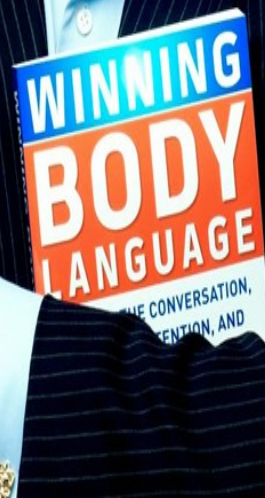


Facilitation FOCUS



Meet Mark Bowden
Expert in Body Language,
Human Behavior & Communication



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About Motivation - *Can We Really Motivate Others?*

At a simple level, it seems obvious that people do things, such as go to work, run a business, encourage others, push themselves, etc. etc., in order to achieve things they want and to avoid things they don't want. Many 'experts' believe that you can't really motivate other people, but people can motivate themselves. But what if you have the need to motivate others. Motivation can come in all forms.

What Would You Attempt If You Knew You Could Not Fail?

Perhaps you are a parent and need to get your child to clean his or her room or maybe you have a teen that who needs convincing to do his/her homework. In other words, you have certain needs or wants and this causes you to do certain things (behaviour), which satisfy those needs (satisfaction). It's a known fact that corporations all over the world contract Motivation Speakers to give their staff a "pep talk".

These motivational speakers can charge up to \$20,000 a day, and their talks are meant to encourage and inspire people to achieve new heights in their endeavours. Wikipedia tell us: A motivational speaker or inspirational speaker is a speaker who makes speeches intended to motivate or inspire an audience. Business entities may employ motivational speakers (for example) to communicate company strategy with clarity, to help employees to see the future in a positive light, and to inspire workers to pull together. Every day of the week (and many weekends) there are business breakfasts and/or evening business functions held all over Australia, and business owners will eagerly attend these functions, in the hope and anticipation of being motivated by the Speaker/Presenter and perhaps, learning something new to improve their business and/or their life.



However, [Mark Bowden](#) - an Expert in Body Language, Human Behavior & Communication - has a different view on Motivation. "*Motivation is when you are driven into action by something, or someone, that urges you to move. It can be as simple as throwing your leg out of bed in a morning, because you are motivated to get to work, to pay the bills. It's as simple as being motivated to eat. Hunger motivates you into action.*" What leaders and managers should be saying is something like "How do I inspire the team, or a particular person, to follow the company vision, and work to their best ability?" How do I make them hungry to achieve? Motivation comes from within; and it stems from desire, for example:- *Desire to be the best you can be. *Desire to be recognised. *Desire to achieve. *Desire for security. *Desire to earn more money. *Desire for status or even desire for control.

In order to generate this desire, we often have to inspire someone to 'want' that desire... And that's the skill requirement of the leader. To enable that skill, the leader has to be able to communicate effectively with emotional intelligence. The leader has to be able to understand the motivational needs and barriers to that desire. Motivating yourself can be simple needs to make better grades. You could even be an employer that needs to get your employees excited about a new job or task.

You can motivate others and sometimes the easiest way is by example. Motivation is the reason why we do certain things. All people are different and will respond differently to motivation. Some are intrinsically motivated, meaning that they have the ability to get themselves ready without the need of others. Others are extrinsically motivated, meaning that they need something such as rewards or encouragement to stay motivated.

When you have the need to motivate others, it is helpful to know and understand what makes each person feel motivated. In order to motivate others, whether it is your child, spouse or employee, the first step of motivation is purpose. You must make them understand that the job or task you need them to complete has a purpose. Without a purpose, the person might wonder why that particular job or task is important. If they fail to see a purpose, they might not see that the job is important and it will be difficult for them to become motivated.

When you explain, or show that person that you need the task completed and why, they will better understand why it needs to be completed.

BUSINESS RIP-OFFS ON THE INCREASE

And once again Small Business are the “meat in the sandwich”

People may consider the prices a business charges to be too high. This is sometimes referred to as ‘price gouging’ or ‘excessive pricing’. Sometimes businesses may respond to a sudden rise in [demand](#) or lack of [supply](#) with very large price increases. While it’s often seen as unfair, prices or price increases that people may think are too high are not illegal on their own. However, it’s illegal for businesses to make [false or misleading claims](#) about prices, including the reason for price increases.



An inquiry into price gouging in Australia has seen big business accused of using rising inflation to disguise their increasing profits while households struggle to make ends meet during a cost-of-living crisis. The inquiry, commissioned by the [Australian Council of Trade Unions](#) (ACTU), is examining price gouging across a range of industries, including banks, insurance companies, supermarkets, and energy providers.

From food to petrol to electricity to flights: prices everywhere ON EVERYTHING are skyrocketing, and the average Australian worker is hurting in the hip pocket more than ever before.

But, it’s not just the worker who is suffering; it is the average citizen; the small business owner, the staff, the staff’s family, the pensioner, the disabledWAIT! Did I leave anybody out? Of course I did.

Price-gouging; price increases; businesses deliberately closing down and declaring bankruptcy Price-gouging is when a business deliberately raises the price of goods and services in order to generate more (unjustifiable) profit.

This is what we have all seen since the height of the COVID-19 pandemic, with businesses choosing to continue raising prices beyond justification. The smaller business has very little choice but to increase prices in line with big business massive increases. Although global supply chains have recovered, there’s really no longer any excuse for big business to continue to increase prices.



[The Australian Unions](#) have quoted that *It’s apparent that Big business will do anything to turn a profit and secure [record-breaking CEO salary increases](#)*. Even the [Reserve Bank Australia](#) recently admitted [the role these prices hikes are playing in driving up inflation](#) and worsening the cost-of-living crisis.

Many larger Aussie businesses are turning to “dodgy” pricing practices to rip off customers, with billions in corporate profits driving high inflation rates, a damning new report has found. The report, commissioned by the union movement, comes amid a federal inquiry into price gouging over concerns major supermarket chains were overcharging customers struggling with the high cost of living.



[Professor Allan Fels](#), the former chair of the consumer watchdog ACCC, said rising prices were not only driven by inflation but by greed, corporate gouging and “profit pushing”. The cost of unfair prices to the Australian public had tallied up to a shocking \$100bn per year, he told the National Press Club recently.

He said; “A significant part of the cost-of-living crisis has been caused by companies in uncompetitive markets taking advantage of their market power and relying on gaps in government policy to squeeze consumers and often suppliers to breaking point.... And once again small business and the worker become the meat in the sandwich: “Reform to curb this is urgent.”

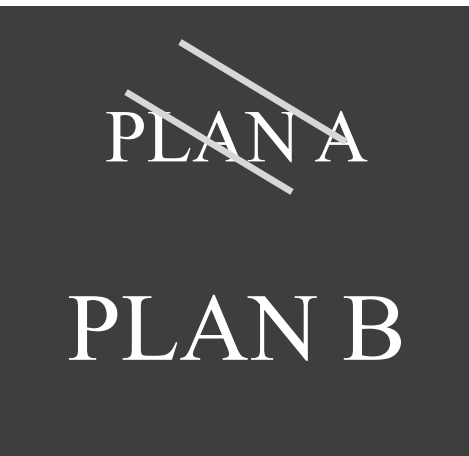
WHAT HAPPENS WHEN YOU DO NOT HAVE A PLAN B?

Life throws us some very difficult challenges in our private and business life and, no matter what we do there is no stopping the forces of fate.



Recently, a business I have been working with has been decimated by a chance finding in an audit. There was no illegal activity it was just a process that had been “allowed” into the system and it became “work and practise” with sales of products. This once flourishing enterprise now has to face rebuilding itself without the luxury of much time.

Many people have been affected and it is highly probable the rebuilding will have casualties. And that is very sad. “Who is to blame you ask?” That is the not the job at the moment it is about getting new products into the marketplace, saving jobs and finding new customers. Previous customers are not affected in any way nor, are the employees past and present. It is not unlike the VW scandal where it is probable that many employees did not have a clue of what was going on. This exercise has taught me a valued lesson and that is to have a plan B.



Yes, I am aware of the SWOT analysis process and that is a good starting point for any business. Just ask yourself what is the worst that can happen to us? Finance is always high on the list and having a plan to re-finance the enterprise is a good talking point. Product indemnity, for example again, we look at the VW issue and that is racking up at last count \$9.5 Billion in fines and recalls.

Yet, VW have if the news is right is already putting dates to the owners of vehicles to remediate the faulty software. They say it will take years to get the VW brand on track as one of the world’s most well-regarded motor vehicle makers. It would seem that they have a disaster strategy in place and are moving quickly to get back on track.

This can happen to a small business as well. An unexpected event outside the premises. There are so many unforeseen events that beset a business every day. Key employees can leave and in so doing migrate customers and suppliers to the new enterprise. Have you got enforceable agreements for people who are leaving you? Tough one but, it bears a mention as it happens all the time. Do you relationships? have good supplier illness of a key employee or yourself, can really bring things to a grinding halt.

Key Man insurance is a tactic that can often be of great help in this type of situation. Life just keeps on throwing good and bad stuff our way. We have to respond quickly and nimbly to these. Avoid compulsive reactions to things. Sleep on a problem. It will still be there in the morning and sometimes just making a decision to NOT to make a decision is a good point when things are good and bad. Deals to buy stock that you cannot move can leave your liquidity short.

Look at the offer and put a plan B into play to see if you can move it to your advantage. Get things in perspective and get your priorities in order. What fire do you put out first? There are myriads of things that can happen. I feel so very sorry when I see a fire in a shopping centre and the affect that it has on businesses in that area.

Sometimes there is no Plan B that can fix some issues. In conclusion amongst the myriad of things a small business owner has to do every day there has to be room for thinking about these types of events good and bad. **I hope you get more of the former.**

GOOD SOLID RESEARCH MAKES FOR A BETTER BUSINESS

Research, Research, Research..... Nothing beats good customer feedback. Recently I had my first experience with a product called Survey Monkey. It is a specialist online software that you can download and trial for free. I am sure there are many others, but this seems to be the one that most of the people I deal with have used.



At some stage there is a fee but when it kicks in only you can find that out by having a look at the website. They give you a lot of tips as to how design surveys and, whilst I did look at their tips, I found the whole experience fairly easy. I have had a bit of experience with market research and, like to get a handle on what the market might be saying. Now you have access to a simple tool that if you have the email addresses of some of your clients you can get their opinion.



Their privacy is assured. So what happened to me? I had a subscription and that allowed me the scope to ask more questions. In the end I asked 24. I was told it was too many, but I persevered and sent it anyway. It was just a joy to see the responses come rolling back. I asked questions that were not about me selling anything. I just simply wanted to know what small business owners were doing. Some examples of the answers gave me some great insights.

Many have not had a holiday in over 5 years. Some had to have second jobs to make ends meet or have their partner have another job to pay the general expenses. Many were over 50 and there were more men in business than women. I point out it is not a tool that I can use to make too many assumptions as there was no scientific approach to the sample.

Nonetheless it gave me a good handle on the market and what it was experiencing. You too can do these simple surveys quickly and ask your customers and those whose business you want what it is they are looking for. It could be that you want to ask if they are getting good service from you or not.

Bad service leads to loss of custom. I also just filled in one for the NBN as well. Very cleverly done (mobile phone) survey. I guess they can do that sort of thing they seem to have an unlimited supply of money! It is really incumbent on you to make sure that you are doing business to meet the requirements of this marketplace we are all operating in.

Survey Monkey (perhaps other software) are great tools to help business owners understand their markets and their customers' needs and wants. "If you can measure it you can manage it" measure your customer satisfaction by any number of parameters and by any means. (you do not have to do what I did and go online) you can just ask the question when they come in. Asking where do you find us? What brought you here? Even a secret shopper can be of great help to you getting a better understanding of your customers and your market.

I think we are in for a tough time and those who really hang on to customers and do the best they can with good customer service and value adding will probably fare better than most. There are many other factors in the running of a business and everyone has an idea on how it should be done. Me? I keep it simple I just look after the customer the rest seems to follow.

Funny that. !!!

Networking Is More Than Handing Out Business Cards

Many misconceptions exist about professional networking. For many Europeans, networking evokes the image of a loud salesperson busily handing out business cards in a trade show or hotel ballroom. That may be one way of networking – but it’s not the only way, and likely not the most effective.



[Ariel Eckstein](#) Author, Business Consultant, Managing Director, EMEA, LinkedIn believes that Professional networking, done properly, is about one simple thing: building mutually relationships. Beneficial. There is no more important aspect of both our personal and professional lives than the ability to build strong relationships. Building personal relationships is something that our families and upbringings teach us. Building strong professional relationships, however, is something that is usually learned “on the job,” as there is rarely guidance on how to do this in a be proactive in letting the person know what happened. Not only is it the right thing to do, it provides another opportunity to connect.

“Why should anyone go through this trouble?” you may ask. Simply, it is because success in business is increasingly reliant on networks. www.australianpersianbusinessnetworking.com seek out. 2. Focus on value. Even when people don’t ask for your help, think about how you can provide value to those around you. It may be as easy as sharing a news article or update that may help their business, with a short note. It starts with finding employment – employee referrals.

Most of the tens of thousands of companies with whom LinkedIn works have highlighted that employee referrals (the result of their employees’ networking!) is the single-most effective channel to hire great talent. Similarly, most venture investors in Silicon Valley, London and beyond limit the review of potential investment opportunities to those submitted by people they know and trust – their networks. natural way.



I’m here to give you some of that guidance. In my years of focusing on relationship-building, there are some principles that continue to stand out. These tips will help you become an expert at building professional relationships—and once you do that, you can use your ability to be a successful business networker. 1. Give without asking. Very simply, the best way to build a strong professional network is to help people with no expectation of return or reciprocity when they ask.

Sharing your expertise, your time and your network establishes you as someone worth knowing and whom people will 3. Bring people together. Helping others build their networks is both appreciated and establishes you as someone who is well connected. This can be as simple as a dinner party, inviting people to an online forum or LinkedIn Group, or inviting people for a coffee or drink after a meeting or conference. 4. Feel free to ask... eventually.

People are often too shy or embarrassed to ask for help or an introduction. If you’ve spent at least some time on numbers 1, 2 and 3, it’s perfectly acceptable to discuss how someone else may help you and ask for help. Generally, it’s most helpful to provide the person the context or reason for the request and be very specific with the request. 5. Close the loop. Whether you’ve been asked or have asked for help.

Finally, in a world in which many goods and services are becoming increasingly commoditized, suppliers will need to stand out through their relationships: personalized service that provides additional value to customers. So, discard the image of the business card-flipping, trade show bore. Whether you’re an extrovert or an introvert, the five steps I mention above can enable you to use your natural ability to build relationships. You’ll be able to establish and grow a professional network in a way that is natural to you and that ensures you will be ready for the business world of today and tomorrow.

Do You Have A Workplace Health And Safety Management System In Your Business?



Safe Work Australia advises that: *“As a major employer in Australia, small businesses must look after the health and safety of their workers. Small businesses have work health and safety (WHS) duties and most are required to have workers’ compensation insurance.”*

In Australia, businesses have the primary duty of care for WHS, and If you’re the person conducting the business or undertaking, you must ensure workers’ and others’ health and safety.

This includes if you are a sole trader, self-employed, a partner or you lead a company or organisation. If you own the business, or you make decisions that affect the business, you have specific duties to perform.

You must exercise due diligence at all times and ensure that your WHS policies comply with your health and safety obligations, including:

- ensuring there are appropriate practices or systems of work in place
- actively monitoring and evaluating health and safety at the workplace.

Regardless of the size of the business, it is in your interest to have a WHS Management System in place and ensure that it’s always current. This Management System is a set of policies, procedures and plans that systematically manages health and safety at work and can help to minimise the risk of injury and illness from workplace operations.



As an employer, you can choose to establish a health and safety management system as a way to help meet your duties and responsibilities under the Work Health and Safety Act 2011. Well-designed policies and procedures help organisations comply with work health and safety legislation and regulations.

However, a workplace health and safety management system is much more than simply having safety-related forms and policies in place and documented procedures. Rather, it is about achieving the measures and contents of the safety documentation in an ongoing and managed way.

There is a lot of free information available on the internet, for example Compliance Help ISO CONSULTING believes there are 5 Key Steps to Develop a WHS Management System:-

Development of OHS Management System; to develop a professional OHS management system in your organisation, you need to systematically follow certain steps. Namely:

1. Consultation
2. Designing the OHS Management System
3. Hazard & Risk Management
4. Training
5. Implementation and Review



Click here to go to Compliance Help ISO CONSULTING where they have expanded on the above 5 Steps; and you can successfully complete your own professional OHS Management System.



Australasian Institute of Business and Enterprise Facilitators

Established 1997

BECOME A MEMBER
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MAIBEF



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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



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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