



**Australian Government**

**Department of Education, Employment  
and Workplace Relations**



**CDS**

**Centre for  
Disability  
Studies**

## **Disability Employment News**

**Hello and welcome new and old recipients of this newsletter alike. Please be advised that not all of the information in this newsletter will be important to you but feel free to email [shanesmith@med.usyd.edu.au](mailto:shanesmith@med.usyd.edu.au) if you wish some particular information related to employment, disability, support strategies, business specific information or something specific to be added.**

Please distribute the Newsletter to those that you think would be interested in it.

For information on subscribing/ unsubscribing, please go to the end of the newsletter.

### [Interested in giving somebody a fair go?](#)

[Would you be interested in having a NDCO come out to your workplace to test the workability of your workplace for people from a broad range of backgrounds.](#)

As the National Disability Coordination Officer (NDCO) for the Inner Sydney Eastern Suburbs St George Sutherland area I would be able to attend your workplace and cast a fresh set of eyes over your workplace to see if there are potential opportunities for your business to expand and diversify its workforce.

Research repeatedly shows that people with disabilities have lower absenteeism, better safety records, lower turnover and better or equal productivity.

I have Bachelor Degree in Education, approx 20 years experience within the Disability and Greater Human Services Industry. I have worked particularly within the area of Employment and recruitment of people with a disability for the last 8 years where I have been able to assist many businesses to successfully implement a strategy of working with a person who has a disability.

I may be able to assist in some of the following:

- the benefits of building a diverse workforce
- living and working with disability
- emerging technology
- disclosure of disability in the workplace

- implementing reasonable adjustments
- information accessibility..... and more!

As well as I have a great range of contacts that could assist you in the event that I would be unable. Including an Organisation called Australian Network on Disability (AND)

<http://www.and.org.au/>

**NOT because it is charitable but because it is simply good business.**

If interested contact:

Shane Smith  
88780511  
0438368724  
shanesmith@med.usyd.edu.au

## [Featured Business of the Month!!!!](#)

Dear all

In bringing you the featured business of the Month for this Month. I would like to truly give a personal recommendation for the services that are offered by New Intelligence as I recently was offered a space in the Principles of Persuasion (POP) Course and my ability and understanding of Ethical influence practices has increased dramatically. Which is a feature of the work that I do in and around the Disability Industry.

So I thank Anthony Mc Clean of New Intelligence and would encourage anyone who would benefit from understanding how to ethical Influence or Persuade to others to complete requests that you put forward to seek information from Anthony and New Intelligence.



### **New Intelligence**

Making your life easier, enhancing business, developing better relationships, getting others to work with you rather than against you – are these elements you struggle with everyday? These are the comments our clients say we most help them with.

New Intelligence is an Australian behavioural training company that is working with many of Australia's premiere businesses and Government departments to change the way people

think. By providing cutting edge training in Reading People and their Emotions, Influence, Persuasion, Decision Making, Interview, Analysis and Negotiation, we are bringing Hard Science for Human Skills. Directly impacting on the ethical operations of individuals and their businesses.

To see what you have been missing have a look at the website: [www.newintelligence.com.au](http://www.newintelligence.com.au)

Some limited spaces are available to our invitation only client launch in Sydney for late May. If you would like to be considered for an invitation please contact the office on 02-6163 0100.

## Business News

### **Change Management**

From: Adam Fraser [[adam@dradamfraser.com](mailto:adam@dradamfraser.com)]

Thu 17/02/2011 12:08 AM

This month's newsletter from Dr Adam Fraser is all about change! Whether we are trying to loose weight or get our sales team to change their processes. Read on to discover a simple change model that will help you change any behaviour.

### **Why Change is so hard to do!**



When I was an academic (in a previous life) I noticed that people in this environment were drawn to complexity. They would always find the most complicated way to explain something and always gravitated towards the most complex solution to a problem. My take on the driver for this behaviour was two things:

*1. It formed an intellectual barrier that did not allow the average person to access that world.*

*Intellectual snobbery at its highest level*

2. *They saw simplicity as a sign of intellectual laziness and this work was of poorer quality.*

The problem was that this attitude made the material mind numbingly boring. I must have sat through over 300 academic presentations and never stayed awake in any of them. However most importantly it hampered their ability to teach and pass on concepts. I never had a lecturer help me learn and understand concepts - they just threw information at me.

However when I moved into the business world as an educator, I discovered the amazing power simplicity has. In a meeting with Ralph Norris the CEO of the Commonwealth Bank, I asked him what the biggest mistake we make in business was? His reply was - "We overcomplicate it. I run this bank on five simple principals. Simple principals allow people to learn them fast, remember them and have clarity about what behaviours they have to exhibit".

My obsession with understanding how people change recently led to a psychologist from the University of Virginia, Jonathan Haidt. He has a change model that I think is one of the best that I have ever come across, because of its simplicity. The model consists of three parts, a rider on an elephant walking along a path. Sounds weird? Let me explain.

*The rider is our logic, our rational side.*

*The elephant is our emotional side.*

*The path is the environment in which we are changing.*

Within this model you can see that the logical side has very little control. The rider can pull on the reins as hard as they like, but if the elephant wants to go in another direction the rider can do little to stop it. An example is that you know you shouldn't text your ex at 3am but you still do. The elephant has the most power in this model.

According to Jonathan, to facilitate change you have to do 3 things:

1. You must give the rider clear instructions about what change needs to occur. What are the exact behaviours you need them to exhibit? If the rider does not know exactly what they need to do they can wander off all over the place.
2. You must appeal to the elephant. You have to make it so that the elephant has a desire to go in that direction.
3. Lastly you have to clear the path. You need to make it easy for the elephant to go there. Ensure that there are no roadblocks.

I have been using this model in my work with companies with amazing results.

### **Guide the rider**

I was with a department of a bank. As a group they came up with a goal to become number one in customer service. While that is a great goal what I pointed out is that there is no clear behaviours attached to that goal. How will people change their behaviour to achieve that goal? Upon reflection they then came up with a clear behaviour. 'Never pass a customer on, do not transfer them to another department and you must solve their problem on the spot'. Since the introduction of this clear behaviour they have seen a sharp rise in their client satisfaction.

## Motivate the elephant

I was working with a manufacturing group who were having problems getting people to stick to safety policy. The problem was that the employees saw safety as unnecessary because they thought they were bullet proof and would never get hurt. In my research on the company I found out that the major accidents people had in the company were due to another person cutting corners. In other words when an individual did not stick to the safety policy they put their co-workers at risk. Then I presented to them and talked about how they would feel if their actions lead to a mate being injured or even killed. How would they feel if they took away their livelihood and left their family struggling to survive. I then had a guy in the group talk about when he did not follow policy, which led to a co-worker being seriously injured. They went from thinking that not paying attention to safety was a cool/brave thing to do. To my actions could hurt my mates. Their elephant was seriously motivated.

## Clear the path

A number of years ago I was engaged by a law firm to put in place a work life balance strategy for the senior associates and lawyers. I presented the strategy to the partners and they were on board. Six months later when we reviewed the project it had had little impact. Why? Well the strategy was simple and they knew the exact behaviours they had to do, so it wasn't that. The elephant was engaged because they all wanted to see their families more and to reduce their stress. The reason it failed was that the partners penalised them when they exhibited those behaviours. The problem was that the partners put barriers on the path.

From now on when you are trying to change anything in your life or leading others through a change process ensure that you:

1. *Guide the rider with crystal clear behaviours.*
2. *Appeal to their elephant.*
3. *Clear the path.*

## FAMOUS POPL who have/ had a disability



**Thomas Edison** - Thomas Alva Edison (February 11, 1847 - October 18, 1931) was an American inventor of Dutch origin and businessman who developed many devices that greatly influenced life around the world, including the phonograph and a long lasting light bulb. In school, the young Edison's mind often wandered. He was noted to be terrible at mathematics, unable to focus, and had difficulty with words and speech. This ended Edison's three months of official schooling. The cause of Edison's deafness has been attributed to a bout of scarlet fever during childhood and recurring untreated middle ear infections.

Read more: <http://www.disabled-world.com/artman/publish/famous-deaf.shtml#ixzz1GdrH4Vg1>

**A hearing impairment or hearing loss is a full or partial decrease in the ability to detect or understand sounds.**

A [hearing impairment](#) exists when an individual is not sensitive to the sounds

normally heard by its kind. In human beings, the term hearing impairment is usually reserved for people who have relative insensitivity to sound in the speech frequencies.

Hearing loss can be inherited. Both dominant and recessive genes exist which can cause mild to profound impairment. If a family has a dominant gene for deafness it will persist across generations because it will manifest itself in the offspring even if it is inherited from only one parent.

People who are hard of hearing have varying amounts of hearing loss but usually not enough to be considered deaf. Many people who are deaf consider spoken language their primary language and consider themselves "hard of hearing".

People with unilateral hearing loss (single sided deafness/SSD) can hear normally in one ear, but have trouble hearing out of the other ear. Problems with this type of deficit is inability to localize sounds.

Read more: <http://www.disabled-world.com/artman/publish/famous-deaf.shtml#ixzz1Gdr7Z5b7>

## Conferences and Workshops





follow us on 

**DATE:** Thursday 12th - Friday 13th May 2011

**TIMES:** Thursday 10.00 am - 5.00 pm  
Friday 8.30 am - 3.00 pm

**LOCATION:** Doltone House  
223 Belgrave Esplanade, Sylvania Waters

**TARGET AUDIENCE:** A Business to Business Event, combining an expo, functions, seminars and networking. Focussing on business owners and decision makers across all industry sectors based in Southern Sydney and those looking to extend their market.

**BOOK NOW:** [\[CLICK HERE FOR EXPRESSIONS OF INTEREST TO EXHIBIT OR SPONSOR IN 2011\]](#)



**SPEAKERS**  
In 2011 we are proud to announce our two dynamic guest speakers, Ross Dawson and Kevin Sheedy AM.  
[\[more information on our speakers\]](#)



**EXHIBIT**  
[Click here for an expression of interest if you would like to exhibit in 2011.](#)  
[\[more information\]](#)



**EVENTS**  
An outstanding opportunity to network with other like-minded business leaders through the expo, training workshops and quality corporate events.

**EXHIBITOR INFORMATION DOWNLOAD**

**SPONSOR INFORMATION DOWNLOAD**

## NSW Events

### **Staffy Rescue Charity Golf Day**

Protec Aluminium & Glazing is organising a golf day to assist Staffy Rescue in

raising some much needed funds to cover costs such as vet fees, food and facilities construction & maintenance.

We are inviting anybody who loves golf or dogs, or both, to join us for a fun-filled day, with the chance to win some great prizes.

We are also looking for businesses to sponsor each hole. Sponsoring one hole only costs \$350, is fully tax deductible and includes a single player registration. If you run a business or know of somebody who does, and would like that business to be promoted at this event and associated with saving the lives of some gorgeous dogs, then please have a look at the information and registration form below.

For more information, please visit our [website](#).

**Date:** Friday, April 1st 2011  
**Time:** 7.30am Registrations desk opens  
**Venue:** New Brighton Golf Club  
**Registration:** \$80 per player  
**Player Info:** [Player Registration Form](#)  
**Sponsor Info:** [Sponsor Registration Form](#)

Best Regards,

Anthony Melman

(Former President)

Staffy Rescue

Ph: 0423 113 572

## [Calls for Expressions of Interest and Input](#)

If there is anything that you would particularly like to see in the Newsletter please feel free to contact Shane Smith at [Shanesmith@med.usyd.edu.au](mailto:Shanesmith@med.usyd.edu.au)

### **To Subscribe:**

We hope that this edition of Disability Education and Employment News has been of interest. If you wish to have the Disability Employment News e-mail to you send an e-mail to [shanesmith@med.usyd.edu.au](mailto:shanesmith@med.usyd.edu.au) with "Subscribe Disability Education and Employment News" in the subject line.

If you wish to unsubscribe send an e-mail to [shanesmith@med.usyd.edu.au](mailto:shanesmith@med.usyd.edu.au) with "Unsubscribe Disability Employment News" in the subject line.

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**To Contribute:**

If you have any comments, suggestions or articles, resources, scholarships, workshops, conferences, Events or any other information that is Disability Education, Training or Employment related and you wish to promote it send an e-mail to [shanesmith@med.usyd.edu.au](mailto:shanesmith@med.usyd.edu.au)

The Disability News Archive can be found at:

<http://ndco.cds.org.au/index.php/disability-employment-news-region-1>

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The NDCOs for Region 1 and 3 are Hosted at [the Centre for Disability Studies](#)

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