

Facilitation FOCUS

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Sam Tornatore
 Certified Performance
 Consultant and
 Productivity Expert.
 Speaker and Presenter
Associate Member of the
AIBEF
www.samtornatore.com
 Email: admin@samtornatore.com

Are You Spinning Too Many Plates in Your Business?

Stop Multitasking if YOU Want to Get More Done!

If you are like most people, you have a multitude of things to do, want to do and need to do. So much in fact that you wonder where to start, it is all too hard and it's easier to just procrastinate for a little longer, besides there is always tomorrow right? So, like many people the answer is to do more at once and the merry-go-round of multitasking begins. Sadly, this starts a nasty spiral down the slope of poor productivity, feeling overwhelmed, burnout and even possible brain damage. (Stay with me on this one.)

Or maybe you resort to multitasking because that is what "gurus" teach about how to be more productive and organise yourself. *"Doing more at the same time will double your productivity"*, is the answer they preach. Spinning plates may be a great human circus act, but when it comes to life (especially business life), having too many spinning plates in the air can be detrimental to you achieving great outcomes.

If any of the above sounds familiar, then understand you are not alone, and this pattern is rife across many businesses large and small. Getting pushed and pulled in so many directions all at the same time. In fact, after 21 years of helping Australian businesses solve this problem, I see a business climate that has not only not improved, but seems to get worse as people become busier and busier and as years go by.



businessmagazinegainesville.com

Where does it lead to and when does it end? Well do nothing and things won't stay the same they will get worse. More exhaustion, more feeling of being out of control and more restless nights' sleep.

Let me shatter some myths around productivity, time management and achieving more by being a better multitasker.

First let's look at why we multitask in the first place.

You do it for a sense of achievement and you feel justified that by taking action that is enough. The reality of it is that you are confusing **activity** with **productivity**; massive difference and a big mistake to make. Essentially it is like spinning your wheels and going nowhere. It is not your fault; you have been conditioned and this is all you have known. What has got you here won't get you to the next level. That is why you need a shift in your thinking, you need to try something different.

When you feel compelled to multitask, what you are doing is saying yes to every offer, (maybe even pleasing others). By consenting to all sorts of tasks you think you are doing the right thing being more productive and helping more people: but pleasing everybody leads to you being the one who suffers.

Not only do you overexert yourself, but you start to feel bad because you fail to manage so many tasks at a time. For some the extreme consequence is that you feel less fulfilled, hollow, and depressed. This leads to less peace and more turmoil.

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The latest research from Stanford University has concluded that multitasking actually damages your brain, as it tries to pay attention to multifaceted tasks and thus loses the focus altogether.



Frequent multitaskers don't perform well because they have difficulty organising their thoughts and sorting out important relevant info versus not so important; but just as big a problem is the downtime that happens when we switch from one task to another. We get slower at switching, and it takes more time to get back to where we were. The result is a big downturn in productivity. Productivity becomes low, we feel we need to do more tasks to compensate, and the vicious spiral gets worse and worse!

<https://www.forbes.com/>

According to scientific research, multitasking leads to mental agitation, depression and may cause social anxiety too. So, under such circumstances, can you expect your business or yourself to grow or flourish? Indeed, that is just not possible.

"Multitasking is, in fact, a lie that actually wastes time, energy, and money. Most of all, it robs us of life and our relationships with others." —**Chuck Norris, world-renowned actor, and martial artist**



Research is clear and precise that your brain can only **focus on one thing at a time**. Additionally, the researchers discovered that people who are constantly exposed to multitasking, do not have the same abilities as those who only perform one task at a time to pay attention, recall information, or move between tasks.

Multitasking hurts your focus and productivity. Instead, learn how to be more effective by doing one thing at a time. A strong clear focus and ability to filter your tasks in a meaningful way is the only way to combat the temptation to constantly switch between tasks.

In plain English, when you try to do two things at once your brain just can't cope with performing both tasks at the same time. Don't believe me? Try listening to two radios with two different channels at the same time?

Message from the AIBEF President

If any of the above resonates with you then as a member of AIBEF I have arranged for you to have an opportunity for Sam to present to your team/event live and his normal fee is waived.

*Sam will present live - **How to Stop Procrastination and Do More** - A proven method to stop wasting time and start doing the things you know need to be done.*



Note: This is NO infomercial – it's solid information and complete, you can use right away. I have a hunch you'll not only enjoy it, but you'll probably pass the ideas along to 3-4 other people, as others have done.

I have heard Sam speak several times and I promise you'll never think about procrastination the same way again! A must-do seminar for anyone who wants to never again say "I'll do it later" and just get it done.

*Simply send a direct email to Sam's team at admin@samtornatore.com and mention **FOCUS***

What's the difference between a Professional Business Website and a Personal Website?

[Coffs Harbour.biz](http://CoffsHarbour.biz)

Business websites differ from personal websites in several ways. For one, they are typically created and maintained by organizations or companies rather than individuals. Secondly, business websites tend to be more public-facing, meaning that they are designed for visitors who are not familiar with the organization or company. Lastly, business websites usually have more content than personal websites and are organized around marketing goals.



[Steve Brambley](#) says that if you're running a small, medium or family business, it could be time to understand the crucial difference between a homemade personal website and a professional business website. After all, you need every advantage you can get. And you need to do it now. At first glance, you may not appreciate the enormous difference. So, let's lift the hood and get into it.

WHAT DEFINES A BUSINESS WEBSITE?

A business website is a digital showcase of your products and services for your local community and the world. Therefore, it must shine with the best of your business, displaying and demonstrating what makes your business better than the rest. Moreover, it must perform its primary function perfectly – persuading visitors to contact you. Secondly, it must provide information that's concise, valuable, compelling, accessible, and up-to-date. So, what can you expect from a professional website design company, and how will they achieve these outcomes?

A COMPANY WEBSITE REQUIRES PLANNING

Unlike a personal website that can be made quickly and without too much thought for the future, a corporate website requires meticulous planning. So, your website designer will begin with careful research into your business, plans, goals and competitors. The answers will dictate your new site's design, content and functionality. Moreover, this also future-proofs your site to a certain degree and means it will be built on a solid and meaningful base. Nor can it be drastically changed on a whim, like a personal website. Therefore, the design must be right the first time.



PERFECT FUNCTIONALITY

A professionally designed company website should free you up to focus on your main business operations. Essentially, it should operate flawlessly 24/7. In addition, it must be built with exceptional coding and robust security and run on super-fast servers.

SERVICE IS PARAMOUNT

Exceptional service delivery is the game-changer in the competitive web design industry. After all, when you decide to take your business online, you want to feel proud of the final product. And, if you want a personal or family blog, free DIY website builders might suffice. But, when it comes to your business site, it's crucial to choose a professional designer and factor in the quality of their service rather than just the cost.

Your web designer should be readily available, responsive, and flexible to cater to your business needs, including crucial updates and changes to the website when needed.

A PROFESSIONAL BUSINESS WEBSITE

A professional corporate website differs from a personal site. Right from the planning stage, your business website requires diligence, foresight, and an unwavering focus on service delivery.

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.*



Marketing Tips To Grow Your Business



Sometimes it's the LITTLE things! Adding value to your business is not difficult, and it's not expensive. All you need is a little imagination.

- Do you run an Auto Mechanical outlet? Ring your customers after you service their car, just to make sure they are happy with the service. Offer a 5% discount on their next service.
- Do you own a Health Food shop? Invite customers to your weight control lectures by a local doctor.
- Got a Beauty Salon? Invite clients to a new product release and have your supplier do the presentation.... Arrange for the supplier to give samples to each client attending.
- Got a pizza shop? Start putting unexpected gifts into pizza boxes.
- Got a carpet cleaning business? Visit carpet sellers and tell them they can offer the first cleaning for free because you'll do the job.
- Do you run a physiotherapist practice? Have your assistant call previous patients to ask how their neck or back is doing.
- Do you run a motel? When you send the invoice or statement in the mail to your customer, include a 10% voucher off their next stay.
- Own a Real Estate Agency? Send flowers to the new owner after final settlement. No matter what business you are in, if you go that "extra yard", your customers will appreciate and value it.

Identifying "Big Picture" Opportunities and Threats

Changes in your business environment can create great opportunities for your business and it can also cause significant threats. For example, opportunities can come from new technologies that help you reach new customers, from new funding streams that allow you to invest in better equipment, and from changed government policies that open up new markets. Threats can include deregulation that exposes you to intensified competition; a shrinking market; or increases to interest rates, which can cause problems if your company is burdened by debt. It pays for you to constantly be aware of, and analyse the Political, Economic, Socio-Cultural, and Technological changes in your business environment. This helps you understand the "big picture" forces of change that you're exposed to, and, from this, take advantage of the opportunities that they present.

Basic Branding

Branding is one of the most important aspects of any business, large or small, retail or B2B. An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does "branding" mean? How does it affect a small business like yours? Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors'. Your brand is derived from who you are, who you want to be and who people perceive you to be. Are you the innovative in your industry? Or the experienced, reliable one? Is your product the high-cost, high-quality option, or the low-cost, high-value option?

You can't be both, and you can't be all things to all people. Who you are should be based to some extent on who your target customers want and need you to be. The foundation of your brand is your logo. Your website, packaging and promotional materials--all of which should integrate your logo-- communicate your brand.

When Should a Business Restructure be Considered?

David Hill is a Specialist in restructure, turnaround and insolvency advisor with extensive experience in business recovery.



David advises that as your business grows or changes, you may decide to make it more efficient with a restructure. The key to success is recognising the fundamental problem or opportunity your businesses faces in time to do something about it. What problems or opportunities do you need to look out for? And what must you do? To ensure your business restructure is a success, we will look at when you should consider a restructure and what you could go about it.

Here are 7 reasons to restructure your business:

- 1. Change in management or ownership of the business:** If you are a sole trader and you decide to take on a business partner, you will need to restructure as a partnership. On the other hand, if you buy an existing business and you become the new owner, you may have to restructure the business to meet your business goals and regulatory requirements.
- 2. Profit growth is stagnating:** If this is the case, you will need to audit your salary-to-revenue ratio, cost of goods sold, and overall expenses. If any of these are causing your net operating income to dwindle, a restructure may be necessary to improve the profitability of your business.
- 3. Poor efficiency:** If you do not change as your business grows, this could lead to inefficiencies in the workplace. Hiring more people may increase efficiency and allow you to service more customers, but you will also have a higher payroll cost and reduced profit. Instead, restructuring could be the answer. It could help you streamline your operations and continue to grow without having to hire new staff.
- 4. Poor employee management:** Are your employees overworked, underutilised, ignored, or unsatisfied? If so, they could make costly mistakes or leave the company, and this will affect morale and profit. If your business is experiencing these problems, you may need to audit your existing teams and structure. There are plenty of resources available to help out here. You may find that restructuring is the key to reducing turnover, minimising mistakes, increasing morale, and leading your business back to profitability.
- 5. Poor competitiveness:** As time passes, industries change and technology improves. If you're doing business the same way you were a decade ago, you could fall behind your competitors. They could crush your prices and surpass you in everything from product quality to customer service. You'll need to rethink your business model and structure so that you can start beating your competitors again.
- 6. Shifting customer base:** If your customer base is diminishing or buying less, it may be time for a restructure. It could help you roll out a new product, generate revenue for the same product through licensing or subscriptions, or deliver the same for less through reduced costs that allow you to lower prices. This can keep your customers happy and coming back for more.
- 7. Business growth or economic downturn:**
Your business, goals and the economy can change over time, which could lead to an expansion or downsizing in regard to your office space requirements. For example, if you are expanding your business overseas or introducing new product or service lines, you'll need to change the structure of your business to accommodate this growth. On the other hand, if there's an economic downturn, you might want to downsize your business structure from a company to a sole trader to better manage your business and keep it alive.



Small Business is Victim to Emotional Struggles

A recent survey has found that a quarter of small business owners have fallen ill due to stress and overwork. Periods of unmanageable stress can cause or worsen a mental health problem, according to Mind Australia.

For most small business owners, there is stress from the moment they wake until they close their eyes at night, which often, is never for too long.

According to a study by insurance provider [Simply Business](#), almost half of the 2,000 individuals surveyed cancel social plans at least once a week, a quarter take less than 10 days' annual leave and 25% have fallen ill due to stress and overwork.

And the effects are likely to go further than physical illness, according to mental health charity Mind. With one in four people experiencing a mental illness each year, business owners need to keep a close eye on their wellbeing.

If it is not cash flow issues making them toss and turn in their sleep, it is contracts being negotiated, staff being reliable, not spending enough time with their family and the list goes on and on.



[Tom Threadingham](#), journalist for the [Sunshine Coast Daily](#) reports: NEW research has revealed the emotional toll small business owners face in day-to-day life.

Findings published in the BOQ's Business Balance Report has shown more than one in 10 (13.5%) SME owners in Queensland have been diagnosed with depression, stress or anxiety at some point as a result of running their own enterprise.

The report also revealed that close to a quarter (24%) of local small business owners had become physically unwell as a result of operating their sole venture, while a further 17% had

sought the services of a psychologist to help them manage the daily pressure.

Sunshine Coast businessman Kristian Muir can attest to the daily struggles SMEs face, having started Muir Developments in his early twenties.

"It's definitely hard getting a start in small business," he said.

A big sports fan, Mr Muir said one of the many sacrifices he had to make early on was his weekend sports and socialising.

"It's pretty much a full-time job and you can't just go home and switch off," he said.

"In small business you will tend to have to give up some of the finer things like playing sport and general hobbies."

While Mr Muir said he hadn't fallen down a dark path, he knew plenty that had.

"I do think there is depression out there in any small business, but my advice is to surround yourself with good people and just try and keep going," he said.

Leaning on fellow peers in the industry, and getting advice from those with experience in SME, was something that Mr Muir considered invaluable.

"We were pretty lucky just by surrounding ourselves here on the Sunshine Coast with people that were successful and they were able to show me the ropes and the potholes to dodge," he said.

Mr Muir said his BOQ banking manager had been a huge help, along with his father, who had once started an Italian shoe business and been in small business for more than 30 years.

The report also found almost half of all SMEs (41%) admitted they'd be unlikely to discuss the emotional strains of running their own business, raising a red flag for mental health experts.



[Corporate psychologist Stephanie Thompson](#)

said most SME owners tended to keep the pressure they were feeling bottled up in a bid to save their friends and family from feeling the same strains.

"When someone goes out on their own there's a tendency for them to hide any struggles they are experiencing in case they are perceived as a failure or as unable to cope," she said.

"Equally, they feel the need to shield their loved ones from their stress as they are afraid it will pass on to them.

"However in many cases, once an SME owner decides to open up and talk to someone - whether it's a professional, friend or family member - they feel a huge weight has lifted and are able to address these challenges more effectively."



"Having a good work-life balance, including regularly having time off, is key to staying mentally healthy," says [Emma Mamo](#), head of workplace wellbeing at [Mind](#). "Taking proper breaks allows staff to return refreshed and revived, and small business owners are no exception.

"Every business owner wants to ensure their business is a success and this can mean putting in the extra hours from time to time. But consistently working long hours and managing an excessive workload can take their toll on our physical and mental health, with the potential to negatively affect business performance."

But for many small business owners, there simply aren't the resources or support needed to enable them to create a healthy balance.



By
Willem van
 der Merwe
*Live Better
 Lead Better.
 Achieve More*

"Tools are Not Rules" - Adopting Flexibility in Strategic Business Planning

As entrepreneurs and experts, we frequently come across various tools and methods that promise to be the ultimate solution for achieving strategic success. However, it is essential to keep one fundamental fact in mind: "Tools are not rules!" This statement holds much significance in today's ever-changing business world, especially for those operating in Australia.

Innovation Over Conformity Innovation should always trump conformity. While traditional tools provide a framework, they should never stifle creativity. Innovative thinking, rather than rigid adherence to established methods, sets trailblazers apart. It's about utilising tools as a springboard for creativity, not as a cage that confines our strategic thinking.

Adaptability is Key The business environment, especially in a dynamic market like Australia, is perpetually shifting. Tools should serve as adaptable guides, not immutable commandments. This adaptability allows businesses to pivot swiftly in response to market changes, regulatory shifts, or global trends.

Customisation: One Size Does Not Fit All It's imperative to tailor tools and methodologies to your unique business context. A strategy that works wonders for one company might not translate effectively to another. Customisation is about aligning tools with your specific goals, resources, and market position.

Fostering Critical Thinking Blindly following a tool without understanding its underlying principles is akin to navigating a ship without a compass. Critical thinking enables you to question, adapt, and utilise tools that genuinely benefit your strategic vision.

Empowering Decision-Making Remember, tools are there to aid, not dictate, decision-making. The human element – your expertise, judgment, and insight – plays a crucial role in interpreting data and applying tools meaningfully.

Striking the Right Balance Finding a balance between structured methodologies and the agility to deviate from them is crucial. This balance fosters an environment where innovation can flourish while maintaining a sense of direction and purpose.

Commitment to Continuous Learning In a world where change is the only constant, committing to continuous learning and the evolution of your strategic tools is non-negotiable. What works today may be obsolete tomorrow, and staying ahead requires an ongoing commitment to learning and development.

Collaboration and Diverse Perspectives Collaboration brings together diverse perspectives, leading to a more holistic understanding and application of strategic tools. It's about harnessing collective wisdom to enrich your strategic planning and execution.

In conclusion, while tools are essential in guiding strategic business planning, they should never be mistaken for unbreakable rules. In the Australian business context, where adaptability, innovation, and critical thinking are paramount, understanding the fluid nature of these tools is key to success. So, as you navigate the complex world of business strategy, remember: to use tools as guides, not gospel.



Your Ultimate Legacy



As the years go by and I reflect more and more on my experience in business, family and society (life), the more certain I am that the example we set for others is our true legacy, and in this article I thought I'd expound one of my firmest beliefs. That is 'That we inherit our work ethic from our parents. It's been my observation that hard working, ambitious parents tend to have hard working, ambitious children throughout the generations.



Dalai Lama

There are a few cautions here however, as our kids (and our staff and customers for that matter) need to see that we can retain balance and time for family, and also that we are honest and ethical in our dealings. "Cheque book" love will never replace quality time spent together, and if you win at all cost, chances are you have lost.

One of my favourite of the Dalai Lama's rules of life is '*Live a good, honourable life. Then when you get older and think back, you'll be able to enjoy it a second time.*'

I guess this is the phase I am in now. A major issue for Australia, and indeed the entire western world, is that we are now seeing second and third generation unemployment, or at least significant amounts of chronic underemployment. What this means is that while children get up and head off to school their parents lie in bed and watch TV, which means the children will be thinking 'I just can't wait till I finish school so I can stay in bed as well'. I see this as the major issue in the future with growing divide between the motivationally rich and poor. This will obviously be inextricably linked to the financially rich and poor as well.

The pressure this will put on our struggling welfare system will have a dire effect on us all. I don't have the answer but believe if we all do our individual part, then the flow on effect to the community would be significant.

Having worked for many years in the training and employment sector I know that some people's barriers to employment are huge but if we all try to be the best example of ourselves, it may motivate some to strive harder to overcome them.

Once again the Dalai Lama wisely said '*Look to be the change you want to see in the world.*' In the end it will always be an individual choice and I have seen many wonderful examples of successful people who have overcome their heritage. In particular children will ultimately make one of two choices. The first is to succumb to their parent's example, or they will make the decision to make a different life for themselves and their children. It behooves us all to show a better way.

As his Holiness said '*Follow the three Rs: 1. Respect for self 2. Respect for others 3. Responsibility for all your actions.*' Maybe this would be a better focus in the education system as it would solve many other issues.

Dennis Chiron, National President
Australasian Institute of Business & Enterprise Facilitators



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, facilitators 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.

Australasian Institute of Business and Enterprise Facilitators Inc.

QLD: PO Box 906, Bribie Island, QLD 4507

ACN: 161 325 686

ABN: 18 833 119 374

Email: info@aibef.org.au

Mobile: +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:

www.aibef.org.au

info@aibef.org.au

Assoc. No: AO2912

Mob: +61 410 082 201

PO Box 906 Bribie Island QLD 4507