

Value

Adding #14



Enjoyable business partnerships

July-September 1997

Kate Ramsay and Des Ryan welcome you to AnD Consulting's easy-to-read newsletter which, as our regular readers will see, has a new name.

In this edition **Learnable Moments** explores the importance of visioning. **Did You Know?** describes Alec O'Halloran's experience as AnD Consulting's 1996 Learning Scholar and names a good read. In **Value Adding in Business** you can read how the principal of a business in the relocations industry gives value to her customers.

LEARNABLE MOMENTS

Having a personal vision comes before a professional one. In fact, we believe, without a personal vision you are unable to actualise a shared professional vision. A vision is a forerunner to learning. It is a passion/a feeling in your gut that this is the way for you to go. Only when you have this passion can you live in the world of ambiguity.

We may have a concrete vision, for example, "I can see the ball going through the goals, the crowd erupting with excitement, my body feeling the elation of scoring and the other forwards crowding around me with congratulations." Or our vision can be an abstraction, for example, "I am enjoying the wonder of living for a long time."

Whatever our vision, it enables us to give up predicability and enter the world of ambiguity using our vision as our guiding light.

DID YOU KNOW?

Alec O'Halloran's Scholarship was three one-on-one sessions during which he worked through

our Visionary Process. Alec said of this experience,

"My hope for the Visionary Process was to gain some clarity and focus in my life and work. Having Kate as a guide to facilitate me through the process was great. I was motivated after each session to go home and think and write some more. The third session was the 'icing on the cake', as the vision and mission keys fell into place (with some coaching!) after I had reflected on my roles and values."

"And the process works! My goal of coaching / facilitating business managers has taken a great leap forward with a new contract! And I have finally enrolled at the local gym and begun my fitness program."

"I feel certain that the Visionary Process will give me a guiding focus for some time yet. Kate's personal approach, spaced over three sessions, is a terrific model. Thankyou!"

The 1997 Scholarship will be announced in Valuing # 15 - watch this space!

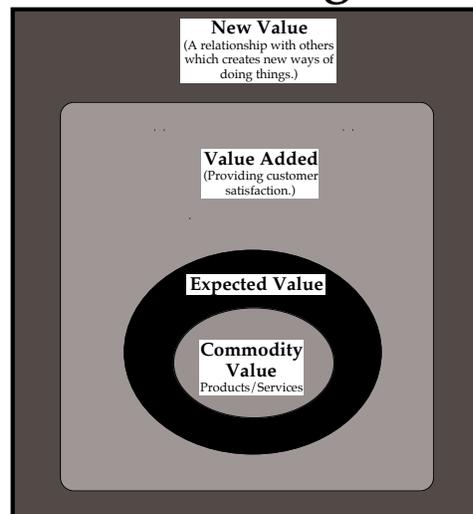
A good read

Managing Knowhow - increasing profits by harnessing the creativity in your company by Karl Erik Sveiby and Tom Lloyd (published by Bloomsbury, London, 1987) is a good read for anybody involved in change because it explores the art and science of managing in an appropriate rather than a predictable way.

Postscript

We will be in Bali from September 13 - 20, so, if you have been fantasising about some time out in the sun at the end of a long winter, give us a call about joining us for a (tax advantaged) Learning Sabbatical.

Valuing



© AnD Consulting P/L 1996



Enjoyable business partnerships

126 Alder Street, Suffolk Park, NSW 2481
Phone: 02 6685 3758 Fax: 02 6685 4024
Mobile: 018 685 198
e-mail: and@om.com.au

VALUE ADDING IN BUSINESS

"Home search and orientation is the nuts and bolts of relocation but our value added is in helping people relocate their hearts as well as their bodies," Margaret Kelly, Principal of Corporate Relocations told Value Adding in Business. "Most relocation consultants sell house finding," she explained. "We do that, but we take joy in tuning into the needs of the individual, spotting potential problems and helping the relocatees resolve them. This human factor is an important part of our service. It's our added value and makes us unique in the market place."

Corporate Relocations has two main customers- the companies which engage them to manage relocations into Sydney and the people being relocated. The expected value they deliver to their corporate customers is the efficient transfer of personnel into the Sydney area. To their relocatees, whether they be singles, couples or families, Corporate Relocations helps them settle as quickly and as painlessly as possible.

Corporate Relocations' service begins when contact is made with relocatees before they leave their home base and ends when they are settled into their new home. A thorough orientation to appropriate residential areas is the first step. Corporate Relocations' consultants are trained to listen carefully to the needs and expectations of their clients and then overlay the realities of life in Sydney. Listening skills combined with extensive research and a good understanding of Sydney result in a well prepared orientation itinerary. By the end of the day spent with their consultant, most people can make an informed choice of the best suburb for them. The consultant then starts the search for the best available home.

The added value Margaret and her team bring to this service is in being alert to conflicts or problems which relocatees might experience.

For example, one couple arrived in Sydney with their first baby. He wanted to live in a 'whizz bang' modern apartment at Cremorne Point, she, in a free standing house with a rose

garden. After they were settled into their free standing home not too far from Cremorne Point this man rang to thank Margaret. He said that the help he and his partner had received from her team not only meant their relocation went smoothly, but also enabled him to see how his priorities had needed to change to accommodate a young child.

What of new value at Corporate Relocations?

One example of new value is the help given to relocatees in settling into their new community.

A consultant will do a search and introduce them to someone else in the area who has relocated recently or to a family with children at the same school at which their children are enrolled or to someone who shares a similar interest, such as art classes.

Another example of new value is help with handling relocation stress. "Research shows that all relocating people experience some down time," Margaret explained. "It is important to respect that it's normal for people to go through a stage of wanting to kick the cat or whatever; so we offer people access to a cross cultural psychologist to support them through this transition period. The reassurance gained shows them that what they are experiencing is normal and helps them minimise the time it takes to adjust to their new surroundings."

Margaret Kelly knows only too well the costs involved to organisations and individuals in an unsuccessful relocation. "I relocated to South Africa without the support of a relocation consultant," she said. "I moved 7 times in 6 months. I didn't know about relocation stress so I thought I was losing my marbles when it hit me." As a result she quit her job and became an assistant to a photographer photographing wild life in Botswana.

This proved a wonderful adventure for Margaret, but surely not what her former employers had in mind when they undertook the costly exercise of relocating her to South Africa.