

Spring 2013 Newsletter

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Dear friends and colleagues,

We are excited to welcome **Mark Jones** to the team. Mark has a passion for entrepreneurship and over 15 years' experience in building digital-based businesses. Mark has worked with the largest online portals from Nine MSN and Telstra and worked as a Director with News Corp, where he was instrumental in migrating their Australian newspapers online and increasing online revenues 10-fold across 130 titles.

Mark is a proven leader in transformational change and overcoming cultural barriers. His last role at News Limited was with Fox Sports as Digital Director where he introduced numerous innovations that remain today. Given that only 15% of businesses are using digital technology to enhance operations, Mark is a unique individual to have on our team.

We are also pleased to welcome our new client, **Rory Panetta & Associates**. Over the past few months we have been helping Rory and his team bring a new look to premise signage & to be at the forefront of digital signage & omni-channel marketing in industries like real estate, petrol and FMCG. We look forward to working even more closely with the team as they transform signage into a truly engaging medium.

Recently on LinkedIn, we posted: *the problem with most work-life balance interventions is that they are not integrated. Good holistic frameworks for flourishing at work start with being mindful and present.* [Here](#) the EQ guru Daniel Goleman writes on **focus**, a pre-requisite for flourishing at work.

Our Senior Associate, **Peter**, has also written about the necessity of work-life balance in meeting the challenges of today's complex world. Peter writes: *Left unchecked, an imbalance can lead to mental, physical and spiritual upheaval that has severe consequences. A lack of work-life balance affects creativity, innovation, problem solving, motivation and productivity.* Click [here](#) to keep reading.

People At Their Best offer an integrated, holistic and transformative work-life balance program called **Work in Balance – A Program for creativity, innovation and performance**. Talk to us if you would like to explore the benefits for your organisation.



For more information contact:

People At Their Best | info@peopleattheirbest.com.au | www.peopleattheirbest.com.au | PH: 02 8006 1173

Building on *Work in Balance*, we recently read an article by thought leader Hitendra Wadhwa who teaches executives about self-regulation and values driven business leadership. Wadhwa identifies 5-pillars for great leadership. 1. Purpose that is anchored in values. 2. Wisdom through harnessing emotions, thoughts, and beliefs. 3. Self-awareness, which helps leaders focus on what matters most. 4. Love and an ability to share in the joys of others, and 5. Growth and the capacity to be ever-renewing. To read the (long) article, click [here](#).

This week the Sydney Morning Herald published an 8 page lift-out feature on innovation and creativity. The headline said it all: *Organisations wanting to implement real change need to engage with their staff*. Here are some key take-aways:

- Encourage your people to come together to intersect, collide and disagree because value is now to be found in people and far less likely to be derived from machines – we have moved from the industrial age to the connected age and in this epoch people need to be given space and time to come together and the opportunity to contribute meaningfully. This is the basis for a knowledge economy and it will need great leaders to flourish
- Workplaces where people from different areas can come together are the ones more likely to generate breakthroughs
- Sustainable changes across an organisation only happen when it confronts how it thinks. Innovation is a discipline and it can be learnt but it takes commitment, planning and hard work and you have to be prepared to make mistakes – be prepared to trial many ideas and know that most will fail
- Australia has a real people advantage but we must do much more to realise this opportunity. What's required is innovation, creativity and a realisation that good ideas come from everywhere in an organisation. It is so important to have diversity of thought – debate will generate better outcomes
- Sharing, repairing and durability will define the future and upgradability will be the core attribute of all new products. Asset sharing will redefine ownership and ethical frameworks will replace legislation as drivers for organisational behaviour with individuals taking more responsibility for determining what is appropriate
- Innovators need to ask themselves why others would buy their products and remember that people make decisions emotionally as well as based on functionality. To this end, people are rejecting marketing and advertising messages. Instead, there needs to be engagement and meaningful connection with your brand and organisation. Consumers want to know what your organisation stands for and how it contributes to the social good

We have worked with organisations to define this meaning and have written extensively on conscious capitalism, creativity and sustainable frameworks. See our [Resources Pages](#). The last word should go to **Muhammad Ali**: *The man who has no imagination has no wings*.



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We would like to leave you with a **testimonial** we received recently from a senior manager in the logistics industry: *Having recently undertaken a career development and transition review with People at Their Best, I was impressed with the comprehensive, attentive and personalised approach that was taken, focusing on the importance of values alignment. People at Their Best were able to help me get in touch with those drivers which provide the most rewarding outcomes at work. I would recommend People at Their Best to anyone who may want to better understand their key motivators and drivers.*



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