

Facilitation FOCUS

Ethical Leadership

Conduct led by values, vision, voice, and virtue

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Ethical Leadership In Business

What is Ethical Leadership?

Wikipedia describes it thus: *Ethical leadership is leadership that is directed by respect for ethical beliefs and values and for the dignity and rights of others. It is thus related to concepts such as trust, honesty, consideration, charisma, and fairness.*



Jason Darby, Director of Science at **Thomas International** believes that many of us will have experienced ethical leadership - alternatively, some of us will have experienced a lack of ethical leadership in our professional lives. Having people in place at the very top will determine what kind of leadership style is in place. Ethical leaders give way to employees by inspiring, developing and creating a culture of trust and respect.

It's becoming increasingly apparent that the future of business, and the future of leading change in our workplace practices will be leadership that is more ethical and strives to deliver results in a more holistic way.

According to Maryville University Business leaders who engage in unethical behavior can leave companies and their cultures forever blemished. Their unprincipled decisions erode profits, sully brand names, and damage relationships with clients, employees, and investors.

Ethical Leadership in business is focused on the collective values, morals, and beliefs of individuals and their organizations. The role of business leaders is to uphold and exemplify a company's ethical values and embody the heart and soul of an organization.

These leaders do more than merely manage staff. Ethical leaders take the lead, inspire others by what they say and do, and set high standards. Ethical leaders don't direct others but rather guide and nurture them, according to Business News Daily. Even their virtual personas on social media mirror the company's and their own values.

Ethical leadership in business matters today because its positive effects can permeate a number of areas, from hiring and accounting practices to managing product development and customer data. Also, according to **Etisphere** companies with ethical leaders and practices tend to perform better.



Giulia Villirilli, an ICF professional certified coach says that there are many good reasons to be an ethical leader. From a collective perspective, leaders can inspire those around them to behave ethically. By setting an example and giving the direction for ethical behavior, others will observe and act similarly. In this way, ethical leaders can positively influence many others, presenting them with a set of actions that they can adopt for the greater good.

On a personal level, being an ethical leader is essential for credibility and reputation. If one aims to be a leader, it is a long game. Behaving unethically can automatically take a leader out of the A-league and may heavily damage their personal or company brand.

Moreover, unethical behaviors often deteriorate one's self-esteem, leading to a suboptimal outcome and a missed opportunity to express one's full potential.



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Unshackle Yourself from The Tech Procrastination Trap!

Procrastination in the face of rapidly evolving technology is a challenge for many business owners. The constant stream of new digital tools and platforms can be overwhelming, leading to delays in addressing technology-related tasks. The fear of making wrong choices and falling behind in a fast-paced digital landscape only adds to the pressure. However, overcoming technology-related procrastination is possible with a systematic approach.

One common misconception among business owners is that procrastination related to technology is a personal flaw or a lack of discipline. Many may believe they are not tech-savvy enough or cut out for the digital world, which can lead to feelings of inadequacy. In reality, procrastination is a natural response to challenging tasks or unfamiliar environments, and it is not limited to technology. It's a human tendency to procrastinate when faced with tasks we don't want to do. It's important to recognize that technology is not the enemy; it's a tool that can significantly enhance productivity and efficiency. Embracing technology and staying up-to-date with advancements can help streamline processes, automate tasks, and free up time for essential business activities.To combat technology-related procrastination, consider the following strategies:

Step 1: Set Clear Deadlines and Accountability

One effective approach is to establish clear deadlines for specific tasks or projects and engage external accountability partners. Regular check-ins with mentors, business partners, or spouses can help track progress and provide valuable feedback. The external accountability factor often serves as motivation to prevent procrastination.

Step 2: Break Tasks into Manageable Steps

Tasks can seem overwhelming when viewed as a whole. To address this, break down complex projects into smaller, achievable steps. This approach makes tasks more approachable and helps regain a sense of control. For example, when revamping a website, tackle components like headlines, call-to-action elements, and copy separately. This approach alleviates feelings of overwhelm, maintains momentum, and builds motivation.

The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one." - Mark Twain, American writer.

Step 3: Avoid Distractions

Common distractions can derail focus and lead to procrastination. Minimize distractions by silencing phone and computer notifications, using productivity apps to block distracting websites and apps during designated work times, and creating a dedicated, distraction-free workspace. A conducive environment fosters focused work and reduces the temptation to procrastinate with technology.

My personal strategy: Delegate effectively

Delegating technology-related tasks to individuals with expertise in the field is a powerful solution. Your time is best spent on activities where you excel, such as sales, customer interactions, strategic planning, and visionary work. By focusing on these areas, you maximize your income potential. Delegating not only frees up your time but also empowers team members to develop new skills and take ownership of their work.

Delegation is a timeless time management strategy that business owners may resist due to a desire for control. However, it's a critical step for maintaining a thriving business. Concentrate on your strengths and outsource the tasks that others can perform. The additional revenue generated can offset the cost of resources.



Your Business Identity



A business's branding is more important than you might think. On the outside, your brand may seem like it consists only of elements such as logos and colors, but your brand is actually the entire identity of your business. Your brand gives you personality.

Branding has always been a vital part of business, but it may be more important now than ever before. With social media, consumers get exposed to new brands every day. This can be great for consumers who have plenty of options and are able to do research to find the best one, but it makes it harder for businesses.

What is Brand Identity?

A brand is the sum of how a person, product, or business is seen or viewed by its audience and/or customers. Brand identity is how a business **wants** to be viewed. These two ideas often go hand in hand, but can sometimes be at odds, depending on how well a brand is able to cultivate and maintain their brand identity.

In fact, [Marq](#) tells us, *brand identity design includes everything from logos, and typography to colors, packaging, and messaging. Ultimately, the goal here is to create an ecosystem of visual and written elements that complement and reinforce your brand's 'why'.*

That's why [It's vital that your brand identity stays consistent](#). Because they represent and reinforce your brand's purpose, your brand identity elements need to be clear and consistent wherever they might appear.



"Company Identity" and "Company Image?"

Your **company identity** can be defined as the various characteristics by which you and your product are recognized and known. Your **company image** therefore, is how your business identity is perceived by customers, professional associates, the media and the public at large.

There are many characteristics that establish your business identity; Namely: your product or service, logo, and advertisements are the most obvious. But there are many additional elements that contribute to your image including your office location, the paper you use for correspondence and even how you speak over the phone. Your identity is affected by everything you do that your customers and potential customers might become aware of.



Importance of Brand Identity to Your Business

[Macharia Joseph Mwangi](#), Copy Writer, Editor and Digital Marketing Specialist, believes that Brand Identity is an essential reason why many companies stand out from their competition. As a business owner, you can easily leverage the benefits of great branding to win more customers and retain them. Brand identity also helps you to grow faster than other businesses on the same level as you.

As [Wayfair](#) Senior Brand Manager [Jared Rosen](#) puts it, "Brand identity is more than just finding the right logo to place on coffee cup sleeves or mount above your front door. It's about crafting a personality that amplifies the core elements to your brand's DNA.

A good brand is everything you are, the value you deliver and the total client experience. Every image you project needs to consistently reflect the personality of your business. **A good brand communicates clearly, artistically and creates credibility.** It enables you to provide customers with an image that can evoke feelings about your business. This has a powerful impact on whether someone wants to do business with you.

Creating a brand identity for your small business that helps define your brand image is an important task that many neglect. But there are definitely benefits for businesses that take the time to establish their brand and use it consistently.

With millions, if not billions, of businesses trying to make a name for themselves, having a strong brand has become crucial for businesses to differentiate themselves from their competitors.

Electronic Signing and Witnessing of Legal Documents

Kari Clar Hilton of [WNB Legal](#) offers her views on legal documents electronic signing and witnessing



[K.C. Hilton](#)

The world has changed significantly in the last few years following the Covid lockdown experience and a lot of archaic legal requirements have suddenly changed almost overnight it seems. We can now commence court proceedings by filing documents through an online court portal, court hearings and mentions via video link are now common place, and the ability to electronically sign and witness documents that was introduced in NSW during the lockdown appears to be here to stay.

You will no doubt remember that not too long ago, in order to sign a loan or other type of contract you had to physically put pen to paper and “wet sign” the printed hardcopy document. But that has now changed, an electronic signature can now be regarded as legally binding provided it meets the requirements under the *Electronic Transactions Act 2000 NSW*. The requirements that need to be met are essentially:



1. There must be a method used to identify the person signing and they have to indicate their approval of the document,
2. The method of signing need to be reliable and appropriate for the communication; and both parties to the contract have to consent to the use of electronic signatures.

There is plenty of different online software available now that can meet these requirements. Generally a link to a document can be sent to a client's email address, you can then log into the document to be signed via the email, open the document to review it on your computer screen, and then “sign” by clicking in the signature panel in the electronic document and entering your signature electronically.

The signature will then be time/date stamped by the software at the time of signing and the document cannot be altered after it is signed.

The main issue I have experienced with electronic signing is where a signature on a document also needs to be witnessed. Following a change in a legislation after the lockdown, solicitors and JP's and are now able to witness the signing of documents like Affidavits and Statutory Declarations via video link but this so far has been limited to documents being physically signed with pen to paper.

Unfortunately, there is currently no method that I am aware of where a document being signed electronically could be witnessed via video in a manner that complies with the legislation. This is because when witnessing the signature via AVL, you need to watch the person identified actually signing the document in real time.

So while it does have limitations, the convenience of being able to post a document to a client in another state, and witness them signing it via Zoom or Microsoft Teams, or the ability to email a link to an agreement to a client to sign online, has been a significant advance in recent years that I for one am happy it has continued post lockdown.

Editor: So as a business owner, this means that signing documents such as [Employment Contracts](#), [Shareholders Agreements](#) and [Contractors Agreements](#) can now be done online. Put simply, the law has allowed signatures to no longer be restricted by location and time. An online signature does not require travel or other materials, but rather, it can be done at everyone's convenience.

Is Your Client Considering a Franchise?

Is your client considering starting / buying a franchise? As you would know, there is a lot to it, and you would also know that your client, as a potential franchisee, will have certain expectations - in particular, that the franchise they are considering buying will be profitable and will retain its value.

To help your client increase their chances of meeting and surpassing these expectations, it's up to you to assist them to investigate before investing.

A lot of people who buy into a franchise are fulfilling a long-held dream to work for themselves. But many don't have much business experience and have often come straight from a job to you.



“You have to wear 100 hats in a franchise, whereas before when you were in your job you were probably wearing two or three,” says [Steve Bianchini](#), a former franchise owner who is now Recruitment Leader of [Sinclair Wilde Recruitment](#).

“You have to be thinking about marketing, about sales, how you treat your people in your business, and also your customers, and the costs in the business. It goes on and on and on.”

The franchise purchasing process is a step-by-step process. And, all the steps need to be taken slowly. But steadily.

[Dennis Chiron](#), is the National President of the [AIBEF](#) and a Business Consultant for over 30 years and is a recognized

professional in the area of Franchising, says that it's important to ask plenty of questions and make sure you understand how the franchise model could affect the way your client will do business.

He said there is a wealth of information on the web as detailed below:

1. Are They The Right Match?

The very first thing that you need to do for your client, is to make sure they have the right skills and temperament for this type of business.

2. Assess Their Skills

Take a hard look at their skillsets. Are they the right skills for the job? What are their weaknesses?

3. Net Worth Statement

Make sure that you know your client's financial worth. A net worth statement will lay everything out for you in black and white.

5. Research, Research, Research

Research your clients' experience and research the industry area that your client is considering starting a franchise in. Once you have a good understanding of the industry and business, talk to existing franchisees and ask them how it is going for them.

6. Get Financial Information

Will your client initially need to source additional finance? How much will the need? Your client should be in a position to know their borrowing capacity exactly, before seeing you.

7. Legal Documents

You should advise your client about the necessity to hire a franchise lawyer to look over any of the legal documents they will receive as a prospective franchise

owner.

Franchising in Australia is regulated by the Franchising Code of Conduct. Before entering into any franchising arrangement, your client should be given certain documents including your franchise agreement, code of conduct and disclosure statement.

This disclosure document should list all the current franchisees within the business. Get in touch with some of them to find out about their experiences and any issues they might have faced with the business model or dealing with the franchisor. It's worth contacting more than one franchisee and even past franchisees for a more balanced view.

It is also important to keep abreast of changes to the code of conduct and what these might mean for your franchise. The code is regularly reviewed so keep informed by subscribing to the [ACCC's Franchising Information Network](#).

8. Next Step

If the franchisor is interested in talking further to your client, they'll get invited to head office. It's basically a meet and greet where you'll be able to meet the staff and they'll be able to meet you, face-to-face.

9. Decision Day

The final step in the franchise purchasing process is the day your client makes their decision.

If you've carried out thorough research, and your client's skills are a good match, then your clients' decision shouldn't be difficult.



AIBEF INTERNATIONAL SCHOLARSHIP PROGRAM

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

- **Do you provide Business Advice, Consulting, Mentoring or Facilitation Services?**
- **Are you looking for recognition of your facilitation skills?**
- **Wanting to give clients the confirmation of your professionalism and experience?**
- **Apply Now!**

www.aibef.org.au/aibef-scholarship-program

A program has been launched to enable business advisors and mentors to achieve industry-recognised accreditation without the need for lengthy study or expensive courses.

The Australasian Institute of Business and Enterprise Facilitators (AIBEF) new scholarship program recognises the skills, knowledge and experience of business advisors and mentors who have the expertise but may not have gained relevant accreditation or qualifications.

There are three Scholarship categories:

- **Women**
- **Young Advisors (up to 29 years of age)**
- **General**

Additional details and Application Form is on our web site (www.aibef.org.au); or you can send an email to info@aibef.org.au requesting these forms to be sent to you.

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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

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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; approval to use the post nominals of the Institute **MAIBEF**; 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.

Download an Application Form www.aibef.org.au

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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

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.

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