

Media Release

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Every business needs a flight plan...

Right now, businesses are being affected by circumstances beyond their control. But the current credit crisis, fear of impending recession, productivity pressures, accountability, reduced profit margins and lower sales forecasts don't just affect the organisation... every employee will be worried about these issues, their job security and their well being.

We have seen many examples of organisations finding opportunities in a downturn and the potential to take advantage of these opportunities lies in the hands of their people...they just need a flight plan.

The answer according to author and trainer Andrew Staniforth, is in creating a secure environment where people are the driving force, where value is measured in reputation & respect, and performance results are indications for support, encouragement and acknowledgement.

He believes the most significant aspect is in recognising the cause and effect on productivity of good and bad behaviours in the workplace, and the need for programs that will serve to attract and retain more stable and engaged workforces.

*Life in Flight Training, **L.I.F.T**, brings together skills in a collaborative approach to enable the organisation to more closely align the*

strategy and business objectives with the employees professional development and KPIs. The skills they learn will then empower them to drive the desired outcomes.

L.I.F.T is a totally new concept in training and facilitation, offering business leaders learning and development opportunities on a range of topics through the medium of airline travel. From inside the aircraft cabin L.I.F.T takes lessons in human behaviour in conflict resolution, leadership, teamwork, altitude and service and delivers them through programs that achieve long lasting, creative and positive results.

Current economic circumstances are demanding businesses improve processes and performance. At L.I.F.T we call this "altitude training for business leaders."™

Large and small businesses alike are set to benefit from the L.I.F.T programs. When organisations are necessarily reviewing every aspect of their operations Andrews' understanding of human behaviour is an essential element to ensuring the best possible outcomes for all.

In an era when International Business Schools such as Harvard and Stanford are teaching positive psychology to senior executives ... there isn't a better time for Andrew to be leading the charge in terms of creating an attitudinal shift by management.

Much of what is covered in L.I.F.T and Andrew's first book Life in Flight focuses on human behaviour... His series of business books provides more valuable stories, insights & learning and will be an additional reference tool for business leaders and managers.

So what makes him the expert in human interaction? Get your boarding pass and find out now.

*For more information on the **L.I.F.T** programs go to www.lifeinflight.com.au.*

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