find you online.

**STEVE BRAMBLEY:** *Steve is quite old. In fact, over 5 decades old. But, they say, with age comes experience, wisdom, and wit. He's lived in and around Coffs Harbour for the last 15 years and is an experienced local businessman. Since leaving Blighty in 2004, he's enjoyed past success by creating two corporate event companies. Companies that thrived on enhancing communication between employees, management, and customers. With this in mind, starting 'Corporate Copywriting' some 4 years ago and becoming a busy SEO Content Writer has been a natural transition. When not writing, Steve enjoys playing piano and guitar, renovating his old cottage in Dorrigo with his wife, and enjoying the country town lifestyle.*



# Inventors & Inventions



## Crash Test Dummy

**Samuel W. Alderson**  
(October 21, 1914 – February 11, 2005) was an

inventor best known for his development of the crash test dummy, a device that, during the last half of the twentieth century, was widely used by automobile manufacturers to test the reliability of automobile seat belts and other safety protocols.

Alderson was born in Cleveland, Ohio and graduated from high school at the age of 15 and went on to intermittently study at Reed College, Caltech, Columbia and UC Berkeley.

He frequently interrupted his education to help out with the family sheet-metal business. He completed his formal education at the University of California, Berkeley.

In 1952, he began his own company, Alderson Research Laboratories, and quickly won a contract to create an anthropometric dummy for use in testing aircraft ejection seats. At about the same time, automobile manufacturers were being challenged to produce safer vehicles, and to do so without relying on live volunteers or human cadavers.

Alderson also worked for the U.S. military. During World War II, he helped develop an optical coating to improve the vision of submarine periscopes, and worked on depth charge and missile guidance technology.



## Canned Food

**Nicolas Appert** was the French inventor of airtight food preservation, and was known as the “father of canning”.

Appert was a confectioner and chef in Paris from 1784 to 1795. In 1795, he began experimenting with ways to preserve foodstuffs, succeeding with soups, vegetables, juices, dairy products, jellies, jams, and syrups.

He placed the food in glass jars, sealed them with cork and sealing wax and placed them in boiling water.

In 1795 the French military offered a cash prize of 12,000 francs for a new method to preserve food.

After some 14 or 15 years of experiment, Appert submitted his invention and won the prize in January 1810 on condition that he make the method public; the same year, Appert published *L'Art de conserver les substances animales et végétales* (or *The Art of Preserving Animal and Vegetable Substances*).

This was the first cookbook of its kind on modern food preservation methods.

In honor of Appert, canning is sometimes called “appertisation”. Appert's early attempts at food preservation by boiling involved cooking the food to a temperature far in excess of what is used in pasteurisation (70 °C (158 °F)), and can destroy some of the flavour of the preserved food.



## First Defibrillator

**Claude Beck**  
(November 8, 1894 – October 14, 1971) was a pioneer American cardiac

surgeon, famous for innovating various cardiac surgery techniques, and performing the first defibrillation in 1947.

He was the first American professor of cardiovascular surgery, from 1952 through 1965. Nominee for the Nobel Prize in Medicine, 1952.

In the 1930s, Beck worked on the problem of how to restore circulation to the heart, by developing a technique to implant some pectoral muscle into the pericardium, which provided an additional source of circulation.

The technique received great acclaim at the time, though was eventually replaced with more modern techniques.

He performed the first “Beck I” operation (cardiopericardiopexy) in 1935. The Beck II operation came about in the late 1940s, which created a vein graft between the aorta and coronary sinus.

In 1947, he performed the first successful defibrillation. He had been operating on a 14-year-old boy when the boy went into cardiac arrest. Beck applied the paddles of the defibrillator directly to the boy's heart, and successfully brought the heart out of fibrillation. The boy made a full recovery.

He retired in 1965, and died of a stroke in 1971.



Dr Tim Baker  
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## Five Conversations Leaders Must Have



Organisations are conversations. At its heart, the life of any organisation exists in and is sustained through the conversations that are taking place inside, around and about it. But I hear people tell me that their organisation is not ready to have meaningful conversations. Or, to have meaningful conversations, they need training (Imagine telling your parents that you are being trained to have conversations at work; I think they would be bemused!). Or, we don't have time for meaningful conversations, we are too busy. I think we are fast losing sight of the power of conversations and their importance. Here is a framework I have put together of five conversations that I think every manager ought to have with each of his or her team every year. In fact I argue that the Five Conversations Framework is a replacement for the archaic performance review.

**Climate review conversation** A climate review is about determining the current atmosphere in a particular workplace. It is mainly concerned with employees' job satisfaction, morale and communication. Although people's opinion about these matters can - and often do - fluctuate over the course of a year, it can be useful to take a snapshot of the business occasionally. By having a conversation with direct reports about the state of the current climate, managers have a handle on the current state of the business, and what needs to be done to improve the fundamentals of satisfaction, morale and communication. Listening and responding to this feedback is a good place to start.

**Strengths and talents conversation** Most appraisals are fixated with what is going wrong; in other words, they focus on weaknesses and by-pass strengths and talents. Tom Rath in the # 1 *Wall Street Journal* bestseller: *Strengths Finder 2.0* underscores the value of a conversation on this subject: Society's relentless focus on people's shortcomings has turned into a global obsession. What's more, we have discovered that people have several times more potential for growth when they invest energy in developing their strengths instead of correcting their deficiencies

Apart from being an edifying place to start discussing performance after the organisational climate, this conversation capitalises on people's innate talents. As the positive psychology movement has preached for two decades: Building upon strengths has a higher payoff than working on overcoming weaknesses.

**Opportunities for growth conversation** This conversation invites an opportunity for employees to consider how they can improve their own work performance in key result areas. By doing so, the potential for both to gain a common perspective on areas for improved performance is possible. A dual understanding of current and expected standards performance is an important first step.

The second step is to discuss and agree upon some tangible ways and means of improving the employee's performance to match expectations. Thirdly and finally, this conversation is important in aligning performance expectations with the strategic direction of the business. Some opportunities identified can be put into practice straight away. And others can be adopted with more L & D support later.

**Learning and development conversation** Conversations about learning and development capitalise on the previous two conversations. What learning experiences can assist in build upon strengths and lift performance in critical areas. Learning experiences can be technical, personal development, or problem-based. All three dimensions are important for an eclectic approach to HRD.

**Innovation and continuous improvement conversation** This conversation is about practical ways and means of improving both the employee's own efficiency and effectiveness and the business in general.

What can I - and what can we - do to improve? is the focus here. Imagine for a moment the power of this conversation occurring across an organisation during a particular month. Some of the ideas that surface will undoubtedly be too costly or impractical. But some would also be worth considering. Each of these five conversations ought to take about 15 minutes. Some go longer. Being thematically-based, they are focused and therefore need not take a considerable amount of time.

Being more relaxed and conversational compared with the rigid appraisal regime, this new approach minimises the power dynamic of the manager-employee relationship. The manager still asked questions to guide the conversation. But in this framework, the manager's role is converser and facilitator, not appraiser and assessor. This approach shifts the emphasis from appraising to developing people at work.





## Business Mentoring

*Connect with an expert through our network of Certified small business mentors.*

Whether you are thinking about starting a business or need help growing your existing business, AIBEF Certified Business Facilitators offer valuable counseling, training and mentoring services to help you achieve your goals. AIBEF Certified Business Facilitators are located throughout Australia (and beyond). Connect with one near you.

[www.aibef.org.au](http://www.aibef.org.au)

[info@aibef.org.au](mailto:info@aibef.org.au)

+61 410 082 201

### Become a Member .... Join us Today

Are you a Business Mentor, Coach or Facilitator? Are you a professional, and an expert in your field? The Australian 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.

Provided you meet our requirements, an annual Membership fee of \$49.00 entitles you to a Certificate of Membership; our monthly publication “FOCUS”; and approval to use the post nominals of the Institute MAIBEF.

**Request an Application Form ..... Email [info@aibef.org.au](mailto:info@aibef.org.au)**

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Australasian Institute of  
Business and Enterprise Facilitators

#### WHO ARE BUSINESS OR ENTERPRISE FACILITATORS?

*Virtually any professional, qualified person or organisation involved in assisting entrepreneurs, organisations, or communities improve their Skills; Knowledge; Business; Staff; and/or Life.*

- Accountant
- Advisor
- Bookkeeper
- Coach
- Commercial Property Advisor
- Consultant
- Counsellor
- Dispute Resolution
- Financial Advisor
- H. R. Professional
- Industrial Psychologist
- Insurance Advisor
- Investment Advisor
- IT Consultant
- Lawyer
- Mentor
- Trainer
- Web Designer
- WHS Specialist

..... These are just a few of the qualified professionals and industries who, either directly or indirectly provide advice, facilitation and support to Australian Small and Medium business, organisations and communities.

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## Is Your Business Advisor Qualified, Accredited, Experienced and Officially Recognised as an Expert in their Field?



*"Business Facilitation and Coaching has copped its fair share of flak in recent years, primarily because the industry has a reputation for attracting spruikers and touts."*

*Denise McNabb Sydney Morning Herald*

*The business advice industry in Australia is self-regulated, and virtually anyone can call themselves a business or enterprise facilitator, advisor, coach, mentor or consultant.*

The Australasian Institute of Business and Enterprise Facilitators (AIBEF) is the Peak Body for Business and Enterprise Facilitation and Facilitators in Australia and New Zealand, and was founded in 1997 as a result of the recommendations of the National 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, mentors and advisers so as to upgrade the quality of small business advice."

- All AIBEF members have **formally recognised credentials** (accreditation) that recognise their professional reputation and credibility as suitably accredited, skilled and ethical business and enterprise facilitator practitioners.
- AIBEF members are recognised through the use of the respected AIBEF **post-nominals** that convey member status as a professional to be trusted – someone to build a relationship with.
- AIBEF **membership includes many of the best respected enterprise facilitator professionals** involved with business and enterprise facilitation and related support services.
- The AIBEF represents the business and enterprise facilitator profession at **all levels of enterprise** – including private commercial businesses; not-for-profit organisations; government corporate entities and departments of state.

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

**JOIN US** *Become a Member today .... AIBEF*





### **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](http://www.aibef.org.au)**

**Email: [info@aibef.org.au](mailto:info@aibef.org.au)**



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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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