

Value -Adding #15 **A n D**

Enjoyable business partnerships

October-December 1997

Kate Ramsay and Des Ryan welcome you to the latest edition of AnD Consulting's newsletter.

In this edition **Learnable Moments** uses the demise of AnD Consulting's Bali Learning Centre to explore assumptions. **Did You Know?** announces AnD Consulting's 1998 Scholarship, names a good read and cites an example of new value in our Leadership Coaching work. In **Value Adding in Business** you can read how a pharmacist has added value (naturopathy) to her business and how this enables her to offer an and service to her customers.

LEARNABLE MOMENTS

Behind everything we do lies an assumption.

When Des, Kate and two repeat guests flew to Bali on a recent Saturday night we were all assuming we would be staying at the villa in Lalu Village which has been AnD Consulting's Learning Centre. What we did not realise, until they were shattered, was the number of other assumptions we had also taken with us. As the taxi pulled up at Lalu Village we were faced with blackened palm trees etched against the sky and piles of rubble where our villa had been. Lalu Village had been destroyed by fire. Four shell shocked people were ferried to another hotel complex which was beautiful but not what we had assumed.

The following evening the four of us treated ourselves to a special dinner to grieve the loss of our unmet assumptions. We each said how hard it was to let go of the pictures we had created of lying by the Lalu pool, devouring that first banana pancake and re-connecting with the Lalu staff. We also agreed it was taking time to let ourselves

enjoy the new environment. What we came to realise was that we were having to learn to let go of our old assumptions before we could invest anew.

DID YOU KNOW?

The 1998 Scholarship

Next year's Scholar will win 3 coaching sessions with Des on the Decking at AnD Consulting's Learning Centre in the Byron Shire. To apply please mail, fax or email to the address below no more than 100 words on how the process of reflection is of value to you. Entries close on December 31.

A good read

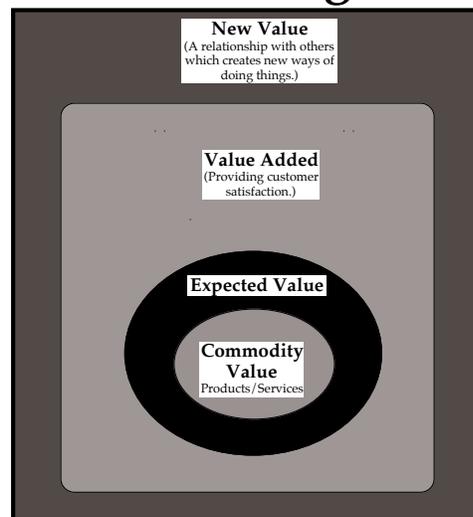
In The Unconscious Civilization (Penguin Books, Australia, 1997) John Ralston Saul writes that in an increasingly conformist and corporatist society legitimacy lies with specialist groups and self interest rather than with

democracy and the common good. Saul's message is depressingly compelling. However, he also proposes some ways out of the gloom which we the reader could do well to heed.

New value in Leadership Coaching

Sveiby and Lloyd in Managing Knowhow predict that, as the balance of power shifts from capital to knowhow, we will all need the so-called feminine qualities of compassion, authenticity, empathy and communication skills in order to add value. AnD Consulting is now coaching several male leaders who have acknowledged the need to learn how to demonstrate such qualities in order to become more rounded professionals.

Valuing



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This is a story of And/Both because our guest, Jenny Kenneally, is a pharmacist and a naturopath and Kate and Des are two customers who can vouch for the value of her wearing both a pharmaceutical and a naturopathic hat.

"I prefer to call myself a naturopath but at the moment the emphasis is on my pharmacy role while I gain the acceptance of alternative therapies from the medical fraternity," Jenny said in explanation of her two hats. She sees her role as a conduit between orthodox medicine and alternative medicine and, because she is not too enveloped in either camp, she can disseminate knowledge and gain respectability for the naturopathic profession.

Jenny's professional story began when she qualified in Pharmacy in 1979.

After working as a pharmacist for 15 years, and because she did not want to lose her old fashioned herbal knowledge, she enrolled in a degree in Naturopathy in Melbourne. She graduated five years later, having gained a greater depth of knowledge of herbal medicines as well as training in other areas such as homeopathy and massage.

When she moved north to live, two pharmacists, one at Alstonville the other at Byron Bay, saw the potential in using her knowledge of naturopathy in their businesses. Initially she just answered customer questions in their shops. Now she provides full consultations during which she asks her customers about any orthodox medicines they are taking and provides new value by tailor making herbal and homeopathic remedies for them.

One example of the value of her wearing both a pharmaceutical and a naturopathic hat is Jenny's regular visits to a local nursing home where she reviews the residents' medication and checks for any negative interactions between drugs. If a resident's medication is not bringing them peace and a good quality of lifestyle she liaises with their doctor and natural methods are considered. "We're using a lot of flower essence remedies and the staff report

people becoming more content and cognitive as a consequence," Jenny said. "This has led to a drop in the use of Valium and a genuine interest, albeit a healthy scepticism from the doctors involved," she added with a wry smile.

Another example of value-adding which Jenny is providing to her customers is information on how to maintain the family's health with simple home measures. "For example, for conditions such as sore throats, coughs and colds you can make up a jolly good onion gargle," she said.

If this all sounds a bit too New Age for our corporate readers Jenny had some naturopathic tips for you as well. For example, to counteract the effects of the 'sick building' syndrome she said that burning the right essential oils in an oil

burner at the time of year when colds and flus are going around can act as a preventative measure because of their strongly anti-septic qualities.

And Jenny had much to say about that old chestnut, stress. "Our bodies are made so that when being chased by a tiger, adrenaline contracts our blood vessels, puts our blood pressure up and sends the blood to the muscles so we can run like hell until we find a tree to climb," Jenny explained. "In our society we are not chased by tigers, literally, but corporate tigers abound which leave us adrenally exhausted."

Orthodox medicine treats stress with smooth muscle relaxants and Jenny describes this as like plugging a leaky boat with cotton wool because the adrenal glands are not being helped. The naturopathic approach is to use herbs rich in certain vitamins and minerals which nourish the nervous system giving it a greater ability to do the job which is required without people running out of steam. This, together with diet and lifestyle changes, has been shown to help people cope better with their stressors through the day and sleep better at night.

So, if you're having trouble with your personal or corporate tigers, Jenny is at hand.