



NZIM Diploma in Frontline Management

- Palmerston North -

This is an exciting new learning initiative bought to our clients through close collaboration between the NZIM and the Australian Institute of Management.

The NZIM Diploma in Frontline Management is an NZQA accredited programme. The focus is on individual learning and practise in the workplace, where it becomes more beneficial to the organisation and more meaningful to the participant.

"In terms of personal development through this course I can highly recommend it, it has provided valuable management tools and skills, and more importantly given me confidence within myself as a frontline manager."

Alan Barrell, Fonterra

Dates:

(12 training days and a work-based project over 9 months)

27-28 October 2004, 1-2 December 2004, 18-19 January 2005, 21-22 February 2005, 30-31 March 2005, 3-4 May 2005

Contact:

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All work and no play:

Uncovering the reformed workaholic.

NZIM was proud to have Sarah Roberts, newly appointed Chairman, Buddle Findlay, address members at a breakfast function on 21 July. Sarah shared her first hand experiences of rising through the company from a law clerk to partner, and then Chairman, and the effects it had on her personally. Filled with humour and useful insights, members went away recognising the importance of the dreaded B word – Balance.



WEBSITE DESIGN: Where To Start

By Pierre Woolridge, Director, P-Inspire

Strategic Planning

Website design is not dissimilar from developing a strategic plan. With strategic planning the process demands that you plan to plan. Failure to map out the process - to map the steps to be taken, to develop timelines, agree on responsibilities, and so on - invariably results in a drawn out process, delays, rework, frustration, disinterest, and low quality outcomes.

The same holds for developing a website. It does not matter if you are rebranding, revamping, or starting from scratch, you must be clear about what it is you want. You cannot abdicate responsibility to the web developer and expect them to design and build just what you are looking for! The process must be managed, and managed from your side of the business if you are to achieve your objectives. Hard work? Time consuming? Too right it is. But as with so many things "you get out of life what you put into it".

A Fantastic Website

We all want a fantastic website - one that has great content, is easy to navigate and provides a visual symphony. In this article, I will discuss process steps to take on the road to achieving a fantastic website. In a subsequent article, I will outline content considerations.

Making A Start

This is the process your organisation needs to go through before asking a Developer to redesign and build your website. The process may well involve the Developer. Ultimately though, it's your process - it's your website, and it's about your clients.

So, what needs to be considered? As with any such project, it is very important that the reason for the revamp is determined. If you are thinking "The competitors have revamped their website, so we'd better do so too". Think again.

No doubt things have changed since your website last went live. Revisit the site and

examine it in relation to your organisation's strategic objectives, brand image and the expectations of your target market.

Talking of objectives, you need some for the website. The objectives must be carefully articulated. They have a major impact on the development of the site, and later can be used to measure the success of your revamped website.

Consider also your existing site in terms of what it can tell you. It's a great pilot for your next website. Make use of the web statistics to tell you what's hot and what's not. Although website statistics can be of help, they are unable to tell you what's missing. For that you need to talk to clients - no doubt you will have been receiving feedback from day one.

A few more items and we are done. Start and finish dates, budgeting, and who is to be responsible for what content. That's it. You are on your way towards the design of your fantastic website.

(In the next publication, I will present a follow up article on getting your website content just right).

Pierre Woolridge is a former Director of NZIM Central. He also manages his own website development company P-Inspire.

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