

the web if you are travelling. The service is free for up to 2Gb of storage.

With warm regards

Nigel Davies
Director, NDA



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Business Efficiency Case Study

Our client is a firm of consulting engineers with about 30 staff and many projects on the go at any given time.

We had previously designed and delivered some custom [time management](#) training for the client. This was well received so the Directors asked us to go a step further and design some [project management](#) training for the organisation. The goal was to develop a standardised approach to projects - from the first meeting with a prospective client right through to signing off on the completed job.

When we met to discuss the training it soon became apparent that many aspects of the firm's business activities would be involved: defining the scope of projects, dealing with changes to the scope, managing risk, identifying and managing stakeholders and developing appropriate documentation and procedures to support these activities.

To assist the client in clarifying their requirements, NDA developed a template outlining key project management skills with space for the client to identify aspects of their consulting activities that they wished to re-design.

When this process is complete NDA will facilitate a project management training / consulting session at which the client's directors will develop new procedures and documentation appropriate to their environment. The new procedures will then be rolled out to the rest of the staff at subsequent training courses.

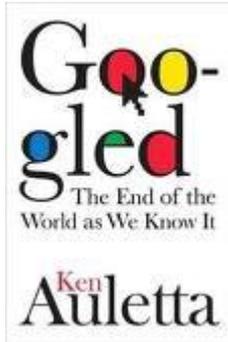
Anticipated benefits include improved project results for customers, greater ease of locating project documentation through a standardised filing system and, most importantly, the ability to compare budgeted hours worked and budgeted project costs with the actual hours worked and money spent. This last item will help the firm to cost jobs more accurately and make sure extra work arising through scope changes is charged for.

Free download - Business Review template

The business review template referred to above may be downloaded [here](#). If you

think that the effectiveness of your organisation can be improved, please feel free to complete the template and return it to me at info@nda.com.au and I will send you some suggestions as to how we might work through a similar process.

Cooperative Creativity and Google



Ken Auletta's [*Googled: The End of the World As We Know It*](#) discusses the rise of Google and its mission to make all the world's data accessible. Rather than write an exhaustive review (just accept that it's quite a good read and buy a copy!) I want to concentrate on one theme that appears in the book: what is sometimes referred to as 'the wisdom of crowds'.

Think about the way in which sheep move between a series of linked pastures. The sheep don't just walk anywhere - they create paths by collectively establishing the most efficient routes and using them to the exclusion of alternative routes. You can see the same phenomenon in how people travel to work in a modern city. People try different routes and settle on the most efficient route, taking into account the routes chosen by every other commuter.

The Internet provides the opportunity for users to establish billions of electronic 'paths' as they move between websites. The most useful websites receive the most visits and more links from other websites.

Early search engines such as AltaVista searched for keywords and returned every Internet page on which the keywords appeared, without regard for the significance of the page or whether or not anyone was accessing it. The breakthrough made by Google's founders Sergey Brin and Larry Page was to use the collective intelligence of people accessing the web to determine the likely value of web pages to searchers.

This is achieved by Larry Page's PageRank algorithm which takes into account the number of links to a web page and the number of links into each of the linking pages as a measure of their popularity - the collective wisdom of millions of Internet users.

Other successful Internet sites apply the wisdom of crowds in different ways:

- Wikipedia is a cooperative encyclopaedia, written by the combined efforts of many contributors.
- Amazon and iTunes are able to recommend books and music purchased by other people who bought the book or music you purchased.
- Twitter ranks topics by the popularity of hash tags.

Either deliberately or accidentally Google uses the wisdom of crowds in several other aspects of the firm's operation. For example:

- Most of Google's revenue comes from selling advertising where advertisers 'bid' for keywords. The most popular keywords earn the highest bids, provide

advertisers with the most relevant placements - and earn the most revenue for Google.

- Google recognises that the best way to come up with a good idea is for lots of people to have lots of ideas. Fifty percent of new products at Google arise from the one day a week of free 'thinking' time allotted to every Google engineer.
- Product development at Google is centred around weekly meetings of project teams (most of which are attended by the firm's two founders). There the collective wisdom of 'the crowd' reviews the progress of product development and how it can be improved.

How can you use this concept to your advantage? Here are some suggestions:

- Get your team together for occasional 'brainstorming' sessions - have lots of ideas and then identify the good ones.
- Survey all your clients about what they like and dislike about your service.
- Keep your staff regularly informed about what is going on in your organisation. The wisdom of crowds is only effective if all members of the crowd are informed about the subject.

Done properly, this will result in a more creative approach to business, more 'buy in' from team members (as they will have an element of 'ownership' of business initiatives arising from team meetings) and an improved team spirit.



Certificate IV in Training and Assessment

NDA offers TAE40110 [Certificate IV in Training and Assessment](#) based on the classroom courses [Learning Design](#), [Training Delivery](#) and [Assessment](#). Being a specialised training company we like to think we do a reasonable job with this qualification. Here are some comments from people who have recently completed these courses:

"This was a dynamic presentation...I was totally engaged from the opening line...the way the training was presented was so different to any presentation I have ever attended...this was hilarious and a fantastic way to finish a sensational training course"

John Prairie, Department of Foreign Affairs and Trade

(See [TAE Review](#) to read the full letter we received from John following this course).

"It was great to have so many practical activities to participate in."
AR, Diagnostic Services Pty Ltd

"It was really good doing the course at NDA and a pleasure dealing with the staff there who obviously enjoy the work that they do. The customer service standard shown by NDA (promptness of response to queries and client contact generally) was

quite impressive."

CB, Transend Networks

This course will give you the accreditation and, just as important, the skills to train and assess people at the workplace - why would you go anywhere else for this qualification? **Call Kristina on 1300 765 736 for more information about NDA's Certificate IV in Training and Assessment.**



Your feedback

Dear Nigel

I enjoy your newsletters immensely. I am a devoted iPad user. It beats a head torch and paperback in a tent any day (or night). It is irritating that Australian Hotels and YHA hostels and airports too, I think, charge for use of WiFi where as in Reunion Island and Madagascar where I have just been, they don't.

Regards

Doreen

Hi Nigel

I have just bought the Kindle edition (for iPad of course).

What does "logophiliac" mean – it isn't in the dictionary.

Rgds

Gary

Gary - I adapted the word from *logophilia* or *logophile*, meaning "lover of unusual words". It seemed appropriate...

ND

Hi Nigel,

I have been cleaning out emails and had a couple of minutes to go back and read more of your newsletter. I found the story of your keyless car very funny and enjoyed a good laugh! Thanks for sharing that. Also your guest apartment in France sounds and looks delightful and I hope you get to enjoy many more holidays there yourself!

Cheers

Donna

Forthcoming Training Courses

The following courses will shortly be presented by NDA:

Hobart – IT Courses

[MYOB Payroll](#) 6 Sep - \$285

[Excel Basics](#) 7 Sep - \$240

[Excel Introductory](#) 7/9 Sep - \$480

[Excel Intermediate](#) 9/13 Sep - \$480

[Excel Advanced](#) 13/15 Sep - \$480

[Microsoft Project](#) 21/22 Sep - \$480

[Outlook](#) 16 Sep - \$240

[Access Intro / Intermediate](#) 19/20 Sep - \$480

[MYOB Setup and Operation](#) 19/20 Sep - \$570

[MYOB Advanced](#) 29 Sep - \$285

Hobart – Business Skills Courses

[Managing Successful Projects](#) 8/9 Sep - \$570 - **one spot free**

[Effective Supervision Skills](#) 15 Sep - \$285

[Learning Design](#) 21/22 Sep - \$570

[Time Management](#) 30 Sep - \$285

Launceston – IT Courses

[Excel Basics](#) 7 Sep \$240 - **two spots free**

[Excel Introductory](#) 7/9 Sep - \$480 - **two spots free**

[Excel Intermediate](#) 9/13 Sep - \$480

[MYOB Setup and Operation](#) 12/13 Sep - \$570

[Excel Advanced](#) 13/15 Sep - \$480

[Microsoft Project](#) 14/15 Sep - \$480 - **two spots free**

[Outlook](#) 16 Sep - \$240

[Access Intro / Intermediate](#) 20/22 Sep - \$480

[PowerPoint](#) 29 Sep - \$240

Launceston – Business Skills Courses

[Delivering Convincing Presentations](#) 7 Sep - \$285

[Effective Supervision Skills](#) 15 Sep - \$285

[Learning Design](#) 21/22 Sep - \$570

Devonport – IT Courses

[MYOB Payroll](#) 5 Sep - \$285

[Microsoft Project](#) 12/14 Sep - \$480

[Word Basics](#) 19 Sep - \$240

[Word Intermediate](#) 21/23 Sep - \$480

[Word Advanced](#) 23/27 Sep - \$480

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