

SHARING THE SECRET INGREDIENT REQUIRED TO
CREATE A HUGELY PROFITABLE ORGANISATION LIKE:
APPLE, SALESFORCE, GOOGLE, VIRGIN AND COSTCO.

INNOVATION INTELLEGENCE



Karen Chaston

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Why Innovation Intelligence?

So you are looking for innovative ways to increase your profits without going for the short-term quick fix; cutting expenses.

Congratulations!

In this global very competitive technological business environment now more than ever is the time for businesses to invest in their employees so they have the time, energy and desire to solve problems by discovering, combining, and arranging insights, ideas, and methods in new ways.

The real problem amongst Australian management is a lack of appreciation of the potential for innovation. We have some outstanding companies and managers in Australia, but we also have a lot that are second-rate, introspective, cossetted and slow. Far greater priority should be given to management education and to policies for improving the capacity of firms to innovate.

The benefits of innovation are much more than increasing corporate profits it's more about creating a better experience for everyone. Through innovation, we can give each successive generation an easier, longer and more rewarding life than the one before.

For many, innovation is perceived as a precursor to more unwelcome changes at work and potentially to job losses. Actually, innovation creates new jobs and brings excitement and meaning into work as people are given the opportunity to explore and try new things.

A passionate, healthy balanced life becomes a reality instead of an idealism that no-one appears to have achieved.

Research reveals that challenging passion-driven work, making a difference, recognition, employee involvement and job security are the top five career motivators. When employees have these requirements met they stick around so companies don't have to spend as much time and hard earned profits recruiting and training new workers. Happy employees tend to rave about their workplace, which can attract new talent. When job seekers are clamoring to work for a company, that company gets to choose the cream of the crop to join their team.

Companies need to provide these qualities if they want to increase their profits, create a more conducive environment, be an employee's choice, all whilst assisting their employees to realise their full potential in their professional life.

A win-win for all.

Why this Book?

As a former Chief Financial Officer (CFO) of a publicly listed company, I wish that I had the tools, insights and awareness, then, that I am about to share.

During my CFO tenure, I was very much living my life in a Ground-Hog Day Daze, as I now like to call it. I was working, eating, and drinking too much, always in fight mode, totally denying my feminine side, very competitive, running on empty, unfulfilled, not understanding that adrenalin causes burnout, exhaustion, and disconnectedness.

I always thought “Surely there must be an easier way to achieve at such a high level?”

I now know that not only did I do a disservice to myself, but also to the company and more importantly to all the employees. As a senior manager, I could have easily made a huge difference to the culture, work ethic and health of the employees all leading to a healthier bottom line.

After collaborating with and studying numerous organisations, I am a great believer that your workforce are your greatest assets. The hugely profitable organisations run their entire company with Innovation Intelligence utilising the F.L.Y. system.

They value the ethos of “Together We Make a Difference” as the more employees are appreciated, heard, valued and shown respect, the more passionate, productive and motivated they will become. Creating a fantastic workplace, that attracts high-caliber personnel and greater profits.

Your employees are your company’s real competitive advantage. They’re the ones making the magic happen—as long as their needs are being met. When they know we truly care about them—and not just about what we can get out of them—they tend to go the extra mile.

Assist your employees to move from tired, worn out, depressed, over-worked, and under-appreciated workers to being more aware, grateful, healthier, energised and satisfied employees, and they’ll be more efficient, productive and more creative. They will tend to work harder, contribute more, and call in sick less. They’ll feel empowered, appreciated, and will become more loyal.

Despite the obvious advantages of ensuring employee satisfaction, many organisations struggle with how to introduce innovation intelligence in order to achieve that goal.

That is why I’ve written this book.

1. How are you spending your day?

Let me ask you a question... What percentage of your day is spent looking after your customers as opposed to putting out fires and working on HR issues?

Every employer faces personnel issues, though some days it appears that you spend more time putting out fires than you do completing your own tasks.

Isolating the most common workplace issues depends at least to a certain extent on the type of business and overall office environment, but in general problem areas fall into four broad categories: communication, harassment and bullying, gossip, and overall morale.

Whilst the first three categories are very important, the “overall morale” core issue arises when workers at any level begin to grow dissatisfied with their work. This can happen for a number of reasons. Some are more or less universal, for instance a company deciding to shift the work of departing employees onto those who remain rather than hiring replacements; it can also be personal and individual though, such as the manager who simply doesn't get along with key members of their team, or a boss who is disrespected and widely perceived to be unfair.

Whatever their root, morale issues can lead to low productivity and performance issues, which in many cases will impact a company's bottom line. Solving this problem often starts at the hiring phase, and companies with the best teams often have strong policies in place to hire not just the best candidates on paper, but rather the individuals who will work best, personality-wise, with people already on the team. Looking for ways to balance work and outside life can also help improve morale, and employees who look for ways to make the best out of their situations are often the happiest both when it comes to job satisfaction, their individual career development and life in general.

Creating a strong office culture can eliminate or at least minimise many issues from the start. Employees who are empowered, passionate about their work and are positive in their outlook will be the example for others to follow, as they will be focused on the tasks at hand, looking for the positives, and trying to avoid resentment and constant comparisons.

Are you ready to reap the rewards from having focused driven employees who are passionate about where they and the company are heading?

Not sure where to start?

Then schedule a call with me so we can create your step by step F.L.Y. easy guide investment plan for your employees.

<https://karenchaston.agilecrm.com/calendar/karen>

2. The Reason for Office Politics

“Office politics” are the strategies that people play to gain advantage, personally or for a cause they support. The term often has a negative connotation; in that it refers to strategies people use to seek advantage at the expense of others or the greater good.”

Office work politics can be a big drain on productivity and business morale. Some would argue that people seem to spend more time defending their back than they do actually working. In order to combat it, first let's understand the underlying reasons:

- Some people have more power than others, either through hierarchy or some other basis of influence.
- For many people, gaining promotion is important, and this can create competition between individuals, or misalignments between the team's objectives and those of individuals within the team.
- Most people care passionately about decisions at work and this encourages political behaviour as they seek to get their way.
- Decisions at work are impacted by both work-related goals and personal factors, so there is further scope for goal conflict.
- People and teams within organisations often have to compete for limited resources; this can lead to a kind of “tribal conflict” where teams compete to satisfy their needs and objectives, even when this is against the greater good.

To an extent, some office politics can be good. It can motivate workers to improve employee productivity and strive to achieve their best results, hopefully for the common good of the company. At the same time, the wrong kind of office politics can undermine employee morale and leave employees frustrated and disenfranchised, with some really amazing employees choosing to leave due to the environment. The key to keeping office politics positive is to understand it and manage it.

The more management has respect, encourage an open line of communication and empower their employees the less office politics will be entrenched in the culture.

Employees who are focused on passion-driven work and collaborating with others, have no time to waste playing politics and / or take credit for others work as they are focused on making a difference together.

Are you ready to reap the rewards from empowering your employees

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3. Top Issues Facing Individual Professionals

Many employees are constantly on the merry-go-round of living an unfulfilled life of going to work tired, worn out, depressed, over-worked, over-weight and under-appreciated.

They are frustrated by their efforts to create a balanced life. They are living a life of “not knowing” how to manage; stress, lack of sleep, lack of fitness, lack of healthy habits (be it eating, drinking, exercise), lack of their and others emotional feelings and triggers.

People’s healthy (or unhealthy) attitudes in the workplace directly affect job performance, teamwork, creativity, leadership, decision-making, turnover and negotiations.

Attitude is catching. It can jump from person to person like a forest wildfire jumps tree to tree. Think about that negative person at work. You know the one. They rarely have anything positive to say. The smallest event sets them off. When they get like that, people around them find reasons to escape, in fear of catching their negative vibe. Or worse still they catch the vibe and start to display the same negative traits.

Negative emotions are more contagious than positive ones. There is nothing more combustible than a good rumor, especially if there is scandal involved. This leads to hours of work stoppage, whispered secrets and mild organisational sabotage.

They can be a great time zapper as we spend about triple the amount of time on negative emotions. These emotions narrow a person’s focus. This can be an asset unless they’re in permanent survival mode (which many people are), which leads to less innovation and more protectionism. They are unpleasant. People tend to avoid negative feelings and any place that harbours them. This affects loyalty.

Negative events turn on the adrenal glands to make us ready and alert for flight or fight. That is often what happens in a contentious company--employees either want to fight or get as far away from the negativity as they can.

Surprisingly there is a simple solution. Give your employees a reason to be more positive.

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4. Decreasing Staff Turnover

The true costs of staff turnover may be hidden, but they are still there. That alone should motivate you to empower your staff so they become motivated and loyal employees.

Let's look at some of the hidden costs that you don't see on the profit and loss statement:

- Lowered productivity. In the 90's there was a study that came out that highlighted that a new employee did not earn their full salary until they have been employed for eight months. This totally makes sense when you consider that the person who left was doing her role largely autonomously.
- Lost knowledge. Performing the tasks of a former employee may be easy, though it takes time to build the specific knowledge she had. It's about knowing the people, the traditions, the location of relevant information, what the boss likes and a million other things that come from working for a company for a long period of time. All that goes away when someone quits.
- Remaining staff taking up the initial slack. Whilst this may not be a financial cost this is a huge expense on the overall wellness of your employees. As they get stretched thin, their quality of work goes down as does their satisfaction and engagement. And the longer they stay in their overworked roles, the harder it will be for you to regain their goodwill even after you've filled the vacancy.
- Training costs. Paid training costs are obvious. Though the expenses of having someone initially train someone is a huge cost, when you consider that the other person's duties are not being performed.
- Interviewing costs. It takes time to go through resumes, talk with numerous people, do formal interviews (which take an inordinate amount of time), talk with colleagues, and figure out who is the best employee.

Estimates on the total of these costs run as high as 150 percent of an annual salary. Much less for lower level positions, but still significant enough to make retention a high priority for your business.

Sometimes staff turnover cannot be avoided, though when it can be, you should do everything in your power to keep the loyal employee. Loyal employees are loyal to your company. They work hard for their pay and are committed to your company's success. Loyal employees may someday leave, but while they work for you, they do their best and often even put the company's interests ahead of their own.

Not sure how to ensure your employees become loyal employees?

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5. Innovative Thinking Comes from Happy Staff

For any company to maximise their returns there is a requirement to build a workplace where there is a constant exchange of ideas and this involves finding the right formula for your company and culture, that ensures that your employees are as passionate, if not more, than you about the success of the business.

A relaxed and flexible work environment increases your team's productivity by letting ideas flow. Encourage an atmosphere where the boss is more likely to make you a coffee than expect anyone else to make them one. Let go of the traditional 9-5 work week and have team members come into work when they are rested, at their best and what works best for their family. Embrace your employees' natural rhythm, they'll show up to work fresh, appreciative and ready to work harder and longer as their needs have been met.

Put together a team with different backgrounds, passions, and capabilities. Having a group with a diverse set of ideas and problem-solving approaches helps push your product forward. Encourage everyone to put forward their ideas, no matter what their position.

In the early 90s, I was working at Dreamworld (a theme park on the Gold Coast in Australia) when the company went into receivership. During the first month, the receivers had individual meetings with all 400 staff members. The first question they asked was: "If this was your company, what procedure or thing would you change/put in place in order to save money?" By utilising the ideas from staff, the receivers immediately cut expenses by 30% and added a couple of new revenue streams.

Encourage a healthy work/life balance. Wore-down workaholics don't produce the highest quality content; you want your employees to be fresh and excited to be at work.

There are plenty of roadblocks your team will have to overcome to breakthrough in your industry; the company's work environment shouldn't be one of them.

Re-engineer what "work" should look like, and you'll be surprised at the impact it will have on your team's energy, creativity and your bottom line.

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6. The Effect of Healthy Employees

Healthy (mind, body and spirit) employees' will turn up to work every day more energised and alert than their unhealthy counterparts. They exercise, eat a healthy diet (which will sustain them all day), have better sleep patterns and most importantly, actively manage stress levels.

As business owners and /or managers of a business, when we rely on people for the ongoing operation of our business then we must also invest in keeping our people happy, motivated and healthy. Health and well-being in the workplace is an important strategy that benefits both the employer and the worker.

There have been numerous studies that highlight the benefits, though as a reminder here are a few:

- increased productivity
- improved staff health and wellbeing
- staff who feel valued
- increased staff morale, satisfaction and motivation
- better work-life balance
- decreased stress and other work-related illness
- reduced sick leave
- fewer worker's compensation claims
- reduced employee turnover

Happier and healthier employees will increase sales by 37%, productivity by 31% and they will be three times more creative..... what affect will that have to your bottom line?

Whilst we can all choose to change our health and wellbeing individually, it can be a lot easier when our workplace has the same mindset and goals in creating a win-win for all.

Here are my top five reasons WHY becoming and staying healthy together works best when done through a company wellness program:

1. Accountability buddies: When everyone is consciously exercising and eating healthy you are more likely to make the correct food choices. You will share best practices and call out each other as and when required. You'll make it fun.
2. Competition makes you perform better: Most of us have at least a little competitive streak, and healthy competition is a good thing because it makes you perform better. None of us want to be the weakest link or the first to give up.
3. Increases commitment massively: It's one thing bailing on your own health plans, but it's much, much harder to abandon your program when the whole workplace is living and breathing a healthy regime.

4. Taking regular breaks: The whole company will begin to embrace eating away from your desk, taking breaks to breathe and revitalise. You'll become a mindful eater and most importantly have better relationships with your co-workers, spending time with them away from your desks.
5. Creating a collaborative team: Connecting from a health and wellness perspective assist you to be more aware and collaborative in relation to the workload / duties / tasks. You will find ways to collaborate instead of compete. You'll begin to look for best practices in all procedures. You'll all become more inclusive.

We spend so much time in our professional lives that it seems logical that we should all have a health and wellness mindset.

Are you ready to reap the rewards from having focused driven employees who are healthy and passionate about where they and the company are heading?

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7. Increase Your Profits: Empower Your Staff and Reap the Rewards in the Next 90 Days

There are great rewards for all stakeholders who embrace the F.L.Y. Innovation Intelligence System.

Imagine waking each day and springing out of bed, joyous, happy and excited with what the day has to offer. Having peace of mind, knowing that your businesses' most valued asset, are healthy, passionate and aligned with all your business goals. That they're taking responsibility and you're ALL reaping the rewards from you investing in your team.

You'll have more freedom to focus on the things that really matter; making a difference where required. Being the intricate part that assists the company to reap all the benefits that come with having more passionate, inspired, productive and creative employees.

It's having more time, more energy, better relationships, more prosperity and being completely fulfilled and organised in your life.

I know that taking the initial steps to invest in your employees can be difficult and a daunting task. A mine- field of where do I begin, with many well intended stakeholders not understanding why you would want to invest in your lower level employees.

It's about knowing that once they start to embrace these new concepts, everyone will see all the benefits and will vigorously pursue the same things. It's not about pleasing everyone, it's about seeing that the old ways are not working; it's about being innovative, accomplishing goals, creating a new pathways for others to follow.

Are you ready? Ask yourself these questions to find out

- Am I currently living a life of always putting out fires, with little return?
- Do I spring out of bed each day, ready to embrace the day?
- Do I love what I do?
- Do I have a hidden desire that running a business should be easier and more fun?
- Do I want more though I'm not sure what that is?

Can I help you?

I love to help! It's why I'm in business!

I've put together the F.L.Y. step by step formula for you to be able to see how to start and take the first step to building Innovative Intelligence in your organisation.

So that the entire culture embraces:

- Customer Focused Thinking, which leads to:
- You Dominating Your Industry - as a Market Leader
- Your People DOING the Right Thing
- Your People BEING Determined to Deliver and
- Best of All - Your People TAKING Responsibility

Imagine your company when you have flying profits, flying people and a flying culture.

Everyone knows that Together We Make a Difference, and are encouraged to think differently and to speak up. The F.L.Y. Innovative Intelligence System creates a company full of people who are flying, navigating new pathways with a CEO focus, wanting the company to succeed as much (if not more) as you do.

I offer a full hour strategy session from as little as \$197 and guarantee that you will walk away with more ideas and suggestions to make more money, save more time and get organised in your business and life!

If you would like some help with where to start, please email me karen@karenchaston.com.au

Where you can connect with us

I am based in Sydney, NSW, Australia

I speak at events and corporate events around Australia and the United States.

To find out more about me, please visit my website <http://www.karenchaston.com.au/>

**To Your Successful Take-off,
Karen Chaston**

Karen Chaston is the founder and Director of Kazand Investments Pty Ltd t/as KarenChaston.com.au, a company dedicated to assisting people and businesses to F.L.Y.

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8. What others say

Natalie Moutia: Founder and Director - Success Women's Network

In a few words Karen Chaston is a “captivating” keynote speaker, “engaging” author and well connected collaborator.

Karen has this wonderful energy that is not only warm and enticing it draws you in. Karen's recent presentations, workshops and one day events are fun, informative and professional all the way. First class content and delivery!

If you are looking for an engaging, knowledgeable speaker with a huge heart– then you are looking for the charismatic Karen Chaston. We would recommend Karen to any organisation who wants the best possible speaker that you can trust. We received a very personal service from start to finish and would highly recommend Karen's services without hesitation.

Amongst Karen's many talents, her numerous books have been amazing to read, I couldn't stop reading them and read them in 1-2 days. Karen is an inspiration and talented story teller.

“The difference between good and great is a little more effort” I believe on the effort front Karen is streets ahead of the rest. Her tenacity is infectious. We are so excited by this awesome opportunity and partnership, forged from respect, compatibility and friendship.

Thanks Karen for all your hard work and we look forward to a big bright future working on the endless possibilities.

Eva Lenghart: Co Founder - Diamond Club

“We have had the pleasure of having Karen share her wisdom with us at the Diamond Club. Karen's passion about her topic beautifully came through with her engaging and fun delivery. We really enjoyed having her with us and look forward to working with her again in the future.”

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9. About the Author

Karen Chaston: “Inspiring Women to Empower Themselves” The Creator of the Dream Maker program, author, speaker, radio host, CPA and former CFO publicly listed company.

Surprisingly, it took her son’s death for her to become more aware, grateful, healthier, energised and live in her Essence.

Whilst perceived to be very successful, Karen was living a ground hog day existence, working, eating, and drinking too much, always in fight mode, totally denying her feminine side, running on empty, unfulfilled, not understanding that adrenalin in a woman’s body causes burnout, exhaustion, and disconnectedness. Karen now spends her days inspiring women to empower all seven areas of their lives and live in their Essence.

Karen is passionate about creating more “conscious entrepreneurs”; who allow heart and soul, as well as knowledge and expertise, to guide their businesses.

www.karenchaston.com.auempty, not fulfilled, not understanding that adrenalin in a woman’s body causes burnout, exhaustion, and disconnectedness.

Now, I inspire people to live their lives in their essence and F.L.Y.

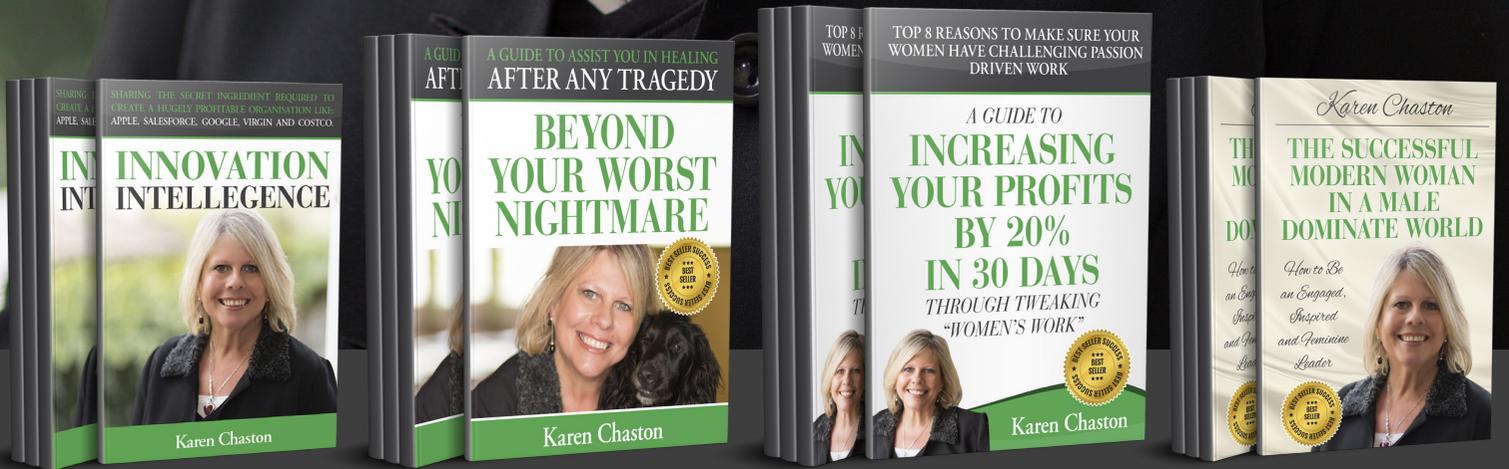
Don’t wait for a tragic event - wake up and become aware and begin to SOAR today!

Karen Chaston Quote:

***“You are the only one you will spend your entire life with so when are you going to stop beating yourself up, playing small, and become the person you came here to be?
Now is the time to start the Journey to Becoming Your Own Best Friend.”***

**Karen Chaston
Sydney, Australia**





Karen Chaston