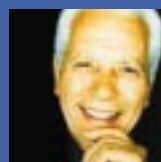
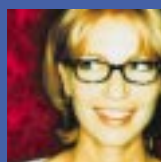




Life by Design®

An integrated solution based program to engage your best talent and help become an “employer of choice”, from Australia’s leading work life balance and lifestyle strategy agency, **Life by Design®**.

be  
the best employer  
and create  
a great place to work™



*The heart and soul of a great organisation™*



invest in your  
**human capital**  
 and it will appreciate in value

employee engagement

Do you want your organisation to be recognised as a best employer, a great place to work and an “Employer of Choice” with a loyal, productive, successful team of motivated happy people?

Do you want to attract, retain and engage the very best team in your industry and win the talent war?

Do you want your organisation to have a competitive edge through having people who your clients actually enjoy dealing with?

Strategies to achieve these initiatives are often easier than we think.

## winning the talent war with lifestyle

Retaining a talented, productive team is a key issue for the corporate world. Organisations keen to be seen as leaders in their field are now realising that employee talent will be what drives their future success. Having the best people, who clients love dealing with, gives an organisation a distinct competitive edge.

Today’s top employees are seeking more than simply pay and basic conditions to earn their loyalty. Lifestyle issues such as work life balance, holistic career development and fulfilling work opportunities are now top of the list of priorities for the best talent. Top employees want positive, constructive relationships with the people around them. They value a shared sense of culture, purpose, and commitment to the company’s vision and journey into a successful future.

## the benefits

- Creates an innovative competitive edge in talent attraction and retention
- Promotes a unique, inspiring and lasting employment relationship
- Reduces turnover and costs associated with recruiting and retraining new staff
- Increases employee loyalty and productivity
- Reduces the hidden cost of clients being dissatisfied with a lower level of service.

## the engagement program

This is a structured multi-level learning system, designed to meet the emerging expectations of forward thinking human resource management for high quality, innovative training in key areas such as work life balance and work fulfillment.

Ideally implemented over time, the Engagement Program provides a stand alone process to achieve positive shifts in organisational culture. It has the flexibility to cater to different learning styles, from intensive executive programs through to broad-based training of large groups of employees. The program can also be integrated into a broader strategy of organisational change or restructure, on a national or international basis.

Life by Design® has extensive practical corporate experience and works with clients to tailor the Engagement Program to achieve their specific change management objectives.

lifestyle Balance Clarity  
 Wellbeing Satisfaction  
 Clarity Focus Freedom  
 Satisfaction Peace  
 Wellbeing Satisfaction  
 Success Wellbeing Satisf



## program phases

### Stage 1: Stimulate Awareness

1

#### Introductory Program Presentations

1 hour conference style presentations to introduce the philosophy, methodologies and processes for better work life balance, job fulfillment and development opportunities. These fun and interactive presentations provide a strong foundational understanding of the benefits for employees and ideally set up the integration into the stage 2 Development Workshops.

### Stage 2: Intensive Learning

2

#### Development Workshop Series

Innovative 1 day intensive seminars/workshops focusing on self-leadership and personal strategic planning. Employees participate to identify their life priorities, develop a 'blueprint' encompassing their skills, interests, values and personality, and practical plans are devised for achieving work life balance, work fulfillment and for maximising opportunities for professional growth.

### Stage 3: Maintaining Momentum

3

#### Strategy Coach™

Individual consultations and one-to-one coaching. Periodic personalised sessions to encourage, support and sustain positive implementation of an employee's work life balance objectives, development plan and other relevant personal issues. The program offers short and longer term intensive coaching, delivered by accredited Life by Design® consultants.

### Stage 4: Cementing Change

4

#### Online Learning: Electronic Support Solutions

Weekly proactive electronic reminders to keep the program 'top of mind' for employees, to provide support and sustain on-going cultural change so that the strategic plans are fully implemented and program benefits are maximised.

### Stage 5: Review and Revise

5

#### Fine-tuning Program Seminars

Systemised half day group sessions to review and refocus each employee's lifestyle, career development and engagement on a six monthly or annual basis. Participation and discussion facilitates group learning, reflection, and shared ideas for future planning.

fulfillment = productivity

## about us

Life by Design® is Australia's leading lifestyle strategy and management group. It was established in 1997 by Lifestyle Strategist Ian Hutchinson (G.Dip.Psy, B.Bus, APS), who recognised a corporate need for people to have better work life balance. Ian is also author of *52 Strategies to Work Life Balance*, the *Lifestyle-Driven™ Financial Planner* and co-founder of *The Work Life Project™*.

Life by Design® offers a range of educational learning systems, consulting capabilities and resources to help organisations become best employers and create A Great Place to Work™. The company has attracted a great deal of media attention, including national television programs such as Today Tonight (Channel 7), The Today Show (Channel 9), People Dimensions (ABC) and international print publications such as The New York Times.

Life by Design® has a team of consultants with professional qualifications and experience in areas such as business management, psychology, career development, lifestyle planning, training, counselling and coaching.

The Life by Design® team 'walk the talk' and are able to illustrate concepts through examples from their own corporate experience, and to provide solutions that are both innovative and practical. Putting themselves in the shoes of their clients, they cut through the hype and get to the essence of what their clients really want. For this reason Life by Design's programs are one of the most valuable and sought after resources for organisations who want to fully engage their best talent.

## contact details

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[info@lifebydesign.com.au](mailto:info@lifebydesign.com.au)

**"... fun, entertaining, well researched and gave participants a practical real life plan to follow once they finished the program. Ian's presentation was singled out as the highlight of the program".**

David Brown  
Judge, Employer of Choice Awards &  
Group Director - Human Resources  
Goodman Fielder

**"Your one day program really achieved our objectives and meet the brief perfectly... helped our elite top performing sales team and their partners bring more focus and clarity into their work and life, allowing them to feel less stressed, more productive, balanced, happier and therefore more successful.**

**We look forward to working with you in making Pharmacia an "Employer of Choice".**

Marjan Mikel,  
Director, Pharmacia

**"40% of participants rated the program a perfect 10 out of 10"**

John Hannaford - Organisational Development  
NSW Dairy Corporation



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