



Feature Story

Using training and workforce development to build resilience and capability.

Within a crisis often comes new opportunities, and with the effective use of technology (platforms like Zoom, Webex and Skype) our Jenark team of trusted business advisers are able to support you and your teams achieve desired business objectives.

Building resilience and capability!

In the post 9-11 world, we saw organisations focus on Business Continuity. In the post-pandemic world, organisations will complement their Business Continuity activities with an additional emphasis on Business Resilience. This distinction may seem subtle, but it is actually substantial.

The COVID-19 pandemic has shown us that Business Continuity alone is not enough. To survive, organisations need to become “Resilient”. Business Resilience seeks to also answer the more strategic question: In the event of a disruption, how do we continue to generate revenue?

Simply stated ...

Resilience is having the capacity to Keep Going When the Going Gets tough!

Tough times often require tough decisions and the question relating to the cost of training, investing in staff and business development, and any potential return on investment particularly during tough times such as those currently upon us, it is sometimes a hard one to answer.

The biggest challenge for all businesses regardless of size, and particularly small businesses (just like ours) is ensuring that both business continuity and resilience are a key focus; that is how to sustain cash flow, and how to execute on your strategic objectives to ensure the business navigates it way successfully through these turbulent times. More importantly though, the bigger question needs to address how can you build organisational capability to be better prepared and be more resilient in the future?

Well, let us challenge that thought process!

If you are truly passionate even in difficult times to improve your lot, providing career development opportunities for your employees, and growing your businesses current performance and longer-term sustainability, maybe working with an experienced coach or mentor and rolling out a workforce development initiative could provide that boost you are looking for.

With a broad range of funding and business support solutions available from both the Federal Government and their State counterparts, this very moment in time provides an unsurpassed opportunity for the business savvy entrepreneur to grow their business capability, to invest in their people, and to build organisational resilience.

With many businesses closed due to social distancing requirements and other health directives, the challenge for many business owners and managers will be on how to support their staff financially, how to instil and maintain the qualities of loyalty and longevity of service into your workforce when a circle of uncertainty hangs above their heads? However, keeping them engaged and focused on career development and the learning of new skills during this period maybe the circuit breaker needed to reposition, to refocus your workforce planning priorities, and to use this time to build employee capability, the building of a more competent, capable and reliable workforce?

Get the model right with smart career pathing, talent development, and succession planning strategies (career advancement opportunities), these same people could become your greatest asset when business gets back to any semblance of normal.

The challenge for many SME's post the Corona Virus and declining global economies is to identify how YOUR business will survive and more importantly become relevant, or become an industry icon once the economy gets back to a period of normality and showing signs of recovery.

Will you have the capability to pounce, bounce back, refocus, and recalibrate to take advantage of NEW opportunities when they arise?

With a plethora of funding support and subsidised learning programs available, the current reality is that **training and business advisory services** can NOW be accessed by all businesses large or small with limited financial risk to the business. ***This is a time to act!***

A couple of rhetorical questions.

Are you ready for the next phase of your business's growth and the opportunity to benefit from quality coaching or mentoring by highly trained and enthusiastic advisers? Are you willing to exploit this great opportunity to refocus and for you to start working on your business rather than in it?

If you answered YES to either of the above questions, you may wish to consider making inquiries through your local industry advisory groups, local economic development units and / or the significant number of Registered Training Organisations (RTO's) that can work with you to access funding support for vocational training or business improvement support services.

This is a time to practice innovation and to use Flexible and Adaptive Thinking techniques to uncover new solutions, new ways to work, or the identification of new opportunities.

Flexible thinking moves you away from feeling stuck and toward thought patterns of openness and possibility, which increases your resilience and the capacity to look beyond perceived barriers.

Flexible and Adaptive thinking requires an element of Mental Agility, that is a willingness to...

- ◇ Be spontaneous.
- ◇ Adopt the attitude of a neutral observer (be open minded)
- ◇ Question and find another explanation

Truth is, there are currently many resources available to help you innovate and explore new opportunities to **“Grow your Business”** during these tough and disruptive times. Do not let this opportunity slip by! If you want to come out on the other side of this pandemic in a stronger position with greater capability and resilience, do not dwell on negativity and look for reasons why not! Seize the moment... start investing in yourself, your teams and business, and look at making the remainder of 2020 and 2021 your best year ever.

For further information on this article or tips on how to improve your team or business performance ... Contact me on LinkedIn or on mobile +61 (0) 482 727 076.

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