



FOR IMMEDIATE RELEASE

Yes - a change CAN be as good as a holiday!

Banishing the career comfort zone could be easier than you think thanks to an innovative full-day workshop designed to help individuals cope with changes to their business and personal lives. The Change Management Workshop, which is being partly funded by the Australian Government Department of Agriculture, Fisheries and Forestry under its Australia's Farming Future Program, will be held in Mount Gambier on October 12, 2009.

"Uncertainty is one of the major challenges each of us face in our business and personal lives, and there are large social and professional costs associated with resisting, dealing with and managing change," explains Women in Business and Regional Development Inc Chairman, Elizabeth Hodges. "By learning about the dynamics of change at the individual, team and organisational level, participants in the workshop will be equipped with the skills to manage change both effectively and successfully."

Workshop presenter Ali Uren, of The Retailing Edge, will seek to ensure that participants never fear the process of change again, by identifying and understanding the various stages of change such as denial, resistance and commitment.

"Over the past two decades, Ali Uren has held a wide range of positions in retail, advertising, and marketing for major brands such as The Body Shop, and she has lots of practical insights and tools that participants will be able to immediately apply to their own business. Her style of learning is guaranteed to encourage participants to think differently, and is backed by a healthy sense of humour and a practical approach to learning and development," Mrs Hodges explains.

By working in small groups in interactive sessions, participants will also learn from one another, and have the opportunity to discuss individual cases with the facilitator.

"We're also hoping that those who complete the workshop encourage others to come along for the ride, as those businesses who fully embrace change stand to reap the most benefits," Mrs Hodges explains. The Change Management Workshop is the latest initiative of the dare2b DIFFEReNT program being run by Women in Business and Regional Development Inc, which is offering a series of exciting business development and leadership opportunities within the Limestone Coast through to February 2010. As part of the program, registrations are also being invited for a weekend Leadership Development workshop being held at Noorla Yo-Long from November 17-18, 2009 which is designed to further develop the skills and confidence needed to become a community or corporate leader.

For more information or to register for either workshop, contact: Kate Facy, PROJECT COORDINATOR E: Dare2BDifferent@bigpond.com M: 0418 835 744