

## CASE IN POINT The Effectiveness Company

by Ilse Ferreira

Initially, outsourcing was about saving money or lowering operating costs. But, nowadays, every last aspect of a company's business, from bottom to top, can be outsourced.

Chief executive officer of The Effectiveness Company, Suzanne Ravenall, explains their latest addition to the family of services that the company offers corporate clients: "We have just started a business-to-business call centre where staff are trained to make calls to prospective clients of their corporate client and set up appointments on behalf of the sales staff. In other words, the staff member makes all his or her calls on behalf of one client."

Ravenall says that, in the current business climate, this will help salespeople not to get bogged down with telephone calls and will allow them to keep the appointments made for them by the call centre agent, back to back. "They can therefore focus on what they are paid to do: make the sale."

She says that clients are taking to this concept in a big way: they pay a fee per chair (the cost of the person setting up the appointments), and some clients have already signed up for up to five chairs. Ravenall envisions a call centre with 1 000 seats doing business in this way on behalf of a large variety of corporations – and in a very effective way.

D. Suzanne Ravenall, Chief Executive Officer,  
The Effectiveness Company



# New Concept in **B2B Outsourcing**

Some 20 years ago, the word 'outsourcing' was rather new and usually applied to outsourcing basic services such as information technology (IT), administration or the cleaning of buildings. But the concept and the businesses involved in this sphere have grown and matured to a level where an organisation like The Effectiveness Company is continuously pioneering new trends and setting new benchmarks while doing so.

"Sometimes on entering a company one can literally pick up a "vibe" – (the resonances in the energy field). Imagine the day when we will all be able to, with simple steps and probably simple technological equipment, change the energy field around us and stay in resonance, which will lead to optimal time spent at work," Ravenall muses.

### Quantum theory in the corporate world

"Where we are now we can clearly see that the quantum theory is relevant in business too. The Quantum Theory, which has as one of its tenets the fact that everything is connected, is today hailed by many scientists as Einstein's most valuable scientific contribution. Quantum theory reaches into all science and interprets what happens at the subatomic level. In humans, this translates into our subconscious thoughts and our behaviour. Ravenall says research has shown that by an early age our programming in terms of our future behaviour is already completed. By age two a toddler has built neurological pathways that determine his response to external stimuli.

"However, we now know that we can change this programming. It is well known that habits can be broken, and changed, and that it takes 21 days to 'unlearn' a habit and settle a new one in its place.

"On the neurological level, we have billions of nerve cells (neurons) with from as little as twenty to even thousands of dendrites (octopus-like arms which reaches out to connecting neurons, and from where chemical messengers are released).

Upon receiving a signal, such as the thought of fear, the brain will release the chemicals according to the person's patterned behaviour. The dendrites form "highways of thought" and thicken when a thought becomes habitual. When the habit has to be unlearned, the highway will diminish and the new thought pattern's highway will be formed, evoking responses to the new thought and settling a new pattern.

### Transformation is about all aspects of the person, physical, mental, emotional & spiritual and not just about the process

"This knowledge is critical when approaching a transformation process. Along the journey of life, we should be continually looking at ourselves and our responses to life's stimuli.

"Many people are waking up to the fact that meaning cannot be found in external things, and corporations are also now becoming aware of the fact that people who have this changed perception of life and of themselves, are impacting the business in a positive way. She says the topic of human growth is currently being widely debated as a hot topic in the corporate environment. One of the underpinning concepts of metaphysics is the belief that every person is the creator of his own reality and the things which are happening in his/her life, is part of the journey towards stripping away undesirable thought pathways and replacing them with the correct response.

### Team dynamics can be shifted

Every team of people function, whether properly or less well, in a way which becomes habitual over time. Any change in the dynamic rocks the boat, so to speak, and even the smallest shift will change the energy field around the team. If then, we manage to transform the thinking patterns of the individuals within the team, a transformation will take place without making any other changes in the environment, or processes the team performs. That's why it makes sense to train people to transform themselves," Ravenall explains.

"When we increase our wisdom, we also increase our capabilities. Bringing components of metaphysics into the workplace supply people with a new way of helping them to understand the science of living: to live better while gaining a better understanding of oneself. The universe is such a clever place, everything around us in some way, shape or form, is giving us messages that we should be able to grasp and use in our lives."

### Awareness and open minds

"New things are difficult to understand," Ravenall says, "And requires an open mind. People tend to respond emotionally to things happening around them. In order to shift their responses they would need to find the place where they can ask what they have done to contribute to the situation. People are at all different levels, and mostly they continue to respond and act in habitual fashion."

Ravenall defines transformation as the ability to leave something better off in some way, shape or form that when you found it. "There are no laws about the speed, levels or any aspect of transformation. Incrementally, or with leaps and bounds... transformation means the latter state is better than the former. It is in fact heartening to see that big business is beginning to understand that it has a wider meaning than just to change the internal processes in a company.

Ravenall has started The Ravenall Institute which offers programmes for companies and individuals, incorporating life coaching and many other courses. Contact The Effectiveness Company [www.effectivenesscompany.com](http://www.effectivenesscompany.com) □

### Changing from the inside out

1. Neurons have anything from twenty to thousands of dendrites, the connectors which reach out to other neurons with chemical messages
2. Transformation requires the courage of looking at oneself
3. Energy fields can be measured with simple electronic machines
4. A group resonating on the same frequency is optimally effective in their aims