

# 2020 Course Programme

## Human Factors in Business

When issues arise or when the going gets tough, many business owners consult their lawyers, accountants and business advisors on how to structure and run their business. They often get a raft of advice how to do it straight out of the management 101 text books. Whilst many tools are not wrong, the advice largely ignores one critical aspect of your business, people.

Let's face it, as soon as you want to *work on your business*, whether it is the need for continuous improvement or in response to crisis, what you are embarking on is change. That inevitably involves people. In our experience, change is difficult for most of us.

We have developed tools that take people and their peculiarities into account. We call it Human Factors in Business. Apart from supporting businesses up and down the country, we offer a training programme that provides the tools to understand the human factor. This brochure outlines the public course programme for the year.

The initial training in Human Factors, the [Introduction to Human Factors in Business](#), is held over four days. Based on well-established psychological tools, the courses provide the participant with new deep insights into the human nature. We have translated concepts and insights from Transactional Analysis and a raft of other pragmatic approaches to therapy and insights into the human nature into a business setting.

The participant receives handouts during the training sessions, as well as a book on each topic at the end of the session, summarising and deepening the learning. The participant will also get a personalised profile. The interactive approach over the four days will get you familiar with the material quickly so that you are ready to use it the next day. We run public courses twice during the year, in spring and autumn, as well as in-house courses on demand.

You can then further your understanding through the [Applied Series in Human Factors in Business](#), nine training modules that tackle typical business topics from the perspective of human factors, at times challenging conventional wisdom and encouraging simple and effective solutions to old business issues.

The modules are presented in two week-long block courses, with handouts, and are followed up by the participant receiving a book on each topic at the end of the session, summarising and deepening the learning. The block-course is held once a year, the first block in March and the second in September.

Whilst it is not a prerequisite for the *Applied Series* that you have taken part in the *Introductory Series*, it is highly recommended to complete the *Introductory Series* first to support your learning.

For those who have already participated in the introductory course and who would like to deepen their understanding of the human factors in business tools, or who would simply like to refresh their knowledge, we are offering a full-day interactive course called [Human Factors in Business Revisited](#).

The day does not follow a particular learning programme but is responsive to the needs and interests of the participants, whilst at the same time deepening the understanding of some of the more advanced concepts in Transactional Analysis and other theories, such as the understanding of *games* and *scripts*.

The prerequisite for the *Revisited* course is to have participated in the *Introductory Course* and to have used the tools for at least 6 months.



Whether you want to advance your own understanding or want to develop your staff further, check out our courses for a unique way of looking at old topics.

## Introduction to Human Factors in Business

Course days start at 9:00am and end at 4:00pm and are usually held at Niche Market in Waikanae. Bring a little bit more time with you afterwards, since we usually keep chatting for a while.

You will get refreshments and lunch, all the working materials to enhance your learning experience, as well as a book at the end of the session on the covered topic.

In preparation for the course, you will be asked to complete a questionnaire. The resulting profile will be part of the learning programme. The questionnaire has been developed by Vann Joines, a therapist based in Transactional Analysis.

**Price for the series: \$1,080.00 plus GST**



**1<sup>st</sup> course: 9<sup>th</sup> – 12<sup>th</sup> March 20 CHANGED!**

**2<sup>nd</sup> course: 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup> & 25<sup>th</sup> September 20**

### **HFIB 1 - personality**

a guide to who we are and how we behave, feel and think

You will learn about people's journey through life and what happens at particular junctions of everyone's life. You will understand why people are different and that our behaviour, thinking and feeling is predictable and common to certain personalities.

### **HFIB 2 - stress**

a guide to recognising and handling stress in self and others

You will walk away with tools that will change the way you view stress and will allow you to detect and better manage stress in yourself and others. We will also explore how ongoing distress impacts on people's lives and how you could possibly intervene.

### **HFIB 3 - communicate**

a guide to improve the effectiveness of your communication

We will tackle the age-old topic of how to improve communication, the bugbear of many businesses. You will learn about two very powerful tools that will allow you to maintain communication, whilst also being effective in getting messages across.

### **HFIB 4 - motivate**

how we can motivate ourselves and others

The final session will look at what motivates us to show particular behaviours and how those behaviours are predictable. You will learn tools that will change your ability to motivate yourself and others, whilst at the same time giving yourself a better chance with those *difficult conversations*.

## Applied Series in Human Factors in Business

Course days start at 9:00am sharp, and end at 4:00pm and are held at Niche Market in Waikanae. Bring a little bit more time with you afterwards, since we usually keep chatting for a while.

You will get refreshments and lunch, all the working materials for an interactive learning experience, as well as a book at the end of the session on the covered topic.

The Applied Series is presented in two block courses that run for two weeks in 2020.

**Price for the series: \$2,750.00 plus GST**

Whilst it is not a prerequisite for the applied Series to have the knowledge of the Human Factors in Business *Introductory* series, we strongly recommend attending the introductory course first. It will enhance your learning experience significantly.



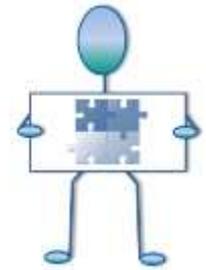
## 1<sup>st</sup> Block: 17<sup>th</sup> – 21<sup>st</sup> February 20

### HFIB 5 – structure

how to establish clear roles and responsibilities on all business levels

For decades, thinkers have stated that job descriptions don't work. So why is it that most managers still insist that a job description is the only way to let their staff know what they do? This seminar offers a fresh perspective on how to think about the structure of a business and introduce an approach that not only lets your staff know what they do, but provides a vital management tool that has multiple other applications. Come and join the seminar for a no-nonsense overview of the following topics:

- Why job descriptions do not work
- How to think about the structure of your organisation
- The job element matrix
- Aligning with your processes
- Governance structure
- Legal structure



### HFIB 6 – systems

how to formalise communication, stay consistent and assure quality

Thinkers and regulators have developed standards that can provide meaningful guidelines for businesses large and small. But why do so many leaders say 'they won't work for us, we're different'? and then struggle on and wonder why they can't seem to maintain any control over their business. Come and hear how some simple first steps can start you on the road to significant business change and get a no-nonsense overview of the following topics:

- What is a system?
- SURE
- People and systems
- Documentation
- Best business practice
- Operational aspects
- Continuously improving



## HFIB 7 – manage

how to achieve more with less whilst keeping everyone happy

The job of manager hasn't been around for as long as many people might imagine and the role of management is poorly understood, even today. When asked what the role of a manager is, the usual answer is "to manage people". Come and join the seminar to find out why the true role of a manager is not what most people think. Whether you are the leader of a group of managers, or a manager yourself, you will benefit from a no-nonsense overview of the following topics:

- What Does a Manager Manage?
- The Manager as Systems Designer
- The Manager as a Leader
- Setting Clear Expectations
- Rewards
- Picking the Team
- The Implementer
- Those Meetings



## HFIB 9 – govern

how to set, maintain and support a clear strategic path for your business

The separation between governance and management, in particular in small and medium-sized businesses, is patchy at best. Most businesses do not differentiate between the two and the people in charge often confuse their roles during the decision making process, usually at their peril. Come and join the seminar for a no-nonsense overview of the following topics:

- What is governance?
- Govern, lead and manage
- Mission and vision
- Strategic planning
- Board meetings
- Compliance
- Crisis

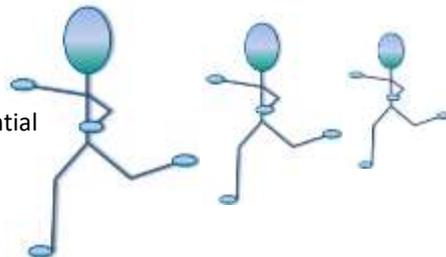


## HFIB 8 – Lead

how to become your authentic self and lead an authentic organisation

For centuries, thinkers have posed the question, what makes a great leader? This seminar offers a fresh look at an old topic, perusing one hundred years of leadership literature, whilst bringing in the human factors. Come and join the seminar for a no-nonsense overview of the following topics:

- What is leadership?
- Understanding true self
- Cathedral vision
- Leadership capability and potential
- Who leads?
- On becoming a leader
- Culture and change



## 2<sup>nd</sup> Block: 5<sup>th</sup> – 9<sup>th</sup> October 20

### HFIB 10 – change

why it is so difficult and how you can best manage it

Most business concepts agree that the key driver in business is continuous improvement. To do things better today than yesterday requires one key component, change. Without change, there is no improvement. However, change seems to be one of the hardest things to do in business, and often leads to distress and resistance. This seminar looks at how you can improve your chances of affecting change. Come and hear a no-nonsense overview of the following topics:

- What is it about change?
- How personalities influence change, or not!
- Individual or group
- Top down change or bottom up change?
- What elephants can teach us about change
- The journey
- Change and culture

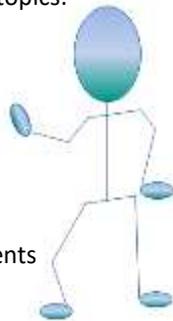


### HFIB 11 – lean

how to achieve more for less in an ever changing world

People have been talking about ‘lean’ over the last few years as if it’s a new thing. Many of the ideas that make up the lean world have been around for a long time and boil down to some basic common sense principles. But if it’s so easy, why do 80% of lean ‘initiatives’ fail? Come and hear about why people are the major factor in those failures and get a no-nonsense overview of the following topics:

- Finding bottlenecks (Theory of Constraints)
- Kanban, Kaizen and Value Streaming
- Identifying and removing waste
- Understanding customer pull through
- Lean tools: S’s, Y’s and A3’s
- Dovetailing your lean systems with your suppliers and clients
- Stats, scoreboards and ‘measures that really matter’



### HFIB 12 – marketing

how to ensure that the customer always finds you

We are subjected to a barrage of marketing messages on a daily basis, and yet most business owners struggle to get their heads around how to market their products and services. This seminar provides you with teasers and insights into marketing your business...not so much a ‘how to, but a ‘have you thought about this?’ and all from the context of human factors. This is a very different look at how to approach change:

- A whistle stop tour of marketing techniques
- People
- Price
- Wants and needs
- Relationships
- The sales and marketing plan
- The Ps of marketing



### HFIB 13 – continue

how to create resilience in your business

We all know that disaster can strike at any time. Whether it’s natural events such as flooding, earthquakes or fire, or whether it’s crisis situations, a cyber-attack, theft and fraud or simply a situation with huge reputational risk, we often close our eyes and hope for the best. There are many disciplines vying for attention: disaster recovery, business continuity, business resilience are all recent buzz words. What can you do?

- Low or no cost business continuity and resilience
- Taking Human Factors into account
- Planning for the day ...
- Common issues
- Common solutions
- A road-map
- Standards



**The final day of the block course will be a revision of Human Factors in Business (see below) in the context of the Applied Series.**

## Human Factors in Business Revisited

16<sup>th</sup> October 2020 ♦ 9:00am – 5:00pm

The prerequisite for the course is that you have attended the Human Factors in Business Introductory Series and that you had some 6 months to work with the concepts you have learned.

**Price: \$525.00 plus GST**

This interactive seminar explores your real life experiences with the various models you have learned in the *Introductory Series*, answers questions you may have, whilst listening to other people's stories and questions.

You will learn a few additional concepts that further integrate the models you already use, providing further insights into improving communication, motivating others, avoiding stress and staying in Adult as much as possible.

Some of the additional topics we will explore:

- What are games? We finally explore this topic on a deeper level.
- How are games and the Karpman Triangle linked?
- What are cover-up feelings and how do they affect others and us?
- Contaminations revisited. How can we decontaminate ourselves and help others?
- Exclusions revisited. How can we manage them in us and others?
- What script are you living?
- Having a look at some common scripts?

Please note, there will be new handouts, and we will revisit old handouts and books, but there is no book following up the revisited course.

In preparation for the course, we will ask you to submit any questions you may have so that the flow of the course can be pre-planned, whilst we still revisit topics and can stay reactive to the interactive discussions during the course.

## Courses Calendar 2020



17-21 Feb 20	HFIB - Applied HFIB (5-9)
9-12 Mar 20 <b>CHANGED</b>	HFIB 1-4 - introduction
4, 11, 18 & 25 Sep 20	HFIB 1-4 - introduction
5-9 Oct 20	HFIB - Applied (10-13, Rev.)
16 Oct 20	HFIB – Revisited



**We offer in-house courses to fit into your schedules.**

## OUR TERMS & CONDITIONS

1. To allow for interactive learning, the maximum number for each course is 12 participants.
2. Minimum number of participants for each course is four. We reserve the right to cancel courses if the number of participants is lower.
3. You are guaranteed participation once payment in full has been received.
4. If a course is cancelled, a full refund will be paid.
5. For the benefit of other participants, please be on time for the sessions.
6. For the Human Factors in Business Introductory series, the course fee applies to the whole block course. If you miss a day, no refund will be paid.
7. For the Applied Human Factors in Business series, no refund will be paid when a participant missed specific days of the block course.
8. If you need to cancel the participation in one of the courses, we will refund the course fee in full if cancelled 4 weeks before the course begins. We will refund 50% up to 7 days prior to course begin if the number of participants does not go below minimum numbers. When cancelling on short notice, we consider the circumstances, but reserve the right not to refund the fee to cover our cost.
9. You will be offered refreshments (morning or afternoon tea, lunch) during the courses. If you have any dietary requirements, please let us know at least 48 hours in advance, preferably when booking.



You can find us on [www.NicheMarket.co.nz](http://www.NicheMarket.co.nz) and contact us on [HFIB@NicheMarket.co.nz](mailto:HFIB@NicheMarket.co.nz). Call Michaela on (027) 3374 677 or Hans on (027) 4379 415. You can visit us at 24 Ngaio Road, Waikanae 5036 or mail us at PO Box 500, Waikanae 5250.