

# Keep it simple and profound

Conferencing can be the most powerful way to get and keep everyone on track. It can be expensive but well worth it if done properly. Then you need HR solutions, innovative and creative leadership tools, and some sort of framework to hold everything together over the next 12 months and beyond. Hopefully, what you settle on will be simple yet comprehensive. People need to speak the same language, grow together, and bring who they are to the business in an uncomplicated yet robust way. And you need to be innovative to inspire innovation in them.

You need an approach that puts people before profits and empowers them in an inventive way that sustains well-being and profits. People need to feel connected to the

business and they need to grow in themselves to bring their best to their work.

You need to show them that who they are is important for the success of the business and that they are in the right place with all they need to shift onto the next level. Then they need to shift onto the next level and keep going. Process is paramount.

And you yourself need to grow and thrive, keeping your emphasis on leading rather than managing. You need to feel inspired by your vision for the business and the people to the point of living it. Your sponsorship of all initiatives is at the heart of them.

Increasingly, I am working with clients from

What do you need to achieve with your annual conference? How will you implement your strategy through the coming year? What are major objectives and how are you going to unify and then sustain your team to realise these? **Robin Wheeler** investigates.

their annual conference throughout the year and beyond to inspire, develop and brand their people and business, and I am using simpler, yet more profound tools to do it.

Here are some insights and suggestions on keeping it simple, profound and together:

#### 1. Promote intelligence

Knowledge is not power because it is freely available and contradictory. What matters is insight, which is a function of overall intelligence rather than just intellect. People need to exercise their own ability and discretion to be happy, fulfilled and optimal contributors.

#### 2. Shift from competitiveness to creativity

Struggling over limited resources is very 20th century, and quite childish and cheap. Shift to the creative approach instead. What can your team bring into being? How can their love for life; enthusiasm for business, innovative thinking, and relationship skills make your business singular and spirited? Your state of consciousness determines your success.

#### 3. Listen

Each of us is a genius in our unique way. If you listen to what everyone has to say, you validate and stimulate their expertise rather than industrialise them. Everyone in a workshop has as much to offer as I do at the front of the room. Hearing helps tremendously whereas speaking can be just more of the same. You can achieve almost anything by simply listening.

#### 4. Wake up!

Alert awareness is the real key. People who take life experiences as an opportunity to understand themselves, and who combine personal and business growth, also flourish in relationships with others and become increasingly

*THRIVING! Running a Sustainable Business in the New Wave* by Hotel Formula 1 South Africa, is the outcome of the 'fully booked' process. It contains 33 chapters written by hotel general managers and support office specialists, covering all aspects of business and people management from the experience of people running a thriving business. It is available from book shops and Formula 1 hotels around South Africa.





**About the author**

Robin Wheeler is a transformation specialist, publisher, and the author of *Insights and Further Insights*. Visit [www.fully-booked.co.za](http://www.fully-booked.co.za) for more information.



Robin Wheeler and Formula 1 team at THRIVING! launch

responsive. Hardship has gifts hidden behind it. Creativity carries gifts within it.

**5. Innovate**

In today's rapidly evolving climate, you never do the same thing twice. Get comfortable with always being somewhat mystified, and be open to surprising yourself with what you come up with next. It keeps you in your sweet spot, which is delicious for you and your customers.

**6. Integrate**

See how you can achieve everything by doing one thing. Find elemental ways to incorporate multiple facets and functions. This is the overriding intelligence in your business, your ability to see the modest in the multifaceted. Trust the process.

By integrating all of my services into a process and product called Fully Booked in response to client needs and requests, I have developed a combined people development and branding tool that forms the backbone

of business growth from conference to conference. In the first year, I facilitate transformation and key contributors write a chapter of a book, which I then publish, distribute and market for them. In the following year, I use the book to promote the people and business for the value they add through it. Everything hinges on the book and the experience of becoming authors. Conference and business building tools need to be singular, sound, and filled with the genius of simplicity. **35**



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