

# Value Adding #11



Enjoyable business partnerships

October-December 1996

Kate Ramsay and Des Ryan welcome you to AnD Consulting's easy-to-read newsletter.

In this edition **Learnable Moments** explores the concept of value and provides a story to illustrate what is meant by this term. **Did You Know?** announces AnD Consulting's move to Northern NSW, outlines the Learning Sabbatical now available in Northern NSW, quotes testimonials from four Bali learners and describes the requirements for the 1997 Learning Sabbatical Scholarship.

## LEARNABLE MOMENTS

AnD Consulting operates in a framework of Learning. This choice enables us to implement a value strategy with our clients.

Implementing a value strategy first meant forming relationships with our clients. We accomplished this by offering a basic service called Leadership Coaching. We then asked our clients what they expected from us. And now, by consistently providing this expected value, we are able to offer value added services which respond to opportunities in the environment and the specific circumstances of our clients.

## A value adding story

Neither Des nor Kate had been to a McDonald's restaurant for years until we were driving to Northern NSW in August. We left Sydney on a Friday afternoon and, having stopped overnight at Taree, we woke to the news from Atlanta that the men's 1500 metres swimming final was only hours

away. We were tempted to stay at Taree to watch the race but then agreed that, since our purpose for the day was to reach our destination in daylight, we hit the road. The car radio kept us informed of other Olympic events then, as we were driving into Kempsey, we heard that the 1500 metres race was scheduled to begin in 7 minutes.

As navigator, Kate was searching for a one stop spot which would provide coffee, food and a TV set. When the golden arches loomed overhead we knew what would be beneath them in terms of food and environment (expected value), but would there be a TV set? Des pulled into the carpark, Kate ran inside and there in the middle of the restaurant was a portable TV set. As we ate an egg and bacon McMuffin and drank a McCoffee we joined the other diners and most of the staff in cheering Kieran Perkins to victory! Our thanks go to the management

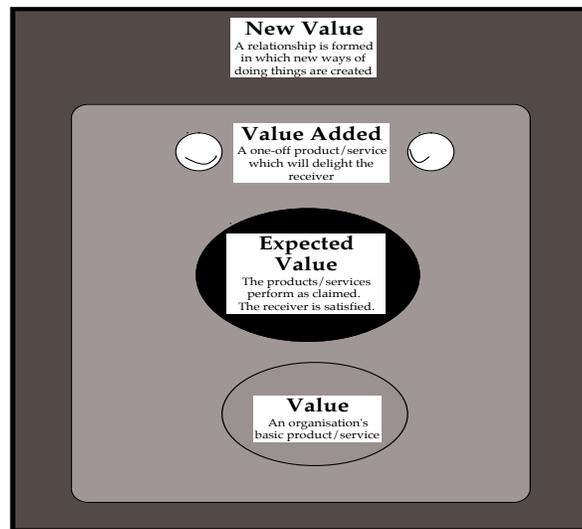
of the Kempsey McDonald's for spotting the opportunity (the Olympic Games) and adding value (delighting us) with their service.

## DID YOU KNOW?

### 1. AnD Consulting has moved

Our Australian base is now in Northern NSW. Please note our new details for your records. For those reading this in Sydney, the only changes in doing business with us will be that we have added Sydney to our regular travel circuit and Leadership Coaching sessions will

## Value



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be in a harbour view apartment with security parking at Potts Point. For those of you in Melbourne and Adelaide, business is as usual.

## 2. Northern NSW Learning Sabbatical

You can now choose this region for a tax advantaged Learning Sabbatical. Take a weekend or a week, use your frequent flyer points or drive, and choose from a range of accommodation to suit your circumstances. Coaching sessions will take place on our decking with a backdrop of the bush and the Pacific Ocean. You will leave feeling renewed and energised to continue having a go.

## 3. Bali Learning Sabbatical-4 testimonials

### 3.1 Deborah Pascoe - AnD's 1996 Learning Sabbatical Scholar from Melbourne

"What an extraordinary experience it is to have a Learning Sabbatical in Bali! When one's mind is prized open by the contrast and contradictions of this amazing country, the insights and learnings from coaching are profound. Tanah Umum, the learning centre, is beautifully tranquil; this must be the easiest place in the world to let go and lay it all down. We had fun, adventure, rest and relaxation. The highlight of our time was the learning. Learning through experiencing Bali, through coaching and reflection and through other courageous learners."

### 3.2 Mal Pascoe - from Melbourne

"Being one male with six feisty women in the warm Bali sun might sound like hard work, but it's really more like heaven. Learning in the Balinese environment is like being on an amazing journey. You open up, relax, explore, analyse and resolve. The environment allows ponderings, appraisal and practise of your learnings. Bali itself, seems to hold a key. It is relaxing enough to caress away the accumulated results of western thought, yet confronting enough to prick at your senses

**"Learning in the Balinese environment is like going on an amazing journey."**

and allow you to consider third alternatives. It is warm and there is plenty of space in both the physical and metaphorical senses. It is a place for learning and sharing your learning."

### 3.3 Margie Hill - currently from Perth

"I knew that a week in Lalu Village would do wonders for my flagging energy and spirit. However, the combination of Balinese culture, an idyllic environment and Kate Ramsay's coaching and hospitality found me back in Australia full of resolve and new insights beyond my expectations. Weeks later I am still feeling energised and inspired by my experiences and I continue to learn from them."

### 3.4 Dianne Lissner - from Sydney

"For me Bali meant:

**No constraints:** Insight without the constraints of work, family and Australia.

**Time:** To reflect, explore, develop and consolidate ideas - to plan to turn a dream into a reality.

**Liberation:** From the expectations of others which can affect judgement about direction.

**Exposure:** To different values and standards, leading to novel perspectives on old issues."

## 4. The 1997 Learning Sabbatical Scholarship

For the 1997 Scholarship we are offering Visionary. Visionary is a process in which people can develop their personal and professional vision.

To qualify, write in up to 200 words, "To me, having a vision means ....." and forward your 'best shot' to AnD Consulting by December 31. The winner will be announced in the January, 1997 edition of Valuing Adding.

Visionary is the equivalent commercial value of three Leadership Coaching sessions and the Scholarship can be experienced in either Bali or Northern NSW.