

## **Press release**

March 2010

### **Reducing your workload - Achieving more**

**Bob Roberts MBE**, *Chief Executive, Newham Chamber of Commerce Ltd*, kicked off the Institute's first interactive seminar of the year presenting delegates with top techniques and solutions on how to reduce your workload and accomplish more from your resources.

Roberts covered a breadth of topics including looking at organisation's conventional approaches to reducing their workloads with pragmatic solutions; this was accompanied with relevant case studies.

The difference between urgency and importance and how to divide your time effectively was also discussed which gave delegates an insight of how to balance tasks at work. Bob also gave examples of his own personal experience of urgency vs. importance and stated "understanding people's behaviour on time is reflected on real life situations on what people experience."

A case study was discussed on successful business strategy planning and goal planning and used the example of the Walt Disney Corporation and what they did from visualising the idea and putting it into reality.

Roberts went on to discuss the different types of personalities and perceptions, again giving practical examples from theorists such as Carl Jung and using the Myers-Briggs formula and covering the NLP communication model and what effects it can have on your organisation.

The session ended with a topic on motivation where Roberts gave delegates insight on what the most useful approaches you should use to make sure you get the most from your team.

For more information on the work of the Institute, forthcoming events and recent presentations, please visit [www.iofam.org.uk](http://www.iofam.org.uk)

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## **Notes to Editors:**

The Institute of Association Management (the IofAM) is an independent professional association managers aiming to develop, promote and share best practice for the benefit of IofAM members and all those involved in the governance of associations. To achieve its objectives, the IofAM offers a forum for education, training and development, dissemination of information, networking, and research. Our seminars, master classes, round-tables and other education and training programmes are geared to all levels, and work to encourage the development of professionals in this varied sector.

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