

# NATIONAL INITIATIVE

## JUST ONE JOB

Building Confidence Within

T. 1300 550 674

F. +61 7 3503 9254

E. [business@hrcoach.com.au](mailto:business@hrcoach.com.au)

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## The Future is here - Today

The business community is struggling under the weight of our current economic reality. The reliance on known trends, previous market behaviour, and experts can no longer be the only basis of reference for businesses to use in their planning.

The variability and volume of information on the current market from media, government and professional advisors has cast a sense of “I don’t know what to believe” reaction from the business sector. It has sown the seeds for a growing sentiment of uncertainty for the economy, employers and employees.

## Businesses – The Powerhouse of the Australian Economy

Small to Medium sized businesses are the powerhouse of the Australian economy. It is estimated that the business sector “contributes more than 30 percent to GDP and employs half the country’s workers, or 5.5 million people.”<sup>i</sup>

Much of the global focus and support has been given to the corporate sector. But the paralyzing effect that lack of confidence has on the business sector and therefore the economy deserves a renewed focus. Individual workers and businesses are reliant on the business sector to create solutions for economic stimulus, jobs growth and confidence.

The latest national Sensis® Business Report has identified the pressure that business owners are facing in terms of confidence. Primary concerns relating to sales, economic climate and cashflow are impacting on the decisions that are being made inside business. Business owners are, in effect, stalling activity with the hope that the market will shift. This lack of action is understandable given that businesses owners are not sure what action to take. But it also becomes a self fulfilling prophecy in further stalling economy stimulus and jobs.

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The reality is that it is not all doom and gloom for the business sector. As the true powerhouse of the Australian economy, there are long term opportunities to be gained for small to medium sized organizations that are poised for growth. The business sector has a clear advantage over the corporate sector in responding to the market. The question is: What undermines the confidence of businesses internally?

### Internal Confidence – A New Perspective

The National STAR Report®, an initiative of the HR Coach Research Institute, identifies the pressures on productivity within business in terms of strategy and the activities of employees. It identifies the issues impacting on internal confidence of the employer and employee.

The most common pressure points internally (or factors of least confidence) for employers and employees in businesses are in the table below.

Employer Lack of Confidence	PRODUCTIVITY PRESSURE	Employee Lack of Confidence
<ol style="list-style-type: none"> <li>1. Following up to make sure tasks are completed</li> <li>2. Efficiency of the management team</li> <li>3. Linking strategy to the actions of individuals</li> <li>4. Accountability of individuals</li> <li>5. Finding quality applicants</li> </ol>		<ol style="list-style-type: none"> <li>1. Knowing how the business is performing &amp; future direction</li> <li>2. Opportunities for advancement</li> <li>3. Remuneration / Pay and Bonuses</li> <li>4. Efficient planning &amp; decision making process</li> <li>5. Formal communication process</li> </ol>

Following the release of the January 2009 National STAR Report, the HR Coach Research Institute chaired a series of national focus groups which included business owners, employees, Industry and Academic representatives to review the findings.

The focus group discussions evaluated the key information and discussed the critical outcomes and improvements for the business sector.

The mandate was clear- it is time to move beyond discussing the problem. Businesses need clear, tangible and meaningful activities to implement in their business to not just survive but flourish.

The research and the focus group discussions have been the catalyst for the development of a positive framework for the future- The HR Coach **JUST ONE JOB** Initiative.

*The HR Coach "JUST ONE JOB " Initiative  
A positive framework for the future.*

## **JUST ONE JOB**

Stimulating our economy is a national issue. But the issues we face today are so big that it often leaves individual business owners and employees feeling powerless to make a difference.

The **JUST ONE JOB** initiative transcends state and industry boundaries to bring meaningful action to individual businesses, employers and employees.

Employers and employees must work together to create the solution on improved productivity and job creation. Whilst government, industry bodies and the global economy look for macro solutions, businesses must implement local actions. The answers for survival must come from within.

In times of change the skills and adaptability of an organisation is tested. The greater the problem solving capacity, the better the survival rate.

For businesses to not only survive but to flourish- employers and employees must not focus only the problem - but the goal. **So what should the goal be?**

**JUST ONE JOB !**

**JUST ONE JOB** will mean different things to different businesses. It is not a one size fits all solution. The **JUST ONE JOB** initiative aids communication, goal setting, planning and productivity. If employers and employees work together to make sure that every job counts, we can start solving the problem. **JUST ONE JOB** focus points assist businesses in three key areas:

Create Jobs	Sustain Jobs	Innovate Jobs
<ul style="list-style-type: none"> <li>• Right person for the job</li> <li>• Create one job</li> <li>• More sales, more jobs</li> </ul>	<ul style="list-style-type: none"> <li>• Save one job</li> <li>• Do one job</li> <li>• Making jobs count</li> </ul>	<ul style="list-style-type: none"> <li>• Smarter jobs</li> <li>• Project jobs</li> <li>• Tomorrow's job</li> </ul>

**JUST ONE JOB - Australia's Future**

HR Coach is encouraging business owner to increase their business confidence by utilizing **JUST ONE JOB** initiatives to secure their business future and stimulate the economy.

We are calling on Government, Industry Representatives and Individuals to get involved and provide support for the lifeblood of Australia's economy- the business owner and their dedicated employees.

To become involved in the HR Coach **JUST ONE JOB** initiative contact HR Coach on 1300 550 674 or request more information via email at [business@hrcoach.com.au](mailto:business@hrcoach.com.au) .

## About HR Coach

HR Coach supports a national network of specialists focused on integrating people management into strategic business planning and is continually developing new approaches, products and systems to boost the powerhouse SME sector in Australia.

HR Coach is a proud supporter of the National STAR Workplace Program and the HR Coach Research Institute.

### For Further Information:

HR Coach Pty Ltd

1300 550 674

[business@hrcoach.com.au](mailto:business@hrcoach.com.au)

[www.hrcoach.com.au](http://www.hrcoach.com.au)

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<sup>i</sup> Ferguson, Adele and Hewitt, Jennifer "100,000 small firms tipped to hit the wall."  
7 February 2009. <<http://www.news.com.au/business/story/0,27753,25020520-5017672,00.html>