



# Positive Change Consulting

*Improving business performance through people.*

## Newsletter January 2004

### In this edition

- Who we are
- Why focus on people?
- Why focus on change?
- How we can help

*"It's not the strongest of the species that survive, nor the most intelligent, but the ones most responsive to change"*  
**Charles Darwin**

We'd love to hear your feedback.

**Jenny McCoy & Tony Austin**

### Positive Change Consulting

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Welcome to our first newsletter and for those who don't know us well, let us introduce ourselves.

**Positive Change Consulting** specialises in improving business performance through people and with **our Associates** (yes, we need people too), we help you to increase workplace efficiency, encourage staff involvement and improve business outcomes.

In this newsletter we'll suggest ideas for improving your business through your people; we'll keep you up to date with people management issues, and alert you to things we are doing.

### Why Focus on People?

Here's what some experts have said:

*"When more than 75 per cent of a company's market value relies on intangible assets, most notably 'human capital' -- or people -- it is astonishing that investors pay such little attention to this critical resource."* D. Brown, Assistant Director-General of the Chartered Institute of Personnel and Development

*"How do you give people a chance to do a good job? By making them feel good about what they are doing".*

Global research by a local survey group ISR, found that:

*"...engaged employees are more loyal... (which) lowers the costs of recruitment, hiring and training as well as developing the positive effects of productivity" and "engaged employees in customer-facing roles are more likely to treat customers in ways that positively influence customer satisfaction, leading to improved bottom line performance".*

There's lots of evidence to prove that people need to feel involved - to the benefit of the business. The challenge for business owners and managers is to find ways, in the busy-ness of things, to do that effectively.

### Why Focus on Change?

When we started this business 5 years ago, a few cynics advised, "Change has happened; you're wasting your time". The reality is that pace of life and business is growing faster and none of us has yet found definitive coping strategies.

With so many pressures to keep pace, to innovate so as to remain competitive, it is little wonder that managing change is still a challenge.

Here's what we wrote in our very first newsletter in 1999 -

*"We have always been fascinated by the way change can impact lives. Some people thrive on it, others wilt or rebel; some clearly invite challenges and we read about their exploits from the comfort of armchairs" and "it's much easier to manage change if you're the one driving it"*

### How We Can Help

We still hold to that opinion. We help put people more 'in control': provide systems, suggestions for bringing out the best in people, facilitate workshops to help you to solve your own issues, introduce strategies for leading innovation, train people in skills to grow your business.

Ask us about how to delegate and encourage staff "buy-in", or manage conflict, or improve efficiency customer service and sales skills, not just for traditional sales staff either. Ask us how to develop leadership and encourage people commitment to your business.

If you don't have an HR department, ask us about setting up a sound employment foundation for growing your business.

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**Jennifer McCoy**  
 Director & Principal Consultant

**Tony Austin**  
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**Croner. CCH Group 15 May 2003**

**Anita Roddick. The Body Shop**

**International Survey Research [Swinburne University] 2003**

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### Why are you on this list?

You could be any of the following:

- a client
- we've swapped business cards
- a member of MBN, BNI, or another networking group that I am part of.

Email:  
 admin@positivechange.com.au  
 to update contact details, or be removed from this list.