

Facilitation FOCUS



Workplace Harassment Could Send Your Business To The Wall
Is Leadership Important To Achieve Business Success ?
Brainstorming And How To Do It Right
Passwords On Sticky Notes = The Road To Hell
5 Ways To Increase The Size Of Your Transaction
What 21 Days of Focus Can Do For Small Business Growth
AIBEF - Become A Member
Continuing Professional Development
About The Institute

Workplace Harassment Could Send Your Business To The Wall

There are 11 Types Of Workplace Harassment That Can Put Your Business At Risk. According to the Australian Human Rights Commission, workplace bullying and workplace harassment cost the Australian economy up to \$36 billion annually. For employers, the average case amounts to \$17,000-24,000.



Defining unlawful harassment

Harassment is verbal or physical conduct that denigrates or shows hostility or aversion toward an individual because of that person's (or that person's relatives', friends', or associates') race, skin color, religion, gender, national origin, age, or disability,

According to [Sentrient](#) however, monetary compensation is just one way that disregarding your legal obligations for workplace policies and training can have an effect on your business. Irreparable brand damage, falling shareholder value, increase in employee turnover and, most importantly, lack of labour productivity are other much more costly impacts of non-compliance and the absence of a good workplace culture.

There is no room for workplace harassment in business. But, unfortunately, many SME's either ignore it altogether or half-heartedly attempt to deal with it – and fail miserably. Recognition exists, but too many employees and business owners find it hard to accept that it's happening in their workplace.

According to an NBC News -[SurveyMonkey](#) poll, 81% of respondents believe sexual harassment is a problem for U.S. businesses, yet 90% believe it doesn't occur where they work.

Consequences of Not Addressing Harassment Are Severe

[Small Business Trends](#) says that “severe” may sound like an exaggeration, but it's a reality. Avoid addressing harassment and your business may suffer severe, irreparable damage. Recent statistics speak volumes: The number of lawsuits (up 50% in 2021 per the [EEOC](#)) and complaints (up 13%) indicate victims are taking action, which could be financially devastating to your business.

That's just from a legal perspective, though. If there is a culture of harassment in your business, it can have a significant impact on your business in ways you might not consider.

There are three types of workplace harassment:

1. Verbal/Written
2. Physical
3. Visual



Harassment of any kind has no place in the workplace. If you're an employer you are subject to [Australia's anti-discrimination laws](#), and you have a legal obligation to provide a work environment that is free from intimidation, insult, or ridicule based on race, color, religion, gender, or national origin. You must also be concerned with preventing harassment because you can sometimes be sued in state courts, depending on your state's anti-discrimination laws.

The best way to avoid these impacts is to be proactive. Show employees that you take their safety and well-being seriously by creating a written policy clearly defining your position on harassment — what it is, why it's not tolerated and what the punishment will be for those who break the rules.

Ongoing training is important, too. Encourage discussion so that questions are answered and your stance is clear. Fostering an anti-harassment workplace culture will likely improve morale, reduce absenteeism and turnover, and improve your reputation and bottom line.

***The [Harassment Training Smart App](#) from HRdirect is an ideal resource to help small businesses provide effective, attorney-approved training for employees and managers. The web-based app gives you the option to host group training or assign training modules to employees to complete individually.*

IS LEADERSHIP IMPORTANT TO ACHIEVE BUSINESS SUCCESS?

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

What is Leadership?



As a business leader, you must meet high expectations.

Effective leadership in business can instill a sense of pride with you and your people and promote cohesive teamwork, cultivate a sense of greater good, motivate and inspire trust, and provide overall purpose and direction. Not everyone is a leader. Many people have begun to acknowledge that most leaders are made rather than born. While a natural affinity for leadership is always appreciated, many employees need consistent practice and skill-building resources to become talented leaders.

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



[John Mattone](#) in his book “[The Intelligent Leader](#)” believes that In today’s business world, we find ourselves in a conundrum: all businesses crave superior leadership, yet there remain relatively few truly great leaders. While there have never been so many books, blogs, speakers, and seminars on leadership, global organizations are finding that the supply of leadership talent is significantly lagging the supply of raw intellectual horsepower.

And companies are having difficulty finding and grooming the next generation of leaders to handle the fiercely competitive atmosphere and lightning fast pace of change that defines our era.

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



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

Can leadership skills be taught and learned?

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

Overwhelming evidence shows that organisations face a skills shortage compounded by a whole host of new issues resulting from the Covid-19 pandemic, and the need for strong leadership is more widespread than ever before. We believe you can progress quickly if you identify room for improvement in your leadership capability and create an effective action plan to develop the necessary leadership skills and elevate your emotional intelligence.

BRAINSTORMING

And how to do it right



Although it doesn't appear to be used that much these days, a very dynamic and effective group creativity technique is Brainstorming - which is not much different to Mind Mapping! Although it was once widely practiced, only seldom is it utilised correctly for optimum benefit. Even if you currently use brainstorming, review these rules to check your technique.

Preparation: Prior to the meeting, give each participant an overview of the subject to be brainstormed: The Problem Statement, background information etc. Send each participant a set of brainstorming rules.

Brainstorming Rules: The ideal group size is between 5 and 12 people. Ideally all are familiar with the procedure. A facilitator will lead the group, and a video should be taken of the process, which will record the ideas expressed. The entire group should participate in the idea-generating process.

Part One

Before working on the "real" situation, it is a good idea to begin with a warm-up exercise (*preferably something imaginative to help relax the group*). When you are ready to "get to work" the facilitator should state the problem and invite initial input.

The facilitator should:

1. Keep the atmosphere relaxed, fun and free-wheeling;

2. Encourage everyone to participate either with original ideas or 'piggy back' on other people's input;
3. Focus initially on quantity, not quality of ideas. Some groups set a numerical goal, say 25 to 50 ideas and try to reach these ideas in the allotted time;
4. Urge participants to say anything that occurs to them, no matter how wild or 'far-fetched' those ideas may seem;
5. Allow around 20 - 25 minutes for the idea generation phase. If the group has been too conservative during this phase, the facilitator should encourage more lateral thinking by saying something like: "What are the wildest, most outrageous ideas we can come up with?" (Remember, you may find a brilliant idea that could be "teased" to fit reality;)
6. During the idea generation phase, no one should be allowed to judge, criticise or quench any of the ideas generated.
7. The facilitator should stay alert for non-productive comments such as, "We tried that last year" or "That would cost too much", "I don't think that would work", etc; and counter with, "This isn't the time for evaluation yet".

Break:

Before you begin part two of your brainstorming session, the group should be thanked for their participation in the idea generation phase.

Then the group needs to put closure to phase one and take a break before going on.

One creative twist that can be effective is to use two groups to look at the ideas generated, and then these two groups

evaluate the ideas. Then switch lists so that both groups offer evaluation of all of the ideas.

Part Two:

The entire group should then reassemble to evaluate the input. As this happens, be sure that each member is familiar with the criteria essential for the evaluation.

For instance, if price, human resources, or timing is important, let everyone know.

Look at all the ideas and suggestions that have been generated for the value that they may contain, both as they have been originally stated and if they need to be altered at all.

See if you can scale down an outrageous idea to one which has practical dimensions.

Follow Up:

Regardless of the results of the session, all team members should be thanked for participating. (A short note may be appropriate).

If ideas were suggested that the group decides not to implement, your feedback should be in the form of a very positive response. If a solution that came from the session is accepted, the entire group must receive full credit.

Evaluate ideas at the end of the session – this is the time to explore solutions further, using conventional approaches.

Brainstorming can be dynamic and has the added benefit of people working together to achieve a common goal.

TRY IT!



Passwords On Sticky Notes = The Road To Hell?

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

Most businesses protect their premises against break-ins and theft. This protection might include burglar alarms, CCTV, and strong locks on the doors and windows. It's an obvious step to take. But what about your online property? Are you giving due consideration to what amounts to be your most valuable asset? After all, a physical break-in, while annoying, usually results in the loss of hardware. A digital break-in, however, is much worse. Hackers can search your most confidential files, steal client information, and even empty bank accounts. Worse still, they could sell your business secrets, leaving a trail of irreparable damage. The impact could end your business. So, let's explore what you can do to bolster your password security.

Jotting Down Trouble

Alarmingly, many Aussies still lean on traditional methods like sticky notes to remember their passwords. Despite the rise in cybercrime and identity theft, this manual method persists. Remember, an office thief can swipe a sticky note as easily as a laptop, but the password on that note could unlock far more than any physical door.

Password Security – Confronting The Old Habits

Even now, many business owners and employees avoid using password managers. This resistance could be a costly gamble. Cybercrime is on the rise, and businesses that forgo password managers are three times more likely to suffer consequences.

The Path To Stronger Password Security

It's not all bleak. With the right actions, improving your password security is surprisingly straightforward. As per best practice recommendations, a sturdy password must:

- Extend beyond 12 characters
- Not be recycled across accounts
- Avoid having personal connections

Undergo Frequent Changes

These steps, together with the use of a reliable password manager, will dramatically reduce the risk of being compromised.

Final Words: The Simple Note That Could Cost You Your Business

So, SMBs should look closely at their password security practices. A sticky note under the keyboard is a roadmap for trouble—a sign inviting disaster. The journey from paper to a password manager isn't just a step towards security. It's a leap away from the "password hell" that is too easily reached with just a simple mistake. Remember, in the realm of cybersecurity, it's not the size of the safe but the complexity of the lock that matters.

[The Eco-Council University](http://TheEco-CouncilUniversity) says that in today's digital age, strong passwords are essential for protecting personal information and preventing unauthorized access to online accounts. With cyberattacks becoming more sophisticated and prevalent, it's more important than ever to create strong passwords and follow best practices for password security.

You will have to set up a password to accomplish almost everything on the Internet, from checking your email to online banking. While using a short, easy-to-remember password may be more accessible, doing so might present significant threats to your online security. To safeguard yourself and your data, choose passwords that are lengthy, strong, and difficult for others to guess while being reasonably easy for you to remember.

5 Ways To Increase The Size Of Your Transaction



Glenn Smith
Executive Coaching

I see too many business owners working too many hours for too little return. These business growth strategies are designed to help you work less but make more.

This third strategy will take some careful thought but should not be overlooked by small businesses.

The third strategy is to Increase the Average Size of Each Transaction.

One of the things I enjoy most as a Houston business coach is helping the small business owner analyze their business model or business formula. You need to know how many transactions you have each day, week, or month. And you need to know the average size of each transaction.

Once you have this financial intelligence you can track and measure your strategies to know what works and what does not work! In order to increase the average size of each transaction you should consider these tactics.

1. Listen to Your Customers

Survey your customers to know what their needs and wants are. You can do this formally (through research) or informally through conversations, or both! Solicit their honest feedback on what they like and don't like currently.

By doing this you will discover how to improve your service/product so that they will want to buy more. You'll also get great reviews and testimonials you can use to promote your business!

2. Cross-Sell

Let your customers know of other services or products that you offer. Market to them regularly so that they will be educated on how you can add additional value to them. If they are using one of your products or services, chances are they might be interested in another. And if they are already satisfied customers, the sales pitch won't be as tough!

3. Provide Volume Incentives

There are many different ways to do this through volume discounts, volume add-ons, or volume rewards. Reward the clients and customers you have that purchase lots of your products or use your services on a regular basis.

4. Bundle Products or Services

This is similar to a volume incentive. However, the difference is that you are combining particular services that work well together to add more value around the same need or want. Mobile providers and cable companies are great at doing this, and it works!

5. Raise Your Prices

This scares most small business owners! I've seen many business owners keep their prices way below the market value because they are afraid of losing customers by raising their prices. However, my experience has been that this rarely happens.

Your customers and clients actually expect your prices to go up at some point.

They will continue to buy from you if you continue to provide excellent value and service.

These are 5 ways that you can

increase the average size of a transaction. This may be a strategy you should consider for your business! If you need help or guidance in this, feel free to contact us for a free strategy session to help you get on a growth track! -----



John Michael Morgan

However, John Michael Morgan believes it's just a matter of basic simplicity: "One of the best ways to grow your business

is to increase the amount you make per transaction. If you can sell more during the initial purchase, your business can grow without having to add more customers.

Savvy business owners love this because it's often easier than adding a ton of new customers in an effort to grow the business." Morgan believes that one of the most common way to offer more is by simply adding an Up-Sell or One Time Offer to your sales process.

If someone is buying a painting on a large canvas, then a good up-sell would be asking the customer if they'd like to add a dust-cover for it. The customer is already in the buying mindset so it's easy for them to make a decision.

When you're selling something people are passionate about they especially love taking advantage of your additional offers.

****Glenn has taught courses on leadership and organizational development in several graduate schools. He is a graduate of the University of Tennessee at Chattanooga and holds an M.A. in Global Leadership**

****John Michael Morgan is a best-selling author, coach, philosopher, speaker & artist is known as the momentum maker.**

What 21 Days Of Focus Can Do For Small Business Growth

by [Alita Harvey-Rodriguea](#)



As a small-business owner or operator, you've probably spent some time lost in the Google-Galaxy of information. It's likely that you've been duped by the headlines and read into a strategy or two. Haven't we all? In truth, as much as we all hate to admit it, growing a successful and sustainable business takes time and focus.

According to [FreshBooks](#), most small businesses take at least two to three years to be profitable and don't become truly successful until the seven to 10-year mark. In short, it's a marathon, made up of hundreds of sprints. Sprints that you can smash out in just 21 days.

You won't go from zero to hero overnight, but with a heightened focus on these three key areas, there is a whole lot you can achieve in as little as 21 days!

Adopt the fundamentals of project management

Every business needs a project manager. Whether you're a Nan and Pop corner store, or a multi-national organisation. Trust me, everyone needs a project manager. We challenge you to spend just 21 days building rock-solid project management habits in goal-setting, task management and planning. Trust us, these habits will act as a springboard for all kinds of success in your business.

Google terms to get you started: [Kanban board](#), [Trello](#), Work In Progress (WIP) meetings and priorities matrix.

Get serious with social

Ad hoc posting works just fine for your personal social, but it simply won't cut it for your business social. We understand that social isn't for everyone, but we do challenge you to stick to a posting schedule for just 21 days.

Start by setting a social media schedule that is achievable. For you, this could be as little as 2 posts a week, or 9 in a month. Now, consider the type of content your customer will engage with, mood board and develop some simple templates and/or content buckets. Block out some time and schedule out the entire month using [Facebook's Creator Studio](#). Get it out of the way and out of the back of your brain.

By setting time aside to smash it out it will feel like less of a chore.

Google terms to get you started: Facebook Creator Studio, Instagram feed mood board and free [Canva](#) templates

Set up email automation

Setting up email automation is like cleaning the microwave. You are reminded almost daily that you need to do it, and still, it takes weeks, sometimes months, before you get around to it. Email is still the #1 revenue driver for small businesses. And email automation places this profit in cruise control! Think of it like a robo-vac. Get it set up properly and it will do all the hard work for you.

You don't need to do it all. Just focus on three key automation emails: welcome email, order confirmation and abandoned cart.

Google terms to get you started: Reallygoodemails.com and best practice for email automation.

Conclusion

We don't believe in overnights successes, but we do believe that a business can really evolve with a targeted focus for just 21 days. In today's rapidly-evolving digital landscape it's easy to become overwhelmed. So, if you don't know where to start, start here!



Australasian Institute of Business and Enterprise Facilitators

Established 1997

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MEET SOME OF OUR MEMBERS



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Kerry Hallett MAIBEF



Dr Tim Baker Assoc. AIBEF



Troy White MAIBEF

Become a Member Join us Today

Are you a Business Mentor, Trainer, Coach or Facilitator? Are you a professional, and knowledgeable in your field? The Australian Institute of Business and Enterprise Facilitators Inc (AIBEF) is in the process of updating and modernising our web site, and we are placing a lot more emphasis on promoting our members to the world.

If you are experienced and skilled in your field, and you are not a member of the AIBEF, you might consider that now would be a good time to become a member and profile yourself/your business amongst highly respected and accredited Business Consultants under the banner of the AIBEF.

Provided you meet our requirements, an annual Membership fee of **\$49.00** entitles you to a Certificate of Membership and approval to use the post nominals of the Institute **MAIBEF**; You will also receive our monthly publication "**FOCUS**"; **PLUS** your photo, profile and bio portrayed on our **Website on your own Personal Page** providing direct access for potential clients to contact you through this portal;

Download an Application Form www.aibef.org.au



Welcome to AIBEF Continuing Professional Development



Continuing Professional Development (CPD) is embedded in our Institute's Constitution, not just for our members, but offering CPD to the much wider and diverse Business & Enterprise Facilitation profession is at the very heart of our Institute.

2024

CPD TRAINING FOR BUSINESS & ENTERPRISE FACILITATORS

DELIVERY	All Programs are delivered online or by Distance Learning and are self-paced	
RECOGNITION	Statement of Completion issued.	
DURATION	All CPD SHORT COURSES are approximately of 2 - 3 hour study duration	
COST	AIBEF Members \$25.00 Non-Members \$35.00	CPD Yearly Planner and CPD Log are included

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| ◆ Business Planning | ◆ Buying a Business | ◆ Giving Great Presentations |

Further information or application form please contact AIBEF CPD Training info@aibef.org.au +61 410 082 201



AIBEF Code of Conduct

All AIBEF members are obliged to maintain professional standards and ensure the legitimate interests of their clients are paramount. They must ensure that any conflicts of interests are avoided and confidentiality maintained. Members are required to adhere to the highest standards of facilitation, advice, referral, information provision, support and client care through undertaking ongoing professional development

The Process of Becoming an AIBEF Accredited Facilitator

To be an accredited Member of AIBEF, simply submit your application to the AIBEF Secretariat.

The AIBEF Accreditation Committee then assesses your experience and qualifications and will advise you of the Institute's decision.

Often this decision is partly based on Recognition of Prior Learning (RPL) where the Committee takes into account the equivalent experience of the candidate. The new AIBEF Member is then provided with a certificate of Membership and is invited to have their name listed on the Institute's website, and can immediately use the post nominal *M.A.I.B.E.F.* after their name.

Whether it is a concern about business start-up or growth, a marketing issue, HR or financial issue, a member of the AIBEF can provide effective guidance and support to entrepreneurs, business owners, communities or organisations.

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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 project 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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