

Facilitation FOCUS



Sam Tornatore is the Leading Australian Time Management Coach & Peak Performance Consultant for Business Leaders Who Need to Get More Done. *** Read Sam's article on Simplicity*

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Simplicity - Could this be your hidden superpower?

Let's find out.

Celebrating over 20 years of observing individuals breaking through their performance barriers, I have had the privilege of witnessing a profound and hidden truth – that often, the most significant breakthroughs come from the simplest shifts. These unassuming small changes are frequently overlooked, dismissed as insignificant, or overshadowed by complexity; however, the irony lies in the fact that embracing the basic and simple aspects of life and business often yields the most remarkable results.

Reflecting on your own life, how many times have you encountered a single idea, a solitary thought, or a seemingly minor activity that transformed your trajectory and brought about a monumental breakthrough? History is full of such moments of epiphany and transformation. If you delve into your personal experiences, you will likely discover that you have already lived through many of these pivotal moments already.

Today, as you navigate through the challenges and opportunities of your day, take a moment to ponder the fundamentals you may have overlooked or underestimated. It's a common human tendency to believe that achievement must be complex and elusive, but that is not true.

One powerful exercise is to dedicate a few minutes to reflect on what is or has consistently worked in both your professional and personal life. Jot down a list of these current activities that are working and getting results for you.

Once you have identified them, ask yourself a crucial question: "How can I do more of these activities? How can I double down on this list of what is working?"

Similarly, it's essential to conduct an honest assessment of the aspects of your life that are not working or not getting results. Avoid self-deception and confront the uncomfortable truths. Acknowledge what is genuinely not working. Once you've identified them either reduce or eliminate them.

Sounds too simple? You might be skeptical, good, because I challenge you to put this concept to the test and prove it for yourself right now and consider this article your call to action.

Action step: Take a moment today to reflect on your life and work, identify what's working and what's not, and create a plan to shift the balance in favour of results. Ask yourself, "how can I do more of what works and less of what doesn't?"

Remember, it's not about more information, more knowledge and chasing grand, convoluted and complex solutions. That seems to be the default setting for many people now, especially with the bombardment of noise coming our way daily with all forms of new information etc. It's about recognizing the potency of the basics that get results and doing more of them.

Embrace the power of simplicity, and you may be surprised by the remarkable difference it can make in your journey toward more profit, more productivity, and more fulfillment.
 Let me know how you go...

"The business schools reward difficult complex behavior more than simple behavior, but simple behavior is more effective." Warren Buffett.

Team Culture - Your Most Important Asset

Culture in your small business or company can be one of your greatest assets, or, conversely it can be one of your most significant liabilities. So, what exactly is Company Culture?



According to [Jessica Chen](#) from [Teambuilding.com](#) Company culture encompasses the everyday behaviors, attitudes, and policies that affect a company's work environment. A company builds a superb team culture through a series of choices that empowers employees to work at their best. For example, by opening up communication, starting a [company culture committee](#) or investing in team building. This process is also called "improving office culture."

However, companies sometimes either lose track of or do not put a lot of thought into the company culture being built. In these cases, businesses may be surprised to find that the company's culture has developed into something unintentionally toxic. These [toxic team cultures](#) can potentially interfere with your team's productivity, and thus hurt your company's revenue and reputation.

The [Harvard Business Review](#) tells us that *Strategy and culture are among the primary levers at top leaders' disposal in their never-ending quest to maintain organizational viability and effectiveness. [Strategy](#) offers a formal logic for the company's goals and orients people around them. [Culture](#) expresses goals through values and beliefs and guides activity through shared assumptions and group norms.*

Many employees consider company culture an important factor when looking for a new job. In fact, according to an [Indeed](#) survey, over 46% of job seekers who considered a job but did not apply to it said they ultimately chose not to apply because they didn't feel it would be a good culture fit.



Culture illustrates the accepted norms and values and traditional behaviour of a group. One definition of culture by Deal and Kennedy is "*the way that we do things around here*". Culture is a key component in business and has an impact on the strategic direction of business. Culture influences management, decisions and all business functions from accounting to production. A company's culture influences results from top to bottom.

[Buitin](#) states that we should think about the following: *Consider the fact that the average worker will spend one-third of their life at work. The environment in which they spend that time will largely dictate the quality of an employee's professional life. If they work for a company with a strong culture that aligns with their own beliefs and attitudes, they'll be more likely to work hard and remain with the company for the long haul. If, on the other hand, the company's culture does not reflect their own personal feelings, they're much more likely to leave — or worse, remain with the company but underperform.*

A good culture is one in which team members collaborate, share knowledge, communicate and most importantly support one another. When people feel supported and know that someone has their back they're able to do great things. It's like having a safety net that allows you to ask questions, have confidence, speak up and take on a challenges. Not only does this benefit the company, but it benefits your own personal growth.

Understanding different business cultures can help you develop a positive one for your workplace that centers on your company's values, mission and goals, and helps your employees be productive, satisfied and engaged.

Gaining high levels of customer satisfaction is very important to any business because satisfied customers are most likely to be loyal and make repeat orders as well as refer you to others, and to use a wide range of your products and/or services offered by your business.

When you put yourself in your customer's shoes you can then interpret and think about what your customer expects from you, and then tailor your approach to each individual customer and not only exceed their expectations, but also build a solid relationship with them.



Don't Just Focus on The Sale: Listen

[Forbes](#) tells us: How you reach out to business contacts matters just as much—if not more—than the frequency. As [Vincent Infante](#), an award-winning therapist, mentor and coach explained in a recent email conversation, “All of us have an innate desire to feel like we’re being listened to — like someone else values our thoughts and concerns. Business relationships can feel impersonal because they tend to become very sales-oriented. Instead, you should focus on the individual by asking about their challenges, hopes and so on. This is how you get someone to open up to you about their needs and build a deeper, stronger relationship.”

In business, listening is often described as one of the [most important tools](#) any leader can develop. When leaders take the time to listen, they gain valuable insights into a client's pain points. They will better understand what they need and how you are uniquely positioned to help them, may even recognize how they *won't* be able to help.

By going into each interaction ready to listen, you can become a trusted resource to those you do business with, offering meaningful insights and suggestions that deliver real value rather than simply attempt to close a deal.

Building a working relationship with customers is key to the long-term success of a business. Having a strong connection based on trust and communication helps customers feel more secure and connected with a brand, and it can also lead to growing customer retention and your repeat purchase rate.

Listening, understanding your customer's needs, thanking the customer and promoting a positive, helpful and friendly environment will ensure they leave with a great impression.

A happy customer will return often and is likely to spend more. They may also refer other people to your business.



HOW TO CREATE DIGITAL MARKETING & ADVERTISING CAMPAIGNS



STEVE BRAMBLEY

Successful digital marketing and advertising campaigns can create productive lead generation and business growth. However, to achieve this success, you must understand and combine the many components that make up effective digital marketing and advertising campaigns. Put simply, the most effective campaigns accurately target your best possible customers. So, let's walk through the creation process step by step.

STEP 1: DEFINE YOUR ADVERTISING CAMPAIGNS

To get started, you need to know what you want to achieve. Maybe you're targeting 20% more revenue or aiming to attract ten new clients each month. So, outline your goals with specificity – here comes an acronym, but it's a good one – ensuring they are SMART. That is, Specific, Measurable, Attainable, Realistic, and Timely.

STEP 2: SET YOUR BUDGET

Next up, it's time to define your budget. Set a budget you can afford and only change it if you see benefits from an unexpected direction. Determining your budget will guide your strategy and dictate your content quantity, number of channels (Facebook, Insta' etc.) and marketing tactics. So, talk with a local digital marketing agency early on to establish a reasonable budget for your desired outcomes.

STEP 3: CONDUCT MARKET RESEARCH

Effective marketing requires a thorough understanding of your customers. Dig deep into the market, examining buying patterns, industry benchmarks, and emerging trends. In addition, investigate your competition and define what sets you apart. To delve deeper, take a look at buyer personas.



STEP 4: DEFINE YOUR TARGET MARKET

Now that you have a good idea of who your ideal customers should be, you need to 'test' these assumptions against your actual customers to see if your marketing is on target. So, ask questions about demographics, preferences, likes and dislikes, pain points, and what kind of content resonates with them. In addition, glean free information using quizzes and questionnaires on your social channels. Ultimately, be flexible and ready to revamp your assumptions as you learn more about your target customers.

STEP 5: SPECIFY AN ADVERTISING CAMPAIGN GOAL

Now, it's time to nail down your campaign's specifics. Define 'The Big Idea' that will underpin your advertising campaigns. So, decide whether your focus is brand awareness, gaining new customers, retention, or growth.

STEP 6: CONTENT CREATION

Now you're armed with a wealth of customer and market insights, it's time to create content that speaks directly to your identified audience. So, either write this content yourself or consider outsourcing to professional content creators to ensure quality, consistency and engagement.

STEP 7: DIGITAL MARKETING & ADVERTISING CAMPAIGNS PROMOTION AND EXECUTION

Get the word out about the fantastic content that you have created! Use various inbound marketing tactics that fit your goals, such as social media, email, and pay-per-click advertising (Facebook & Google Ads). Lastly, measure the effectiveness of each channel to fine-tune your approach.

STEP 8: ANALYSE YOUR CAMPAIGN

The final step in your marketing campaign journey is analysis. To ensure the success of your campaign, include built-in metrics that allow you to measure performance. Use these insights to improve your marketing activities continually.

Can Influencer Marketing Benefit Your Business?

According to [Intuit Mailchimp](#) Influencer marketing is a form of marketing that enables businesses to collaborate with individuals who have a following for increased brand exposure. Companies may ask a person with a large following to publish social media content that promotes their products or services. People often follow individuals they trust on social media, so if they see someone they follow advertising your business, there's an inherent trust factor you can lean on to boost your conversion rate.

[TrendHERO](#) states that Influencer Marketing is becoming increasingly more attractive for businesses as a way to promote services and products.

Influential social media personalities can help your business, and for many marketers, this isn't a news flash or a novelty but the reality of business promotion in this day and age. But what is influencer marketing really? Just take a look around you. We are living in a world of technology that penetrates all aspects of our lives. And yet at the same time, our need for personal interaction with other people doesn't just vanish but grows ever stronger. This dualism has become the basis of new brand-customer relationships. Businesses sell their products and services utilizing their customers' trust and admiration for social media trendsetters. This is what we call influencer marketing.



Since this type of marketing is nothing new, it's not a problem to find some information on what it is and what it's about. However, there seems to be some serious lack of details on how exactly you should work with influencers and effectively use their reach.

Who Can Be Considered an Influencer?

Word of mouth is a truly ancient way of information exchange and free advertising. People have always enjoyed sharing their opinions, judgment, and advice. We recommend things to our friends and family, not because there is something in it for us. We do it because we care. And this is why we trust the opinions of the people we care about. Today, brands can use this trust to market their products.

Influencers are social media users with well-established and often substantial audiences. They usually create a particular kind of content that targets those audiences and keeps them interested.

What makes an influencer stand out among other content creators? It's the ability to regularly generate high-quality content and interact with their following on multiple levels. The relatability of this content, the approachability of its creators are what makes people trust them and go to them for information.

While a sizable audience is important, it would be wrong to think that every influential blogger must have a multimillion following. Think of the world of social media trendsetters as a complex ecosystem. Bloggers with millions of subscribers are but a small part of it.

What's much more important is on-point targeting, established audience and high level of trust for the information offered. When a blog's owner posts sponsored content that goes in line with the general theme of the blog, it raises that content's credibility. As a result, people get interested in purchasing the recommended product.



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.

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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](http://www.aibef.org.au)) is in the process of updating and modernising our web site, and we are placing a lot more emphasis on promoting our professional, accredited 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”; Your photo, profile and bio portrayed on our **Website** providing direct access for potential clients to contact you through this portal and approval to use the post nominals of the Institute **MAIBEF**.

Download an Application Form www.aibef.org.au



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.

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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

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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.

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