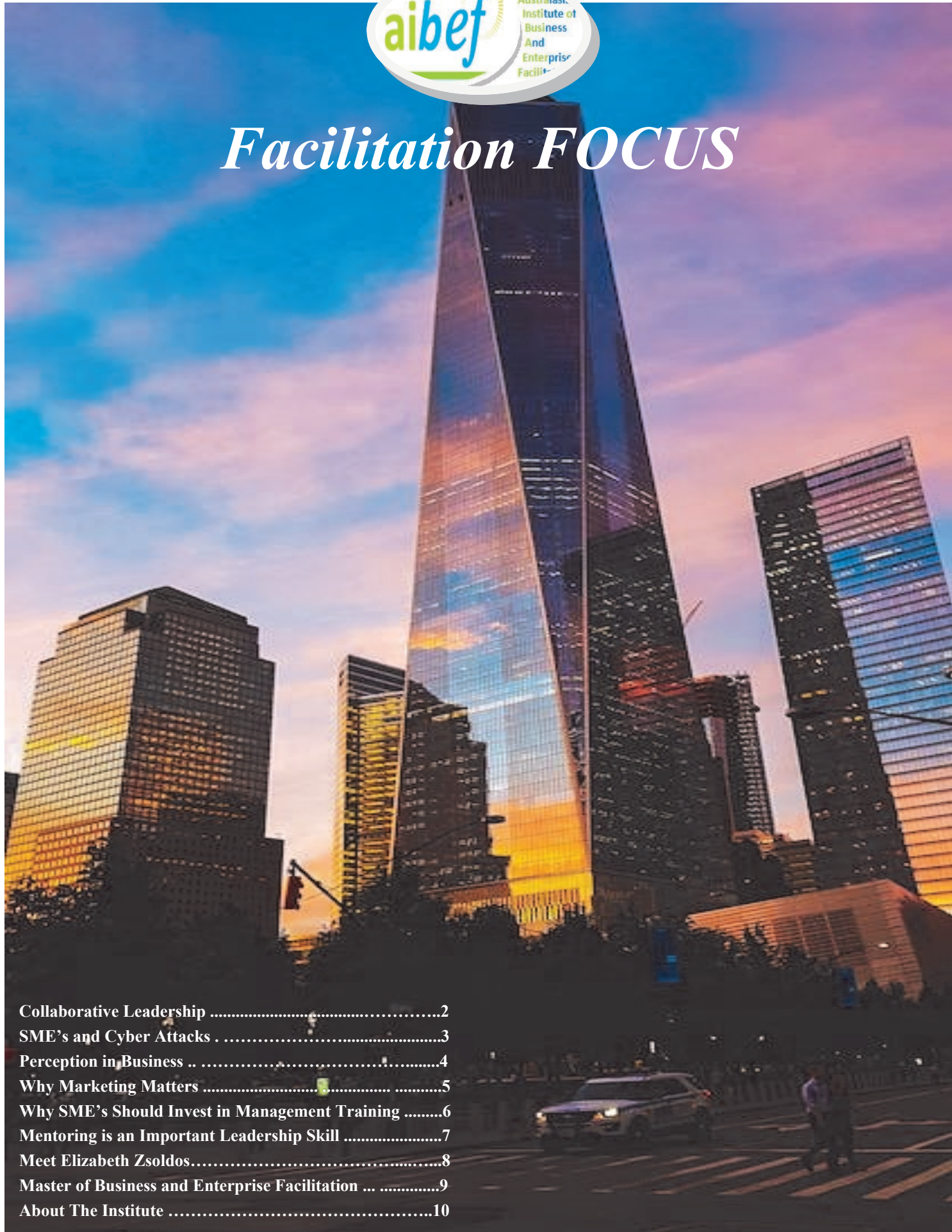




# *Facilitation FOCUS*



Collaborative Leadership .....	2
SME's and Cyber Attacks . . . . .	3
Perception in Business .. . . . .	4
Why Marketing Matters .....	5
Why SME's Should Invest in Management Training .....	6
Mentoring is an Important Leadership Skill .....	7
Meet Elizabeth Zsoldos.....	8
Master of Business and Enterprise Facilitation ... ..	9
About The Institute .....	10



# Collaborative Leadership



**What is Collaborative Leadership?** *Collaborative leadership: leadership of a collaborative effort.*

This definition refers to taking a leadership role in a coalition, organization, or other enterprise where everyone is on an equal footing and working together to solve a problem, create something new, or run an organization or initiative. The leader is not in control of the group, but has responsibility for guiding and coordinating the process by which the group decides upon and carries out actions to accomplish its goals.

A collaboration among several groups and individuals is often needed to address a complex issue, and collaboration requires collaborative leadership. Collaborative leadership means maintaining a process that includes everyone involved in an issue or organization. A process that depends on collaborative problem solving and decision making.

Many businesses and their people are struggling to stay afloat in these rapidly changing and disrupted times. A recent study at Oxford University claims that over the next few years our organisations will all face uncertainty and complexity, and many of today's businesses will either close or operate in very stringent conditions.

[Ashley DiFranza](#) describes Collaborative Leadership thus: **Collaborative leadership** is a management practice in which members of a leadership team work together across sectors to make decisions and keep their organization thriving. This [style of leadership](#) has become common among managers today, replacing the standard [top-down leadership method](#) of the past, in which high-level executives made decisions that trickled down to employees without offering any insight into how or why those decisions were made.



[collaborative leadership - Bing images](#)

Unlike this outdated top-down approach, the collaborative leadership model offers many benefits to organizations. At the executive level, it fosters a sense of unity among managers, allowing them to make effective business decisions quickly, set and maintain the organization's core values, and strategically address issues as a single, cohesive team. Embracing collaboration at this high level also demonstrates to employees that they, too, should approach their work in a similar, collective way.

The ongoing rapid changes in technology will impact on all our repetitive processes in particular. The same Oxford University study found that over the next two decades computers will replace 47 per cent of US jobs. Also more than 1 in 3 workers will be employed on a casual basis. The chaos that comes from dealing with disruption; and the mixed messages from the revolving door of politicians.

What is needed now are organisations and individuals who are prepared to "step up" and recognize the need for Collaborative Leadership and implement it. Once a leader communicates the business's "why," they can begin working on the business's "how" with their team. Ultimately, this is the purpose of collaborative leadership—sharing responsibility for how a company reaches the leader's vision.

Because collaborative executives dedicate themselves to a team mindset besides their leadership mindset, they often develop specific traits and characteristics to balance management with facilitation and guidance. Collaborate managers exhibit these skills: This is an important quality for a collaborative leader, and this quality and these skills have never been more important and needed than they are now.

Attention:  
**Small Business!**  
 Are A  
 Cyber Attack  
 Target!



## SME's Are Very Vulnerable To Cyber Attacks

For a small business, even the smallest cyber security incident can have devastating impacts, and unfortunately, we see the impact of cyber security incidents each and every day, on individuals, small businesses and large companies.

According to [Inside Small Business](#), new research has revealed that 49 per cent of Australian small and medium-sized businesses have experienced a cyber attack in the last 12 months.

In the wake of these attacks, 25 per cent of SMEs lost data, 17 per cent had to shut operations until the issue was fixed, and eight per cent had to pay ransom to end the attack.

Phishing (30 per cent) was found to be the most common type of cyber attack, followed by malware attacks (21 per cent) according to the research.

“Our research shows that preparing for and mitigating cyber attacks is a key priority for business owners, with almost two-thirds planning to invest in cyber security measures in the next 12 months,” Richard Johnson, Westpac’s Group Chief Information Security Officer, said. “Almost 90 per cent of small-business owners in Australia admit they could do more to educate themselves about cyber attacks, which is why we are launching this playbook, to help them be better prepared to manage one if it occurs.



[RRCE](#)

“In the 2020-21 financial year, cyber attacks accounted for \$33 billion in self-reported losses nationwide,” Johnson added. “Unfortunately, we are seeing a further rise in these attacks, as online businesses boom and more employees continue to work from home separated from the office systems built by employers to counter cyber attacks.” The research noted that 62 per cent of small and medium-sized businesses will invest in cyber security measures in the next 12 months, while 41 per cent said they have a cyber attack response plan in place.

In the wake of the findings, Westpac launched its Cyber Response Playbook which is aimed to help businesses manage a cyber attack.

“A cyber response plan is crucial for hitting the ground running if there is a cyber incident,” Derek Bopping, First Assistant Director-General, Cyber, Engagement and Strategy Division, Australian Cyber Security Centre, said. “Too often, we see small- and medium-sized businesses lose days and weeks to cyber attacks, simply because they are not prepared and don’t know how to handle an attack. As threats continue to rise we encourage every business to spend time planning for a potential attack.”



# Perception in Business



Perception in business holds a much deeper meaning than we can imagine.

It plays a huge role in shaping the way we define and do things within our social life, our personal life and undoubtedly our business life. It is an extremely important aspect of business particularly when it comes to marketing.



Donna Stone says: *“Perception is incredibly important in business. Are you perceived as cheap and nasty or exclusive and expensive? Are you perceived as an expert and experienced or a newbie who has no idea of what you’re doing?”*

For a consumer, it is important to know what they are investing into is worth it and for this, the business needs to market itself to prove them right. Perception is reality. The business needs to make sure that they produce advertisements that are relevant enough to convince the customer. Sometimes, businesses use trickery or manipulation to achieve this, though usually get caught out. We want to put out our best qualities to present ourselves in the best possible light.

Exposure to products is one of the most important elements that influence consumer perception. Naturally, if a buyer knows more about a product and is satisfied with the information offered, they are more likely to purchase it rather than something they haven't heard of or seen yet. This is where promoting a company's products and services comes into play. Marketing, perception, and effective selling all require us to educate our customers.

In marketing, perception is referred to as the meaningful information, awareness, impressions, and opinions that the consumers have for the products, services, reputation, and values of a firm. In simple terms, perception is the way the firm is viewed and understood by the consumers from the information gathered and available to them.

According to Bartleby in marketing terms, it is referred to as consumer information processing. When a consumer views the advertisements, promotions, customer feedback, and reviews relating to the firm and its products, on social media, online shopping platforms, product review websites, and company websites, they gather information and then interpret it to develop their impression of the firm. Every activity of an enterprise affects consumer perception. The design and colors of the logo, the discounts offered by the firm, how the product is positioned and kept in the retail stores, and all the activities which a firm undertakes have an impact on the consumer perception.

In business, perception has always played a crucial role, and it can be a crucial component in helping a firm expand and survive in the market if correctly implemented and exploited, and many businesses are going above and beyond to provide a pleasant and happy customer experience. As a result, businesses are willing to spend money and time to change consumer perceptions and encourage profitable behavior.

Customers often want to conduct business with brands they know and trust. Gaining this level of loyalty can provide a business with repeat customers and a positive reputation. If you want to help improve your company's sales and assess your audience, it's helpful to understand what customer perception is and how it can impact customers' decisions to purchase your products or services. Customer perception is important because consumers may be more likely to conduct business with companies they trust.

Developing a positive relationship with customers can generate more leads and sales, contributing to company success and longevity.



# Why Marketing Matters



Every business owner shares one thing in common: the desire to create a stable, steady business that achieves profitability and grows over time. But not every business owner knows the secret formula that makes that possible. So what is that secret formula? In a word, it's marketing.

"But what does the word 'marketing' mean?" you ask. "Is it just getting the word out about my business? 'Cause I've done that, and I can't really see any difference." In its most complete form, marketing is about much more than letting people know your business exists (although that's an important piece of the puzzle.) In fact, in many ways, getting the word out is one of the last steps in a good marketing plan.

A strong marketing campaign goes much deeper, and provides benefits that help you attract customers at the same time as you clarify achievable goals and create realistic plans to meet them. At its best, a marketing plan helps you understand:

- Your business
  - Your customers
  - Your competition
  - The full range of opportunities available to you
  - The optimal way to attack those opportunities
  - Appropriate pricing
  - The marketplace in which you operate
- ..... and a whole host of other issues that will help your business grow dramatically.

Whether you run or own a small or large organization or business, if you're in the game to succeed, a well thought out marketing plan is one of the best tools you can employ along the way. *"In order to sell a product or service, a company must establish a relationship with the consumer. It must build trust and rapport. It must understand the customer's needs, and it must provide a product that delivers the promised benefits".* -- Jay Levinson, [The Guerilla Marketer's Handbook](#)

In order to succeed, companies must establish relationships with customers. The strong, lasting relationships that will ensure a company's success are built on:

- Establishing trust and rapport
- Understanding customers' needs
- Providing real benefits

In many ways, these three imperatives all reiterate one central concept: The relationships between successful businesses and their customers depend on careful understanding and reliable fulfillment of human needs. The business owner understands what people need, and does everything he can to meet those needs. Beyond that, however, Levinson argues that the successful business owner (i.e., marketer) also:

- Understands that the impact of the message is more important than the number of people who hear it. "The guerilla would rather reach ten people with a message that works than 100 with one that doesn't."
- Understands that providing real benefits is the only key to long-term success. Promising benefits is great, but if you don't come through, you'll lose customers faster than you can say, "boo!"

Moreover, you must provide something people want, not simply something you want to sell. If you're the best fur coat maker in the tropics, you can advertise all you want to a local market and never make a sale. Instead, you'll have to broaden your market to colder climes, or put your skills to work making something people in your local area can use.

- Understands the importance of positioning a business in relation to competitors and market leaders in the same field. If you make a great cola, good luck going up against the big guys.

To make your mark, you'll need something special to make yourself stand out. For instance, a cola sweetened with a sweetener that has no calories, no aftertaste and that's actually good for your teeth!

- Understands the importance of budgeting wisely, but spending where it counts. For instance, if a good marketer decides to run a newspaper ad, he or she will make sure to hire professional designers, etc., so that the businesses best face is always forward.
- Understands commitment. Even the best marketing campaigns will bring immediate, lasting improvement. Building trust and rapport takes time. Great marketers are both diligent and patient, and they don't change course midstream just because they aren't seeing results fast enough.



## Why Small Businesses Should Invest in Management Training



Businesses often think of training as a benefit for the employee – a way to build skills and level up in their career. Sometimes this kind of thinking hinders companies, especially small ones, from offering comprehensive training and implementing training programs. However, this narrow view only harms businesses, big and small, in the long run.

Employee training is about so much more than it first appears. Small businesses can benefit from the implementation of training programmes because they simply can't afford to have high turnover rates.

Additionally, providing comprehensive training positively impacts how employees see companies, making those companies stronger contenders in the competitive job market.

Here are some of the benefits of online training courses to the business:

**Time saving:** In classroom training, a lot of working time of employees gets lost while they are attending the training instead of doing their job. This consumes the valuable time of the company as for that period nothing productive happens by the employee. With online LMS that run for 24 hours, employees can get the training whenever they are free thereby saving their own and company's precious time. Thus, companies can have full control over the employee's schedule.

**Multitude of courses:** Usually today, companies prefer to book online for training programs as on internet they can see the detailed description of each and every course. There are multitudes of courses available online for companies to choose from for their employees.

**Cost saving:** Online training courses are always less expensive than classroom-based training courses. It saves boarding and lodging charges, venue costs, trainer salaries, refreshments etc. Thus, companies can save on overhead costs while earning more profits. Whilst spending little cash on training, businesses can increase the productivity of their people.

Introducing training and developing your employees could be critical to the future success of your organization. ... Providing ongoing employee training and development supports succession planning by increasing the availability of experienced and capable employees to assume senior roles as they become available.

[Companybug](#) gives five good reasons why investing in management training should be a priority:

1. **Attract great employees.** The job market is competitive for employees and employers alike. So how to attract and retain the best candidates? Offer management training as a benefit.
2. **Reduces staff turnover.** [Hiring new employees](#) is costly; it takes a long time and then there's an adjustment period until employees reach peak productivity.
3. **Earn and save money:** When employees are well-trained, engaged, and confident in their company, it all translates to better work and increased productivity.
4. **A look at the future:** When implementing employee and management training programmes, businesses get an opportunity to assess what the future will look like and what kind of [gaps can be anticipated](#).
5. **Create promotable employees:** When looking for employees to fill middle and upper management roles, promoting from within should be a priority.



## Mentoring is an Important Leadership Skill

Have you ever wondered what makes a great leader? What do you need to focus on in order to refine your leadership style?

In today's competitive global enterprise, the importance of leadership talent is now being realised, and many businesses are investing heavily in developing their existing leaders, as well as hiring those with leadership potential from outside.

[Dr. Janene Piip](#) believes that these proactive measures indicate that there are three key messages about leadership talent:

- The key enabler of any organisation is its leadership talent.
- The last true competitive advantage is the quality of leaders in a business.

Leadership talent drives business performance.

There is apparent confusion about the terms *leadership* and *management* because the two terms are often interchanged. Whereas management is about administration - planning, organising, directing and controlling the use of resources – leadership is more concerned with enabling people.

[Dr Piip](#) says Leadership skills come from within a person. They're known as the 7 leadership talents:

1. **Self-awareness** – knowing yourself, how you come across to other people and your impact on them.
2. **Empowering people** – whether you genuinely care about and enable others to get things done.
3. **Developing others** – mentoring and providing opportunities for others to learn.
4. **Challenging the status quo** – actively embracing change and envisioning better ways to do things.
5. **Communication skills** – listening, speaking and keeping others informed.
6. **Making people accountable** – having the courage and ability to tackle the tough issues.
7. **Giving feedback** – providing advice on an ongoing basis so people can learn and grow.



Anyone can be a leader, not just those people assigned to a formal management role. Unlike the theories of old that believed only certain people were born to be leaders, the good news is that leadership skills can be developed. This is important because not everyone is born talented in leading the way for others, and even those who are already leaders, can always further develop their skills.

There are numerous people challenges at all levels of an organisation that require talented leaders, regardless of whether they are in an assigned role or not. Changing demographics such as ageing workforces, cultural diversity and casualisation of the workforce, make the need for talented leaders to guide, mentor and nurture people in the workplace, more crucial than ever before.

Leadership skills are something that you need to acquire in order to run and lead a successful business. The basic idea behind being a leader is that they have the vision of the business. A good leader has to communicate that vision and method of achieving goals to the rest of team. You will need to have determination and passion that will motivate your staff to help you succeed in making that vision a reality.

Whether you are in a formal role of authority or just starting out in your career, undertaking an audit of your own seven leadership talents will give you an idea of where you need to develop in the future.

\*\*\* [Dr Suneel Sethi](#) has presented a comprehensive paper entitled *Mentoring: An Essential Leadership Skill*. [You can download it here](#)

## Meet Elizabeth Zsoldos

### The Institute's First Master of Business & Enterprise Facilitation



I believe all of us get to certain stations or forks when we feel the inner urge to redefine ourselves. Now, while looking back to see the connections of the dots of events in my life I am also checking whether I am really heading towards my desired destiny – as pilots check out their navigation towards their destination – and where I find myself on this road.

For a long time I couldn't recall any happy childhood memories at all, unless the ones when I escaped to empty churches to immerse myself into some kind of tranquility. I was born in a family with lots of pain, and I grew up in an oppressive environment of an ex-communist country in Mid-Europe.

I was married at 19, and by the age of 25, I had 4 children. During the years it turned out my husband suffered from manic depression. All of it is not very promising, is it?

Perhaps for having had enough of the cries, perhaps for the longings for betterment at the age of 26 the truth dawned on me: no-one will save me, it is me who is responsible for the quality of my life. I started to learn English, which evoked my deep thirst of knowledge not just for the language but also for the world itself.

Soon I was asked to work as an English teacher for adults, while I equally started to do my bit for humanitarian development at non-profit organizations as a facilitator and development educator.



I have travelled a lot in and outside Europe – e.g. I've been to India 3 times - and have come across people from a wide variety of different background, beliefs, ideas, values, attitudes, abilities, pace, skills and intelligence, which had a huge impact on my way of thinking. I became a dedicated learner – not just at experientially – and at Cambridge University I earned a diploma in teaching English.

My husband's early death, the challenges of my four daughters' upbringing and my original curiosity drove me into more and more passionate studies of various communicational and personal developmental methods. The range is wide on the following fields: Psychology, NLP (Neuro Linguistic Programming), Neuroscience, System-thinking, Organizational Development, Moving and Dancing Therapy, Conflict Resolution, Mediation, Human Rights, Sustainability, Development Education, BUSINESS & Life COACHING and Mentoring.

During the past few decades I gained massive experience in adult education, training, and coaching. I wrote a book on personal transformation, which was published in Hungary in 2011, and then it came out in English here in Australia, in a card-game form with nearly 1000 questions to ask from yourself. (It can also be played with me.)

However, my greatest achievements in life are not the ones that come from prestige or social rank, but from the invisible power of my vulnerability. I regard myself as a crisis coach.

I often experience the transformational force in crises that make us drop our armour.

This time we are ready to step out of the comfort-zone to learn something new.

Giving up the shield means that we don't insist on our anchored past thoughts, emotions and habits any longer, but take the inherent opportunities of the challenges, succumbing to evolutionary imperative forces.

Since becoming a member of the AIBEF, and more recently, being awarded Master of Business and Enterprise Facilitation, I have grown both personally and professionally. I have developed a solid network within the organization as well as within the wider business community. *The Future looks promising.*



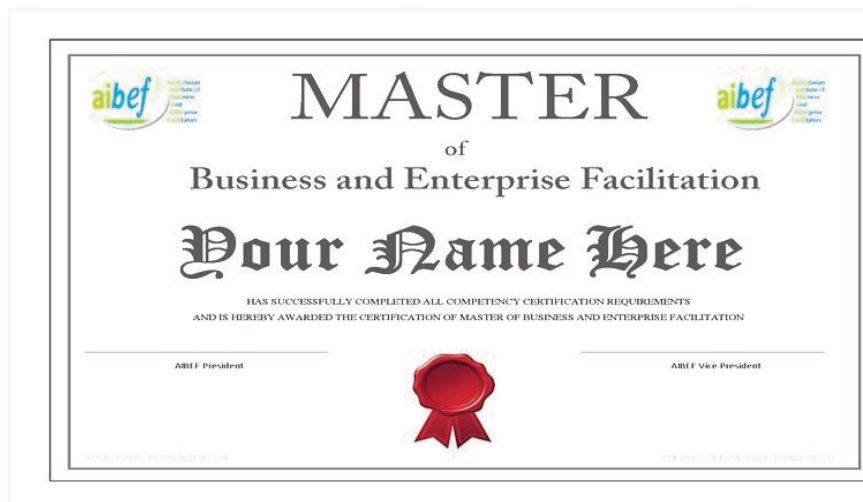


*“The business advice industry in Australia and in many other countries is self-regulated, and virtually anyone can call themselves a business or enterprise facilitator, advisor, coach, mentor or consultant. Business Facilitation and Coaching has copped its fair share of flak in recent years, primarily because the industry has a reputation for attracting spruikers and touts.” Denise McNabb, Sydney Morning Herald*

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

The Australasian Institute of Business & Enterprise Facilitators Inc. has recently launched a program to enable business advisors and mentors to achieve industry-recognised accreditation without the need for lengthy study or expensive courses. If you have the experience and knowledge, and have delivered over 200 hours to clients you could be eligible for Recognised Prior Learning.

## Certified Master of Business and Enterprise Facilitation



### MORE INFORMATION?

Send an email to Dennis Chiron, AIBEF National President at [president@aibef.org.au](mailto:president@aibef.org.au) or phone +61 410 082 201

The Australasian Institute of Business & Enterprise Facilitation Inc.

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

PO Box 906 Bribie Island 4507

ABN: 50161325686 AO: 2912



## WATCH THIS SPACE

*Are you a Business Mentor, Coach, Trainer or Facilitator? Are you a professional, an expert in your field? The Australasian 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.*

*The below pic is an example of how we currently profile our members ..... watch this space when our new website is completed.*



Dr Tim Baker MAIBF

0413 636 832

[tim@winnersatwork.com.au](mailto:tim@winnersatwork.com.au)

<http://www.winnersatwork.com.au>

Dr Tim Baker is a thought leader, international consultant, and successful author. His latest book, Performance Management for Agile Organizations (Palgrave Macmillan) can out in December, 2016. Tim was recently voted as one of The 50 Most Talented Global Training & Development Leaders by the World HRD Congress which is awarded by a distinguished international panel for professionals “who are doing extraordinary work” in the field of HRD. He is the author of:

- The 8 Values of Highly Productive Companies: Creating Wealth from a New Employment Relationship (Australian Academic Press, 2009)
- The End of the Performance Review: A New Approach to Appraising Employee Performance (Palgrave Macmillan)
- Attracting and Retaining Talent: Becoming an Employer of Choice (Palgrave Macmillan)
- The New Influencing Toolkit: Capabilities for Communicating with Influence (Palgrave Macmillan)
- Conversations at Work: Promoting a Culture of Conversation in the Changing Workplace (co-authored with Aub Warren) (Palgrave Macmillan), and
- The End of the Job Description: Shifting From a Job-Focus To a Performance-Focus (Palgrave Macmillan).

Tim has conducted over 2,430 seminars, workshops and keynote addresses to over 45,000 people in 11 countries across 21 industry groups and regularly writes for HR industry press. Director WINNERS-at-WORK Pty Ltd 105 Hawthorne Road Hawthorne, Brisbane Qld 4171

Bernadette O'Connor - MAIBEF

0456 037 592

[boconnor@mg-australia.com.au](mailto:boconnor@mg-australia.com.au)

<http://www.mg-australia.com.au>



Bernadette formed Management Governance Australia Pty Ltd in 2014 with the purpose of assisting business and community to navigate the rapidly changing work environment.

Bernadette draws on over 20 years experience in leading companies (Victoria & NSW) specializing in education and training (RTOs), employment services, apprenticeship services and disability services. She also has extensive in designing and managing the delivery of local responses to the development needs of business and individuals. In addition to her CEO roles, Bernadette has extensive governance experience and contributes to strategic discussions and national forums.

Bernadette holds a Masters in Public Policy and Management; a Graduate Diploma in Education (Mathematics); a Bachelor of Applied Science (Mathematics); an Associate Degree in Applied Science (Amenity Horticulture); an Associate Diploma in Applied Science (Therapy Radiography); a Diploma in Frontline Management; and a TAE 40110 Certificate IV in Training & Assessment.

Currently Bernadette is President/CEO of Workforce Plus and Chair of Enable Social Enterprise and has held previous Board Directorship roles with Jobs Australia Ltd, Job Futures Lt, Community Colleges Australia and Community Colleges Victoria, Victorian Adult Community & Further Education Board, Job Futures Ltd, Learn Work Develop in Baw Baw, South West Local Learning and Employment Network, South West Regional ACFE Council and the Colac Area Health Board.



### AIBEF Code of Conduct

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

### The Process of Becoming an AIBEF Accredited Facilitator

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

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

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

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

Ph: +61 0410 082 201

## About the Institute

### Benefits of Membership Some benefits include:

**Recognition** of the professional qualifications of Member of the Institute of Business and Enterprise Facilitators (MAIBEF) and Fellow of the Institute of Business and Enterprise Facilitators (FAIBEF) in Australia and New Zealand.

**The ability to use the post-nominals**, MAIBEF and FAIBEF in promoting their activities and achieve:

- credibility/validation as an enterprise and business facilitator
- a premium for services
- client confidence and direct benefits to their business secure and regular employment/use as a business facilitator and enhanced market/business opportunities

### Personal confidence and increasing business:

- through business support organisations including training providers and centres increasingly requiring counsellors/advisers to be professionally trained and experienced facilitators
- achieved through the formal recognition of practitioner skills
- by becoming preferred contractors.

### The sharing of knowledge and skills and growth of new business through:

- peer networking and interchange of ideas with other



Members and Fellows

- peer mentoring of other Members and potential Members
- enabling contacts (formal and informal) with peer organisations and alliances

### Regular electronic Newsletters and communications that:

- disseminate news of major developments in the business support industry
- notify Members of relevant conferences and events
- keep Members up to date with current issues
- notify Members about opportunities in professional development

### Development of business facilitation skills and knowledge through the provision of:

- notification of opportunities to participate in ongoing targeted and specific professional development
- access to professional development in recommended training courses
- the best and most up to date information on business and training/facilitation.

**Representation to others** (government and non-government) on Members behalf on issues



affecting business facilitation.

*A.I.B.E.F. Established 24 years*

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

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



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

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

Assoc. No: AO2912

Mob: +61 410 082 201

PO Box 906 Bribie Island QLD 4507