



# Time Connections

March 2007



Welcome to the current edition of the **Time Connections** newsletter. We hope that you find this newsletter useful, informative and enjoyable. It is actually quite pleasing to be writing this now in March, - now that the mad rush of Christmas and its surrounding activities is over. We hope that you had a wonderful Christmas with family and friends. So while the January holidays are beginning to become a memory; and the initial active spurt that happens in February has begun, the task now is to turn all those plans into reality for the rest of 2007.

## Fun.Food.Focus ... the latest!

The Christmas function that **Fun.Food.Focus** organised for a group of accountants was a great success, albeit on one of the hottest days of 2006, with the temperature hovering around 40°C. Nevertheless the feedback we got suggested that it was a successful adventure for them and their clients.

*'The exercise was great for team interaction ... [the best part was] the relaxed atmosphere and the time allowed.'*

*'Enjoyable. The best part was getting everyone involved.'*

This accounting firm and its invited clients commenced the day with an introduction by the Directors as to 2007 goals, and importantly a 'thank you' to staff for their wonderful achievements during 2006. **Helen** did a short team-building exercise with the group on the Top 10 Communication Skills, and then it was over to the group to 'test' how well they communicated in their teams, by preparing and cooking pizzas, a gourmet barbeque, fresh salads and sinfully sweet desserts. After the 'best' team was announced and awarded a prize, the group celebrated with plenty of good eating and drinking, taking full advantage of the beautiful flower garden surroundings. It was a perfect way to round off a successful year for the team!

### The National Bank and Fun.Food.Focus

During February, **Fun.Food.Focus** was invited by the National Australia Bank, to hold a team-building event for the General Managers Retail from around Australia. This event took the form of 'Teambuilding and Showcasing South Australian Products - Wine and Food' and was held at a city location.

The GMs arrived on the last day of their three-day conference to chop, season, sip and taste their way through a four-course meal which was then eaten 'long table' style, accompanied by wonderful South Australian reds, whites and sparkling.



The Group was very keen to focus on the key components of their retail business, and Helen reinforced these points during their food preparation and cooking; while they surprised themselves and everybody else, by their creativity (and often a highly competitive spirit!) while preparing the chicken, lamb, prawn and pasta dishes; and decorating tart cases filled with crême patissiere and decorated with glazed fresh fruits served with homemade honey, chocolate, hazelnut ice-cream and almond tuile biscuits. Judging by their feedback...

*'... great produce, well set-up, gave us choice and inspiration ...'*

*'... just cooking with people - sharing food creates friendship - breaking bread together ...'*

*'... great connection to all [bank] themes ...'*

Happy and content with teams strengthened, purpose and goals renewed and appetites indulged, it was evidence of another successful **Fun.Food.Focus** event!

### In this edition:

- Special discounts for corporate training
- Knowledge Report
- Making life easier with TimeMaker
- Book reviews
- Our featured suppliers - jewellery and photos!



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## From the Director

Hello and welcome to the 4<sup>th</sup> edition of **Time Connections**.

Many things have changed and are changing since the last **Time Connections**, in November 2006.

One of the major changes is that the businesses are about to undergo a organisational process. There will be a renaming of the Group – and a fresh, new, image - but all will be revealed when our new web page is up and running. Certainly this will be by the next Newsletter.

There has been a great deal of planning involved with this process, however, I won't pre-empt this now. You will have to wait until the next edition!

Since the last **Time Connections** there has been a great deal of activity across the three businesses – **AKN, the consulting arm; TimeMaker our business 'connection' service and Fun.Food. Focus.**

However, I will outline these activities, to keep you up-to-date, in a little more detail further on.

Until next time, **Helen**



## THIS EDITION'S FEATURED TIMEMAKER SUPPLIERS ARE:

**A jeweller** who is one of **TimeMaker's** trusted registered suppliers.

As special offer to **Time Connection's** readers AND as a celebration of their first anniversary they are offering 20% off any custom made piece of jewellery ordered within a particular time period.

By being a design manufacturing jeweller, without a retail shop front, our supplier is able to keep their costs low, and in this way clients are able to benefit from their uniquely designed jewellery at a reasonable cost.

Our second featured supplier this month is a **well-known photographer**, and one of our trusted clients.

This supplier is providing a unique opportunity for your children to be one of only 250 families in the **'Kids of Adelaide Portrait of a Generation'** coffee table book.

This book is being produced as a timeless volume of images celebrating children of all ages and backgrounds.

Apart from having your children in the limited edition book, it will help kids with life threatening illnesses have a wish come true ...as the work supports the Make-A-Wish Foundation of Australia.

Send an e-mail to [helen@timemaker.com.au](mailto:helen@timemaker.com.au) if you would like further details or call me on 8271 1173 or 0403 374 183.

### Send us your feedback

We'd like to hear from you! Perhaps to share your own time management tips or maybe tell us what's on your mind as a business owner or what you'd like to see in the next **Time Connections**.

If you know someone who you think would benefit from receiving this free monthly e-newsletter, make sure you forward this edition on to them. It will give them a taste of all the news, updates and special offers available to e-subscribers.

## Making life easier with TimeMaker

### Don't Forget....

One of the easiest ways to have even a better start to the 2007 business year is to undertake a special **one hour 'one-on-one' TimeMaker' business and organisational appraisal.**

During this 'walk around your organisation, Helen will provide you with business and time management advice for you and your organisation.

A variety of clients have found this to be a very beneficial way to receive ideas, tips and 'thought-provoker', as we see you 'in' and operating 'in' your business, and the advice can be immediate!!

So be quick .... Email us at [helen@timemaker.com.au](mailto:helen@timemaker.com.au) to make an appointment....

## A book review ...

On a friend's recommendation, I read Harry Beckwith's book '*Selling the Invisible: a Field Guide to Modern Marketing*'. If many of us in business don't believe that we are in the business of 'selling' or 'marketing', we ignore this at our cost!

While awareness of this fact often does not help people who don't feel *comfortable* doing it, Harry reminds us in many ways, about the core problems of 'service marketing' and what he sees as the core problem – '**service quality**'. The book provides an introduction to service marketing fundamentals: defining what business you are *really* in; what people are *really* buying; positioning services; understanding people and their buying behaviour – opening up a whole world of new possibilities for you and your business.

So what were the 3 key things I learnt from the book?

1. There is a **constant** need to do surveys and research on your service as 'even your best friends won't tell you' what you're doing wrong. (**Action:** this is why after every **Fun.Food.Focus** event we ask for written feedback)
2. Planning is important – but it is a fallacy to try to predict the future. (**Action:** plan for several possible futures).
3. Don't use Focus Groups – why? As focus groups tell more about group dynamics than about market dynamics. Control types take over focus group sessions and try to persuade others. The wise but shy types sit quietly, waiting for the hour to end. We have all heard of 'group think'. **Action:** You are selling to individuals. Talk to individuals. This is why with Knowledge Management activities I use a Knowledge-café process – as here – **everybody** is expected to really listen and report back – not just group leaders).

## Special discounts for corporate training

We are very excited at **TimeMaker** to be able to offer a series of special Corporate Training offers.

We are currently offering:

- Time Management Training
- Organisational Development
- Change Management
- Executive and Vocational Coaching, and a range of other Training and Learning sessions too numerous to mention here.

We also can offer your business:

- Process Auditing in Your Business
- Business Health Check
- Myers Briggs Type Indicator accreditors
- Introduction to Knowledge Management

We also have access to motivational sessions on:

- Leadership at the Cutting Edge
- The Strategic Management of Intellectual Capital and Organisational Knowledge
- Learning and Mentoring

If you want to learn more about a range of **low cost, high impact** strategies which can be customised to suit your particular business needs, contact [helen@timemaker.com.au](mailto:helen@timemaker.com.au) now!

## Are your business needs listed here? If so, we could help!

Our wide variety of suppliers offers a diverse range of services. Some categories of these services are featured below – and our list is steadily growing!



### Business Development

Business and Management Advisers  
Business and Professional Associations  
Coaches and Mentors  
Consultants  
Education and Learning Resources  
International contacts  
Knowledge Management  
Lawyers and Legal Advisers  
Research and Development  
Speakers  
Training

### Financial Services

Accountants and Bookkeepers  
Financial Advisors

### Daily Running

Administration  
Domestic Services  
Exporters, Importers and Distributors  
HR Consultants, Labour Hire and Payroll  
IT and Computer Support  
Telecommunications  
Transport  
Tourism, Travel and Accommodation

### Others

Engineering and Mining  
Government Departments  
Health, Beauty and Lifestyle  
Medical

### Promoting Your Business

Advertising  
Catering, Restaurants and Cafes  
Editing and Proofreading Services  
Equipment Hire  
Event Management  
Exterior and Interior Designers  
Flowers and Art, Table Blooms  
Food and Beverage  
Graphic Designers  
Jewellery  
Marketing, Promotion and Media  
Printers  
Publishing

## Knowledge Report: Advance Knowledge Networks



Helen was invited to Chair the recent *'Encouraging a Knowledge Sharing Culture in Professional Services'* two-day Conference, held in Sydney in early February. It was aimed at providing Professional Services organisations and individuals with the **knowledge management (KM) skills** to enable them to increase their market appeal. With presentations from legal and consulting firms, engineers, food and agri-businesses fund managers and others, a wealth of information, ideas and knowledge management applications tips were presented and exchanged. Helen was pleased to be invited to present and facilitate the first **Gurteen Knowledge Café** to be held at a conference of this type in Australia. **Feedback** included:

*'...Helen, well facilitated, as usual...'* (James Price, General Manager, Experience Matters)

*'...I think you did a great job of guiding the delegates through the two days, and it was great weaving the interactive elements of the café into the programme...'* (Jacqueline Garcia, Head of Production, Ark Group Asia, Sydney – Conference organisers)

We are also offering this service in organisations in SA. Phone Helen on 8271 1173 for further details.

### ***The Top 3 Things I learnt at the Conference:***

- 1 Eastern states legal firms are leading the take up and implementation of knowledge management. The question you might ask is why?
- 2 A critical element in knowledge management (just as in anything in organisations) is paying attention to your **employees and customers** and **listening** to what they tell you about you about your organisation.
- 3 Positioning KM within a firm's structure to achieve optimum results.

### **'The Sales Lounge: employing blogging to revolutionise the exchange of strategically relevant knowledge' ~ Presenter: Matt Walsh**

I thought that you might be interested in some key points from one of the recent speakers at the *'Encouraging a Knowledge Sharing Culture in Professional Services'* two-day Conference.

I was interested in Matt's message because as he said *'... he is passionate about simple and practical applications to business of the 'new sciences', including the field of knowledge management and social network analysis'*. Some of the points that appealed to me from Matt's presentation were:

- how his organisation uses a Lotus notes discussion group to share 'business' information like daily sales reports, web site changes, technical materials, product announcements, strategy updates and related; with anyone in the company able to make a posting
- the reason why it is done in the organisation – ie providing a strategic focus; a cultural inventory on innovation, communication and customer focus, *his* productivity, geographic challenges and disposing of disparate, disorganised or non-existent knowledge repositories, and
- that evidence to date suggests that such a process – facilitates knowledge exchange; increases what he calls 'strategically valuable chatter'; and provides social network analysis of targeted interventions; linkages and flows between nodes and barriers to linkage creation.

There was much more in the presentation, but the above provides a good overview of a *simple* process to get the idea of KM working in an organisation. Contact Helen on [paladian@senet.com.au](mailto:paladian@senet.com.au) for further information or comment.

## Important dates for your diary



### **Advance Knowledge Networks:**

The Gurteen K-Cafes will be recommencing again in March. The topic will be *'The KM Approach of the SA Government and Its Enterprises – What's Driving it – and What can we Learn?'*

**Date:** Wednesday, March 21 2007

**Venue:** Annesley College, 89 Greenhill Road, Wayville

For further details: [paladian@senet.com.au](mailto:paladian@senet.com.au) or <http://gurteen.com/gurteen/gurteen.nsf/id/Kcafes.Adelade>

**KM Australia 2007:** one of the major events on the Knowledge Management calendar will be in Sydney. Helen has been invited to present a **Knowledge Café** at this important event.

**Date:** July 23-25 2007

**Venue:** Bayside Grant Hall, Sydney Convention Centre, Darling Harbour. Visit [www.kmaustralia.com](http://www.kmaustralia.com); or email Helen on [paladian@senet.com.au](mailto:paladian@senet.com.au)

### **Fun.Food.Focus**

We will be involved with planning and coordinating the following events during March and April 2007:

**March 15 2007:** Co-Sponsorship of WorkForce BluePrint's First Birthday Celebration and Mystery Beano trip on a Charabanc. Contact [helen@timemaker.com.au](mailto:helen@timemaker.com.au) for more information.

**March 30 2007:** Macquarie Bank. *'Teambuilding, Cooking & Directions for 2007'*

**April:** ASOHNS Conference. *'A Chef's Lunch'* with Fun.Food.Focus

**Contact Helen if you'd like to know what we can do to help your organisation work more as a team and have some FUN!**

### **Other Events:**

**March 20:** Thank you and Reception Flinders 40<sup>th</sup> Anniversary, State Library of SA

**April 3:** Talking Trade Forum, hosted by Hon Karlene Maywald MP. Kelly's Gallery, National Wine Centre. Phone (08) 8303 2514 or [zoe.yu@state.sa.edu.au](mailto:zoe.yu@state.sa.edu.au) for more details.

**April 10:** Council Meeting, Japan Australia Business Council (JABC) SA Inc. Business SA, Enterprise House, Greenhill Road.