



# WRITING & EDITING SAMPLES

Ascension Editing

Annie Smit  
2024

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## PSYCHOMETRIC WRITING

*Context: The following (extracts from) reports were written following the interpretation of Occupational Personality Questionnaire profiles and ability test results. The reports were tailored to address job requirements and key competencies.*

### ASSESSMENT REPORTS

#### ***“Sam Sample”: Sales Manager***

### PERSONAL STRENGTHS

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#### **Customer Orientation**

- Sam profiles as an exceptionally confident sales professional. She is likely to easily connect with the right decision-makers and adapt her style to build customer relationships at different levels.
- Being naturally people-oriented, Sam should enjoy liaising closely with customers.
- Profiling as clearly collaborative, Sam is well placed to consult with and seek to understand the needs of existing and potential customers.
- Sam is highly motivated to make a strong impact on others, suggesting that she will enjoy leading customer interactions.
- Sam is intrinsically motivated to inspire and encourage others.
- Supporting her in successfully meeting customer needs, Sam profiles as results-oriented, ambitious and notably strategic in approach—likely driving her to generate business opportunities.
- This combination of traits should support Sam in developing central and regional customer relationships.

#### **Building Teams**

- Sam is exceptionally motivated to make a strong impact as a team leader.
- Sam is naturally driven to inspire and encourage team members.
- Sam’s people-oriented, clearly collaborative and exceptionally confident style suggests that she will easily adapt her coaching style to develop individual team members.
- Sam is strongly motivated to tackle strategic business challenges, and she reports a clear focus on planning for the future—indicating that she will give thought to her team’s long-term goals.
- Considering this combination of characteristics in tandem with her results drive, Sam is well-placed to engage, empower and inspire a high-performing sales team.

### **Achieving Objectives**

- Sam’s exceptionally high levels of ambition suggest that she will commit to challenging career goals.
- Sam profiles as naturally results-oriented, competitive and eager to stand out—such that she should work hard to secure sales results and solidify her position within the organisation.
- Sam is inclined to look to the future, and she profiles as strongly motivated to realise strategic business challenges.
- Working in less-than-ideal circumstances or timeframes is unlikely to be demotivating for her.
- She is motivated to engage with and inspire diverse audiences to attain targets.
- Overall, Sam is expected to enjoy working in a high-performance environment where she can excel, with the right mindset to achieve sales and profitability objectives.

### **TOP PERSONAL DEVELOPMENT NEEDS / RISK AREAS**

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#### **INFLUENCING**

- Despite her social confidence, Sam does not enjoy persuading or trying to convince others.
- Profiling as less communicative than her peers, Sam may not actively contribute to discussions or openly express her views in meetings.
- Sam finds little motivation in securing recognition for a job well done—which may impact her impetus to network with these goals in mind.
- She is slightly more likely to follow protocol than take autonomous accountability for outcomes.

#### **Referee Questions**

- How readily does Sam seek to influence stakeholders? To what extent does she endeavour to convince others of an idea or direction?
- How effective is Sam in communicating with others? How would you describe her ability to drive discussions and resolve issues?
- Can you think of a time when Sam received formal recognition for her contribution? How did she respond?
- To what degree does Sam assume independent responsibility for outcomes?

#### **COPING WITH CHANGE/PERSEVERING**

- When faced with difficulties, obstacles or opposition, Sam is far less likely than her peers to persevere in her quest to secure outcomes.
- She is more likely to stick to a routine than pursue opportunities for change.
- It may be difficult for her to remain calm and relaxed through change and challenging periods.

- Sam is unlikely to find inspiration in starting something new or developing her subject matter expertise—both of which involve change.
- Overall, it may be difficult for Sam to remain relaxed and resilient through periods of change.

### **Referee Questions**

- How does Sam typically respond when faced with obstacles or opposition?
- Can you describe her response to change within the working environment? To what extent do changing circumstances cause stress for Sam?
- How does Sam manage tension in the lead-up to key events?
- Can you describe Sam’s approach to professional development? To what extent does she invest in developing her subject matter expertise?
- Can you think of a time when Sam initiated a new idea or project at work?

### **HOGAN DEVELOPMENT SURVEY (HDS) SUMMARY**

Sam’s responses to the Hogan Developmental Survey suggest a tendency to engage in some potentially maladaptive behaviour in times of high stress and pressure. Being aware of these points will assist in Sam’s ongoing management and development. Specifically:

- Sam may need to consider whether she is inclined to set overly exacting standards of performance for herself and others, and how she reacts if these are not achieved or if mistakes are made along the way. When under significant pressure, it may be helpful for her to remain mindful of how her diligence impacts her overall approach and level of flexibility.
- There is a risk that Sam’s sociable and engaging style could lead her to be somewhat attention-seeking. She enjoys the spotlight, and as such, there is a chance that she may seem a little self-absorbed at times.
- Sam profiles with a moderate inclination to focus on pleasing her superiors by conforming, and it may be that she is hesitant to express strong opinions; instead, being overly reliant on others for advice or approval. Being aware of these tendencies may assist her to be more prepared to trust her judgement and commit to independent decisions.

## ***“Joe Blog”: Analyst***

### **Areas of Strength**

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- Joe’s profile, along with his strong verbal and numerical reasoning ability, indicates a good fit for the role of Analyst. He sees himself as an exceptionally analytically minded and highly creative professional who is also quite achievement-driven and competitive, yet outgoing, collaborative and socially confident.
- Joe’s performance on the assessment of numerical reasoning was well above average, outperforming 98% of the benchmark group. His excellent ability to analyse complex quantitative data will support Joe in efficiently assimilating statistical information and conducting financial modelling in the role.
- Joe’s performance on the verbal reasoning assessment was above average when compared with the benchmark group. His strong qualitative reasoning skills will assist him in conveying his thoughts succinctly and fluently in writing, supporting him in preparing marketing documents for existing and new clients in the natural resources sector. With an extroverted and confident interpersonal style, Joe should also communicate articulately when consulting with internal contacts and external clients.
- Supporting his strong quantitative and qualitative reasoning skills, Joe’s responses to the personality questionnaire suggest a highly analytical mindset. He profiles with an exceptionally logical and rational thinking style, indicating a strong preference to focus on objective information and factual evidence when making decisions. He is also much more inclined than his peers to critically evaluate information to isolate potential limitations and flaws in data.
- Complementing his analytical orientation, Joe’s responses to the personality questionnaire suggest an innovative thinking style. He is interested in abstract concepts and is far more likely than his peers to produce creative ideas. Joe should thus be receptive to novel technologies, abstract ideas and approaches that challenge tradition.
- In terms of energy and drive, Joe profiles as quite competitively driven. He also sees himself as more ambitious than his peers, being keen to achieve challenging targets. Furthermore, Joe tends to be moderately conscientious, meticulous and regulated in executing his duties—being as likely as most professionals to focus on detail, timeliness and compliance. Considering this cluster of traits, Joe should show dedication toward accomplishing the objectives of the role.
- Interpersonally, Joe profiles with an inclusive demeanour. He tends to actively consult others and listen to their ideas, and he should be attentive to offering his colleagues a helping hand when needed. In addition, Joe sees himself as significantly more outgoing and slightly more confident, outspoken and resilient than most professionals. He should read interpersonal situations accurately and share his views openly; yet be receptive to critique—presenting as measured and self-assured when meeting others initially and presenting in formal situations. Overall, Joe should enjoy engaging people, and he is likely to come across as friendly, warm and approachable in relating to a

range of individuals and teams, both internal and external to the business, supporting him in developing relationships with his peer group in the sector.

## **Suggested Areas for Clarification and Development**

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### **Abstract Reasoning**

Joe's performance on the abstract reasoning assessment was below average when compared with the professional benchmark group. He is, thus, likely to be less competent than his peers when working through ambiguous types of information and analysing complex technical problems. It should be noted that Joe worked through the assessment at pace, responding to every question within the allocated timeframe. As such, he may need to take more time to accurately identify trends and assimilate technical information to produce an appropriate analysis.

#### **Suggested Probing Questions:**

- Describe a situation where you had to interpret complex or ambiguous information. How did you approach the task? What difficulties did you encounter? What was the outcome?
- Give us an example of when you have had to assimilate completely unfamiliar information. What was the situation? How did you go about the task? How long did it take you to find a solution?

### **Initiating Action**

Although he presents as quite confident, Joe reports a clear preference to concede to the majority view; being easily swayed to change his opinion. Furthermore, he tends to be markedly cautious about making decisions—perhaps worrying about outcomes and wanting to double-check information to ensure he achieves the best result. Overall, Joe may be less comfortable than his peers committing to decisions and making unpopular decisions.

#### **Suggested Probing Questions:**

- Describe a situation where you needed to take quick action. What was the situation? How did you come to a decision? What was the outcome?
- Can you think of a situation where you disagreed with others regarding how to complete a task or solve a problem? How did you manage the situation? What was the result?
- Can you offer an example of when you have had to be firm or stand your ground with a client, team member or another person? What did you do? What was the outcome?

### **Optimism**

Although Joe profiles with a moderately relaxed disposition, his responses reveal a slight tendency toward pessimism, along with a fair inclination to be wary of others' intentions and thus work on his own. It may be that his achievement orientation, along with his extremely critical mindset, could at times lead to a degree of concern about future outcomes. Considering Joe's slight preference to express his emotions openly, his pessimism and reticence to trust may be evident to those around him. Along

with his cautious style, these traits could at times impact his effectiveness in dealing with challenges and maintaining a positive outlook at work.

**Suggested Probing Questions:**

- Can you think of an occasion when you experienced pessimism about outcomes, and this stood in the way of moving forward on a project? What feedback have you received in the past about your outlook at work?
- How willing are you to trust your colleagues and rely on them for support?
- You enjoy collaborating; however, how comfortable are you consistently working closely with others in a team environment?
- How important is it for you to monitor what you reveal to others through your verbal and non-verbal communication? Can you recall a situation where you expressed how you felt, and this adversely affected a situation or interpersonal dynamic?

**Planning**

While he sees himself as moderately organised and conscientious, Joe is a little less likely than most professionals to think strategically or undertake planning. He may not always consider contingencies or consider the organisation's long-term goals.

**Suggested Probing Questions:**

- Can you describe your approach to planning and scheduling your daily and monthly tasks?
  - To what extent do you consider long-term, strategic outcomes when tackling your responsibilities?
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## LEADERSHIP DEVELOPMENT REPORTS

### *“Tarzan”: Leader*

#### **Overall**

Tarzan, overall, your performance across the development centre was solid. You demonstrated strengths in fostering healthy and inclusive relationships, stimulating ideas and innovation, and leading strategically. Further, your attributes, knowledge and skills align across most competencies, although your profile suggests greater potential for insightful decision-making than was evident in your performance at the centre. Further, some scope for development emerged in relation to mobilising talent. Refer to the full report for further detail on areas of identified strength and development and take the time to reflect on these to support you in identifying your next career move.

#### **Attributes**

Tarzan, your responses to the personality questionnaire suggest a calm and resolute leadership style. You are inclined to remain composed under pressure, and you tend to act quickly to resolve issues and make use of opportunities. Further, you tend to critically evaluate information to identify and eliminate potential errors, while weighing up various options and alternatives to support judicious decision-making. You are also motivated to make the most of your analytical skills to solve strategic challenges and develop a vision for the organisation. In addition, Tarzan, you indicate being motivated to challenge the status quo and are prepared to face the risks involved in starting something new. These attributes position you well to provide strategic leadership.

However, your profile suggests a tendency to be a little pessimistic about outcomes and give weight to potential drawbacks. This may align with your critical approach to evaluating the pros and cons of a situation. Further, in leading others, you may not enjoy having to inspire and influence others. You indicate a lower preference for motivating staff, and you are less likely than your peers to enjoy having to convince others of an idea or direction. Lastly, your motivational profile indicates that you attach little value to being respected and accepted as part of the team. This combination of tendencies could impact your capacity to mobilise and develop talent. It may at times be necessary to actively encourage others and engage people in negotiation to get them aligned with your way of thinking.

#### **Knowledge and Skills – Interactive activities**

You demonstrated mixed performance across the interactive activities. Your strongest performance was in the Analysis and Presentation, where you demonstrated strengths in your ability to lead strategically and stimulate ideas and innovation. For example, you leveraged change management principles such as.....

## **Knowledge and Skills – 180-degree feedback**

Data captured from the 180-degree feedback survey shows some discrepancies between your perception and your manager’s observation of your leadership capability. Both you and your manager recognise your strengths in reading politically sensitive situations, building awareness of safety and inclusive practices, enabling a positive and healthy workplace, and adopting a sector leadership role. However, your manager and your ratings differed considerably across areas related to all competencies bar fostering healthy and inclusive relationships. In contrast to your ratings, your manager rated you highly on removing systemic barriers to collaboration but offered a low rating for mobilising teams. It is recommended that you arrange a follow-up meeting with your manager to explore opportunities within the organisation for you to expand your skills in leading, motivating and developing talent.

### ***“Jack”: Manager***

#### **EXECUTIVE SUMMARY**

Overall, Jack demonstrated strengths in the following areas, as observed in the assessment centre:

- Jack’s performance across the Management Role-play demonstrated strengths in collaborating, communicating with and empowering others. He approached the exercise with suitable gravitas tempered with authenticity and accessibility in language and tone, which is consistent with his naturally confident, collaborative and people-oriented interpersonal style.
- Jack provided evidence of investing time and energy in building rapport, effectively tailoring his message and communicating with clarity and credibility. He was able to articulate issues for his Direct Report (Jane) concisely and persuasively, with a focus on key facts.
- Further, Jack was willing to raise difficult topics and set clear expectations, holding Jane to account for high standards and outcomes. He remained calm, engaged and direct in questioning to build a suitable balance between support and accountability.
- Aligned with his highly optimistic nature, Jack evidenced a positive approach in relating to his Direct Report. Contrasting his self-reported less motivational style, he was able to inspire Jane to strive for excellence.
- During the Analysis and Presentation, Jack demonstrated an organisational lens to strategy, consistently referencing the key strategic mission and key anchors, including quality, price and supply.
- Jack’s performance on the assessments of qualitative and quantitative reasoning was well above average, and his result on the abstract reasoning assessment was above average. His intellectual acumen should support Jack in analysing complex scenarios.

Areas for further consideration, as observed in the assessment centre include:

- In contrast to his performance during the Management Role-play, in the Analysis & Presentation Exercise and Competency-based Interview, Jack needed to provide further evidence of championing consultation and engagement with a variety of stakeholders.
- During the Analysis & Presentation, Jack could have role-modelled effective change management strategies through proactive engagement strategies.
- There was further scope for him to demonstrate customer-centricity in proposing solutions, for example, by exploring more progressive options to support customers.
- In addition, Jack would have benefited from committing to decisions, rather than deferring action pending further analysis. He needed to take accountability for the next steps in implementation.
- During the Management Role-play, Jack could have been more explicit in drawing on diverse perspectives and relationships to support outcomes.
- There was also scope for him to emphasise the commercial importance of the project in the scenario in terms of diversification, business growth and survival.

The following pages provide a detailed view of the candidate's performance across the competencies assessed in the assessment centre.

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## LEADERSHIP TEAM COMPARATIVE ANALYSIS

*Context: The extract below is taken from a report written following a comparative analysis of the Occupational Personality Questionnaire profiles of 12 members of a leadership team.*

LEADERSHIP	3
<ul style="list-style-type: none"> <li>▪ Though combined responses lead to an average rating, overall, the team’s responses suggest a less influential profile than other Australian managers. Most respondents indicate a slight to definite dislike of using persuasion or negotiation to convince others, with only one (C) indicating a moderate interest in this regard. In addition, only one participant (K) is more than moderately interested in taking control of people or situations, with one (A) indicating a strong dislike of telling others what to do.</li> <li>▪ Respondents vary slightly regarding their sociability and inclusiveness as a leader. Most respondents profile as at least moderately outgoing; however, P describes himself as highly outgoing, while S profiles as reserved in her leadership style. Similarly, where most participants profile as at least moderately consultative, A describes himself as having a slight preference for making decisions without consultation.</li> <li>▪ As such, the common theme relates to a relative disinclination in terms of negotiation and taking the lead, along with a predominant tendency toward an outgoing and inclusive style.</li> </ul>	
<h3>Key Similarities</h3>	
<ul style="list-style-type: none"> <li>▪ Persuasion and negotiation - relatively low to moderate interest. How effectively does the leadership team sell their vision and ideas to the rest of the organisation and external contacts?</li> <li>▪ Taking the lead - relatively low to only a slight interest. How effectively does the leadership team lead from the front when required, e.g. in a crisis?</li> </ul>	
<h3>Key Differences</h3>	
<ul style="list-style-type: none"> <li>▪ Outgoing – varies from highly outgoing to notably reserved, though most respondents tend toward an outgoing style.</li> <li>▪ Consultative – varies from highly consultative to slight preference to make decisions alone; though most respondents indicate an inclusive style.</li> </ul>	

## GOVERNMENT SELECTION REPORTS (SCRIBING ASSIGNMENTS)

### SAMPLE 1 – AO8 LEVEL

#### “Mr Swift”

Following the panel’s consideration of each applicant’s written application, interview and predicted team fit, Mr Swift was determined to be the most suitable candidate for the role.

Mr Swift’s application outlined his current role as x, a position he has held since August [year]. Prior to this, Mr Swift worked as x for eight months. Previous tenures include positions as x. Mr Swift’s first listed role was that of x, commencing in January 2008. Mr Swift holds an Advanced Diploma in x.

Mr Swift presented at the interview as well versed in the requirements of an [AO8 Manager], with broad knowledge of consulting across business units. In presenting tips for developing constructive working relationships and networks, Mr Swift described learning from leaders and colleagues and aligning his style with positive behavioural examples. To develop external relationships, Mr Swift strives to model the ‘highest standards of professional behaviour’ to convey integrity and build trust. Concerning influencing stakeholders to adopt a policy position, Mr Swift pursues a clear understanding of existing stakeholder relationships, contextualising the stakeholder’s work within the broader organisational framework.

To address challenging issues, Mr Swift aims to pinpoint and address priorities. He summarised his approach as modelling professionalism, understanding requirements, engaging in genuine consultation before offering advice, and maintaining consistent communication. Mr Swift referenced his role with x, where he worked with geographically diverse stakeholders—each with different methodologies and levels of autonomy—to cultivate rapport between his team and jurisdictional groups. This discussion provided evidence of Mr Swift’s focus on valuing differences and negotiating in tough situations to win concessions without damaging relationships.

In terms of his leadership style, Mr Swift described himself as professional, collaborative, engaging, and firm but fair; being ‘level-headed, always on even keel, and calm in a crisis’. Mr Swift shared the respect he holds for his current Director, on whom he models his leadership style; for example, by setting firm and clear expectations for staff, allowing a suitable level of autonomy and not micromanaging—instead conveying a bit of flexibility and trust to bring out the best in people individually and foster close relationships within the team’. Mr Swift further relayed the importance of getting to know team members personally, identifying individual strengths, and working with staff to support development and facilitate collaboration for results. Mr Swift added that he takes on board advice and wisdom from others, suggesting an openness to learning and development.

When prompted on navigating a complex interpersonal situation, Mr Swift described ... To improve on this response, he would have benefited from providing an example to illustrate how he succeeds in connecting with empathy to support morale.

In response to providing a recommendation on x, Mr Swift showed the ability to navigate complexity.

To assist in prioritising and providing balanced advice from a legal basis, Mr Swift strives to develop a thorough understanding of legislation and its practical application by ‘sifting through [sources] and figuring out what holds most weight’. He noted that he frequently referenced case law and outcomes of applicable cases in [state] or similar jurisdictions. When prompted, Mr Swift added that different decisions apply to particular circumstances, emphasising the need to ‘pick out what is relevant by considering similarities [and] understanding how courts view those circumstances...’.

In addition, he proposed seeking legal advice from Crown Law to develop advice that would withstand court scrutiny. Mr Swift added that he relies on the skills and experience of the team and seeks the opinion of advisers, Directors and Executive Directors. Mr Swift strives to get to know the inspectorate to assist in contextualising advice based on the practical application of legislation on the frontline. He substantiated this discussion regarding managing a dispute around powers of entry based on the classification of a work site. Mr Swift facilitated a positive court outcome by ‘sticking to our role and applying powers according to legislation’. This discussion demonstrated Mr Swift’s capacity to make insightful decisions based on analysis, experience and judgement.

In terms of providing ....

In closing, Mr Swift highlighted his interest in supporting ‘people on the frontline dealing with real-world issues’. He shared his enjoyment of working within the WHS and legislation space, which ‘keeps you thinking... and growing personally and professionally [and] having a valuable impact’.

**Panel’s Recommendation:**

Overall, based on Ms Swift’s s written application and responses at the interview, the panel was satisfied that Mr Swift has commensurate skills and experience to perform well in the role.

**Comparative Assessment Statements**

Mr Swift was deemed more suitable for the role than Ms Candidate 2 based on role readiness and team fit. Given Mr Swift’s demonstrated experience, knowledge and expertise, his familiarity with departmental processes and procedures, and his network of relevant contacts, the panel agreed that Mr Swift would be ready to assume the responsibilities of the role at pace—thus meeting urgent departmental requirements.

...

Ms Candidate 3 was deemed less suitable for the role than Mr Swift and Ms Candidate 2 based on lower levels of demonstrated resilience, stakeholder management, delegating agility and leadership accountability at the AO8 level. The panel agreed that referee reports would be pursued for Ms Candidate 3 if required.

## SAMPLE 2 – SO LEVEL

“Ms Sample”

Ms Sample’s application addressed the core capabilities as outlined in the position description, and she provided several examples of role suitability based on her experience in providing high-level support to Directors-General, ministers and senior-level executives. Ms Sample referenced her experience working in both x and x as providing her with a unique insight into how the overarching [City, Project] portfolio will intersect with the [Project].

In response to a scenario involving briefing the CEO for a key stakeholder meeting within the following two hours, Ms Sample demonstrated a considered approach. She highlighted the importance of contacting the media team for a response, engaging with media contacts in the x office, and contacting impacted stakeholders—including notifying the x office. To support her in formulating a briefing for the CEO, Ms Sample sought advice from experts in the Executive Leadership Team (ELT) and her network of support officers. Ms Sample further proposed arranging a briefing with content experts 15 to 30 minutes before the meeting to ensure all questions could be answered. She also considered engaging an Executive Director to accompany the CEO to the meeting. Ms Sample noted the importance of undertaking follow-up consultation and thanking contributors post-meeting.

In response to a prompt from the panel, Ms Sample put forward effective actions to address the contingency of not being able to source relevant information within the available timeframe. To be more effective, Ms Sample could have established whether the CEO would need to be armed with materials such as slides to guide the stakeholder meeting. Ms Sample’s response demonstrated the capacity to make considered, ethical and courageous decisions based on insight into the broader context.

In terms of providing high-level services to a CEO and broader x team, Ms Sample noted the importance of understanding the CEO’s expectations and preferences to inform adequate support. She prioritised communicating these preferences to her supporting team and establishing agreed principles on how to effectively manage the CEO’s expectations. Ms Sample further discussed developing positive working relationships with the x...

## SAMPLE 3 – AO8 LEVEL

“Ms Doe”

In terms of providing advice on an urgent policy issue with legal implications, Ms Doe discussed first examining the issue to identify relevant stakeholders involved. She suggested brainstorming with another team member to identify where other areas may be partially responsible or impacted and whether ‘anything cuts across teams...’. Ms Doe further noted the imperative to identify ‘red flags’, including aspects that may have been covered in the media.

In outlining options for government, Ms Doe listed maintaining the status quo, undertaking a review, instigating immediate changes, or exploring alternative options that may be more viable based on the

‘appetite of government, stakeholders and agencies...’. Through this discussion, her examples across the interview and her written application, Ms Doe demonstrated her ability to develop enduring relationships to enable the collaborative delivery of customer-focused outcomes.

#### SAMPLE 4 – CS3A LEVEL

Ms Candidate 1 presented at the interview as confident, professional and articulate. She commenced with an appropriate acknowledgement, and her responses demonstrated an authentic interest in working with x. Further, Ms Candidate 1’s responses provided evidence of relevant, hands-on experience, the potential to build capability quickly, and a willingness to challenge the status quo.

In outlining what diversity and inclusion mean to her within the work environment, Ms Candidate 1 highlighted the importance of feeling safe and belonging as ‘part of a family’, notwithstanding differences in culture, language or disability. She added that greater diversity within an organisation translates to additional ideas and better performance.

Ms Candidate 1 drew on her former role as Diversity Inclusion and Belonging Consultant with x to demonstrate how she has promoted diversity. On joining the organisation, Ms Candidate 1 took the lead role in the organisation’s application process to meet the Australian Workplace Equality Index (AWEI) standards for LGBTQ workplace inclusion. She described forming a working group to source organisational evidence, engaging with HR around more inclusive policies, raising cross-functional awareness of issues, and developing communications to accelerate leadership approval. Ms Candidate 1 also discussed approaching IT to assist with solutions, such as developing a SharePoint site. Ms Candidate 1 was able to influence positive change in processes and procedures to assist the organisation in qualifying for gold on the index. In terms of learning from the experience, Ms Candidate 1 stated that, in hindsight, she would have engaged with the Pride network earlier.

When prompted by the panel on her involvement with networks, Ms Candidate 1 related successfully pulling together the x network for people with disability from its infancy. She worked with HR at x to assist people with disabilities to join the organisation, including compiling a disability inclusion access plan. This example demonstrated a strength in influencing outcomes with external stakeholders

#### **Panel’s recommendation:**

Overall, based on Ms Candidate 1’s application, written task and responses at the interview, the panel was satisfied that Ms Candidate 1 has commensurate skills and experience to perform in the role.



## BLOG WRITING (2023–24)

*Discovering the Power of Pilates: A Journey to Longevity and Vitality*

(View [Online](#) – Images Included)

### **From Fitness Frustration to Pilates Revelation: A Journey to Balance and Strength**

Do you have a favourite type of exercise? For many years, it's been a race for me to maintain a fitness routine that balances cardio and strength training. That is until injury kicked in. I've hurt my [hip flexors](#) riding too many miles on the bike, my [back](#) from lifting weights that were too heavy, and my [shoulders](#) with yoga (too many low chaturangas)... Who would have thought!

**Since every single person's body is made uniquely, all we need is a shift in perception: Remember to scrupulously maintain *focused self-awareness* to steer clear of injury in any activity.**

After trial and error, I found that, when combined with a healthy dose of cardio, strength and mindfulness, [Pilates](#) offers a pathway to balance, strength and injury prevention for long-term sustainability and longevity. This enduring practice not only empowers us physically but also cultivates unwavering focus and resilience. Let's look at the benefits.

### THE TRANSFORMATIVE BENEFITS OF PILATES

Pilates is not just about physical exertion; it's a holistic practice that cultivates several benefits. From enhancing balance and core strength to improving glute strength, coordination and proprioception, Pilates engages the body in ways that traditional workouts often overlook. Moreover, it emphasises the importance of proper breathing, alignment and posture, fostering a mind-body connection that is essential for overall wellbeing.

By committing to a regular Pilates practice, you can expect a substantial improvement in wellbeing:

- **Balance:** Enhanced stability and equilibrium.
- **Core Strength:** A reinforced and resilient core.
- **Glute Strength:** Strengthened gluteal muscles - key to support your back too!
- **Coordination:** Improved physical harmony and synchronisation.
- **Proprioception:** Heightened awareness of body position.
- **Breathing:** Focused and controlled respiration.
- **Alignment:** Improved postural balance and placement - protect your knees and hips.
- **Increased energy and a better mood!** Keep your spouse happy... :-)

### UNLOCKING THE POWER OF PILATES

### FURTHER EVIDENCE AND INSIGHTS

1. Scientific evidence supports the effectiveness of Pilates in **improving physical fitness and reducing the risk of injuries**. Studies have shown that regular Pilates practice can lead to significant improvements in muscle endurance, flexibility and overall body composition (Segal et al., 2019).
2. Pilates is **particularly beneficial for individuals with chronic musculoskeletal conditions such as low back pain and osteoporosis**. Its emphasis on core stability and controlled movements can help alleviate symptoms and improve functional capacity (Lim et al., 2020).
3. Unlike high-impact exercises, Pilates is gentle on the joints, making it **suitable for individuals of all ages and fitness levels**. Its low-impact nature reduces the risk of strain and injury, allowing for consistent participation and long-term adherence to an exercise regimen.

### PILATES: A NEW PERSPECTIVE

#### LET THE GOOD TIMES ROLL

In earlier years, the practice of Pilates may have seemed quite regimented, with its German origins (invented by [Joseph Hubertus Pilates](#)). However, seemingly innocuous movements like the "hundred" serve to condition the core, strengthen smaller muscle groups and foster balance. I enjoyed [this blog post](#) reminding us of the original 34 exercises. (I love the roll-up! And the rollover. And rolling like a ball... let the good times roll!). Here is a [short video](#) with all that rock & roll for you to get started!

Pilates need never be dull or monotonous. By incorporating diverse equipment

#### HOW CAN YOU GET INTO IT?

#### TAKE THE FIRST STEP

For those intrigued by the prospect of Pilates but unsure of where to begin, a wealth of resources awaits. From instructional videos to guided sessions, platforms like [YouTube](#) offer a variety of free Pilates content to facilitate a smooth transition into this enriching practice.

[Ascension Active's](#) routines can be done with no equipment, or try sessions with a mini ball, booty band, long resistance band or magic circle. Our sessions follow the beat of the music, and they are on the beach, so you'll always have a great view! What's more, they are free and can be done anywhere, anytime.

Ready to experience the transformative power of Pilates for yourself? Take the first step by signing up for a beginner's class at your local studio or try our [three-minute Pilates Series of Five routine](#) focused on core strength. Your journey to improved strength, balance, and overall well-being begins today.

#### PRACTICAL TIPS

Here are some practical tips for incorporating Pilates into a daily routine:

1. **Set aside dedicated time:** Schedule Pilates sessions into your daily or weekly calendar just like any other appointment. Consistency is key to seeing results.

2. **Start with short sessions:** If you're new to Pilates or short on time, begin with [shorter sessions](#), such as 10-15 minutes, and gradually increase the duration as you build strength and endurance.
3. **Choose a convenient time:** Select a time of day when you're most likely to stick to your Pilates routine. Whether it's in the morning before work, during your lunch break, or in the evening after dinner, find a time that works best for you.
4. **Create a dedicated space:** Designate a specific area in your home where you can comfortably practice Pilates. Keep your mat and any necessary equipment nearby to eliminate barriers to starting your session.
5. **Mix it up:** Explore different Pilates routines and exercises to keep your practice varied and engaging. Incorporate mat Pilates, reformer Pilates, and other equipment-based workouts to challenge your body in new ways.
6. **Combine Pilates with other activities:** Integrate Pilates into your existing fitness routine by combining it with other activities such as yoga, cardio workouts or strength training. This can help you achieve a well-rounded fitness regimen.
7. **Listen to your body:** Pay attention to how your body feels during Pilates sessions and adjust the intensity or duration as needed. It's important to honour your body's limits and avoid pushing yourself too hard, especially if you're recovering from an injury or dealing with any discomfort.
8. **Stay motivated:** Find motivation to stick to your Pilates routine by setting specific goals, tracking your progress, and celebrating your achievements along the way. Consider joining a Pilates class, participating in challenges, or connecting with a workout buddy for added accountability.
9. **Practise mindfulness:** Use Pilates as an opportunity to practise mindfulness and connect with your body. Focus on your breath, engage your muscles mindfully, and stay present throughout your practice to maximise the benefits of each session.
10. **Make it enjoyable:** Experiment with different Pilates styles, instructors, music playlists, and settings to make your practice enjoyable and something you look forward to each day.

By incorporating these practical tips into your daily routine, you can make Pilates a regular and rewarding part of your lifestyle that supports your overall health and well-being.

## CONCLUSION

In conclusion, Pilates stands out as a versatile and effective form of exercise that offers benefits for both the body and mind. By incorporating Pilates into your fitness routine, you not only enhance your physical strength and resilience but also cultivate a deeper sense of balance, focus and holistic wellbeing.

Make Pilates your comprehensive ally; an indispensable part of your exercise toolkit aimed at preserving strength, fostering balance, and promoting injury-free progress at any stage of life. By incorporating Pilates into your fitness routine, you're not just exercising; you're investing in your long-term health and vitality. So, why wait? Take the plunge; start your Pilates journey today and unlock the potential within!

## DISCLAIMER

Before beginning any new exercise program, it is important to consult with a healthcare professional, particularly if you have any underlying health concerns or medical conditions.

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## JOURNALISM & MAGAZINE WRITING (PART OF MASTERS STUDIES 2013–15)

### NEWSPAPER ARTICLES

#### Asylum seekers: time for a rethink

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By Anna-Marie Smit

In: *The Daily Telegraph*, published by News Corp Australia in Australia, 18 August 2015.

The recent turn-back debate has resembled a political football match—with the political right doing everything in its power to stop the boats, and the political left vehemently protesting, welcome mats at the ready. In the meanwhile, people in detention centres go crazy... anxious little kids wetting their beds.

As an immigrant, I've always held the belief that the playing field should be equal. There's no such thing as a free lunch; you reap what you sow. But I was not an asylum seeker with nothing but the clothes on my back. I have come to realise that Australia is an intrinsic piece of a global puzzle where most of the pieces are burning, and if we don't want the heat, we need to help fight the fire.

If the most recent reports from the UN hold true—2014 saw an approximate 16% rise in the number of forcibly displaced people worldwide. Wars, conflicts and failing economies mean that people have no option but to run for their lives. The Office of the UN High Commissioner for Refugees (UNHCR) suggests that "...one in every 122 humans is now either a refugee, internally displaced, or seeking asylum" and "If this were the population of a country, it would be the 24<sup>th</sup> largest country in the world."

Things are getting heated. In May this year reports from the Greek island of Kos told of British tourists unhappy with the "refugee camp" on the streets. On the 16<sup>th</sup> of this month, the *Washington Post* reported a "surge in xenophobic attacks and hate speech targeting asylum seekers in Germany".

To avoid a similar situation on our shores, we need a different approach. Australia's current asylum seeker policy successfully discourages people smuggling. At the same time, it encourages a global perception of Australia as unwelcoming toward refugees. While the "pull factor" is minimised, the resultant global perception is one of Australia being inhumane and negligent in its duty of care as an international citizen. We cannot close our eyes to the number of destitute people worldwide desperately seeking a haven; nor ignore the resultant inevitable knocks on our door.

The situation presents us an ethical dilemma. We want a stable economy, the best education for our children, a comfortable retirement, and healthy organic fruit on our tables. For this, we need to protect our borders. Contrary to some popular opinion, we cannot welcome everyone who needs help. Not if we want to maintain our first-world lifestyle.

Dr Khalid Koser (Lowy Institute for International Policy) says, "...arguably Australia is worrying about the wrong asylum seekers. Whereas the majority of those arriving by boat are [genuine] refugees, the majority of those arriving by air are not." If people are indeed "worrying about [any kind of] asylum seekers", what can be done?

Firstly, steps such as granting the impoverished Cambodia \$40 million in extra development assistance in return for accepting refugees is no solution. It's no secret that corruption is rife where poverty reigns. Who would trust the leaders of impoverished nations not to line their own pockets first?

Secondly, the detention of asylum seekers is expensive. Worse: Detainees are anxious and distraught while they wait and wait. This needs to change. People who are treated humanely are more likely to be proud Australians and keen to contribute.

Paul Power, Chief Executive Officer of the Refugee Council of Australia, states from his conversations with refugees that a primary concern for them is being able to work to support themselves. This suggests a desire to be independent of social security. He states another key concern is “accessing a timely and fair refugee determination process and being free from immigration detention”.

Accordingly, a first step in policy change could be to reshape the current system of detention by offering asylum seekers paid work. They could build facilities for themselves while retaining the family unit, a sense of pride and a reason to hope. Additionally, it would make sense to offer NGOs further means to support asylum seekers on Australian shores.

The parliament’s *Asylum Facts* states “Australia’s restrictive policies work to prevent citizens of countries where persecution is widespread from getting access to temporary visas.” My 20-year-old niece cannot get a visa to pick fruit in Australia, because she hails from Africa. Most of the world’s population is poor, and many people are not protected by their governments. That is what is worrying.

I agree with the Salvation Army’s statement that the government needs to control and regulate entry into Australia and concur with their statement: “Issues of border security and eradication of people smuggling are important but need to be separated from the fair and compassionate treatment of asylum seekers.”

I’m a migrant, not a refugee. I am lucky; I didn’t run from persecution or lose all I had. But others in Africa have. I came to Australia to seek a better life; a safer life with more prospects and greater equality. Here we have a truly multicultural society and a stable economy; a state where we have the means to help our neighbours.

The political power game is trampling the real issue. Let’s open our eyes, spend less time on Facebook and devote more time to finding viable ways of helping those knocking on our door.

## CATALOGUE COPY

*Coursework*

### TURNING POINTS

Karen Masterton Ames

#### ***Inside Front Flap Blurb for Hardback***

Sixteen revealing interviews tell the stories of ordinary and extraordinary people's most poignant life moments and defining experiences. Their honest, laconic accounts speak from the heart.

A grandmother finds, at the age of seventy-three, the music she knew all her life she could make but was always discouraged to try. A wealthy developer abandons his lifestyle for the sake of saving some old-growth Tasmanian forest.

Not your sentimental sympathy seeker, each subject shares frankly their unique turning point in life. A plumber tells of how he helped his mother, a cancer patient, commit suicide, commenting 'We all know we're going to die; what's important, I reckon, is the kind of person you are in the face of this'. The abandoned wife and mother's familiar lament, 'I hate the bastard', is shared with humour and inspirational evidence of courage in the face of adversity. A frank interview with Kylie Minogue exposes her true feelings on sibling rivalry.

If you ever wondered what it feels like to become disabled or to save the life of your best friend, the answer lies in these pages. These stories will inspire and compel, providing new perspectives on making choices and reacting to life's challenges. Professional counsellors will find the interviews offer accessible and valuable case studies.

*Turning points* lays bare the soul of life, and echoes courage on every page.

## MAGAZINE WRITING

### More than digital graffiti

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By Anna-Marie Smit

The chronicle of the Australian government over the past five years shows that our politicians are deflating the confidence of the people. We are overwhelmed by negative politics.

On 23 September, Paul Kelly wrote in *The Australian*: “It needs to be stated ... that the media did not bring Abbott down (or Rudd or Gillard). These leaders are responsible, primarily, for their demise.” He then spoke about a crisis of trust between national leaders and the people, with the political media playing an integral role in this.

But where are we sourcing political news—can it be Facebook? More than digital graffiti, social media is a force to be reckoned with—for example, in influencing opinion polls. And it is not only younger people who are accessing social media more so than traditional media. According to the *Sensis Social Media Report*, May 2015, “almost 50 per cent of consumers now access social media every day” and 93% of Facebook users spend an average of eight and a half hours a week on the site.

I asked Professor Toby Miller, an interdisciplinary social scientist and media expert, whether he believes many people, especially young people, get their news from comments on social media. He replied, “This is undeniably true ... but so much of news reportage in the mainstream media is churnalism; using press releases and PR claims, rather than undertaking journalism.” Perhaps that’s why people are turning to social media.

The “churnalism” sentiment is echoed by comments on online forums: social media is replacing real analysis of issues. Social media is also less civil than the formal political system (where else can you call anyone “the most ignorant, dumbest, most useless, most moronic...”). A loaded media is ill-equipped to improve democracy. While it’s a quick and easy way to communicate with friends, people are just as easily empowered to advance their agenda. Anyone can post comments that distort context, contain misinformation or spread gossip—with virtually no fear of accountability. Is this good for us? Don’t we need commentary based on facts?

Eight years ago, a US survey showed college students did not rely on social media to make election decisions. Professor Miller also believes that, in most countries, television and personal networks run public opinion—not social media. He notes, “Governments fall due to internal problems, organised mass social movements, electoral shifts, or economic or military crises.”

No doubt this is true. But social media is a growing force; in a sense a “mass social movement.” As a personal experiment, I posted a short survey on Facebook and via email a couple of weeks ago. The majority of the 37 respondents believed that social media has the potential to influence a change in government. Only two respondents believed that it has no influence. Most also cited social media as their primary source of news, more so than television and newspapers. Most believed that social media is “very” or “quite” powerful in changing citizens’ opinions. Only one person rated it as “not powerful at all”.

On 6 August 2013, *The Drum* published an article by Paul Sprokkreeff titled *Abbott falls short in the media election*. He wrote “A politician's prime asset is his or her charisma... how they make you feel when they take time one-on-one to detail the values they're campaigning on” and “... in the interests of a vibrant democracy, it's time to take your social media strategy seriously... think of it as your chance to personally shake hands with over 10 million



Australians.” This didn’t happen. On 24 September this year, Tim Dunlop wrote, in the same publication, “Social media will find you out, and very quickly. Within a term.”

It is time to take a serious look at the way citizens engage with news and politics, and recognise the urgent need to channel communication toward creating a constructive media culture. I agree with political commentator Niki Savva that the 24-hour news cycle and social media have made it easy to disseminate information. Its open and collaborative nature can support democracy. We will never be free of bias, but no-one wants to be overpowered by the loudest shouts. I know people who are disillusioned by the negative voices to the extent that they now find peace in oblivion—no television, no newspapers and little social media; with Facebook surviving only to maintain a connection with friends and family.

The following quote appeared on my news feed a couple of weeks ago: “If people in the media cannot decide whether they are in the business of reporting news or manufacturing propaganda, it is all the more important that the public understand that difference and choose their news sources accordingly.” - Thomas Sowell.

The public’s news sources have already shifted, the culture has shifted, and the political media needs to shift its focus. Give us the facts in the places where we gather to get news... those of us who are not yet deflated by pessimistic politics and propaganda.

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## POETRY 2018-20

(see [Blurb Books Australia](#))

### DUST TO DUST

We scream to God  
For grace, for grace  
The days collide; our time a flood of life erupting, now flowing and dispersing  
The rivulets creasing, crevassing our sheath  
The hot ash shaving skulls  
Turning auburn, ochre and gold  
All to soft silver grey  
Our leaves

As the years contract and gather momentum  
No need to ask; the reason long gone dreams dispersing with the waning moon  
We come and go like sun and stars; like winter rain  
Passion, elation rush by as swiftly as sorrow fades  
And then a sharp light shatters through newborn eyelids; fragile blue veins on skin as translucent as that  
on bones lying frail in a polished casket; been and gone  
Dust to dust.

### OUT OF GRACE

They say a storm is coming  
Sheets and sails humming  
When the north wind is strong  
A bird's flight might go wrong

Courage! No point in worry  
Nowhere to scurry  
Scan, stretch, spread your wings  
Check your halter and strings

Then you fly but you falter  
Can't find any shelter  
Rain becomes ice on skin  
The piercing cold stings

Where can I go  
All covered in snow  
What more can I face

When I'm so out of Grace?

### **THE GALAXIES CONTINUE**

The vestiges of my life manifest in my sinews

My joints creak and ache as they keep striving to fluidly carry my crumbling skin to tomorrow

I remind myself; this body will soon be dead

Not to be surprised

Yet the people around me seem so immune; they cannot see my certainty

They see what they want to see

So, I soak in the crash of each soaring, roaring, exhilarated, emancipated wave and its spittle of elation  
I absorb the velvet, rose and indigo sunset, and the gentle loving touch of the hand that reaches into my soul

The one who pulls me from my reverie with hilarity; with joyous abandon; with self-deprecation

He, too, knows we'll soon be dead

And the galaxies continue; the mighty ocean eating our rock perch centuries after we dissolve to invisible energy in this universe

And so, we pray

We rest; we awake, and we resume the quest; the journey

Certain only of conclusion.

### **THE THINGS WE CLING ON TO**

Horoscope; good fortune

Undeniably curious, we unwrap fortune cookies

Peel gum wrappers

Ring me a riddle

Fortune tellers: This, my friend, is what happens next!

Religion...

You should know for sure

There is only one cure

If you don't take my lie

You will certainly die

I can already tell

You will burn in hell!

Hold on, wait; for fortitude!

Then we make it right  
With gun cartridges

Can anyone tell me the way?

Plant a tree and spread the mist  
This beautiful scent will soothe your senses  
Plant herbs and suck the oblivion  
Become nonplussed; it's all too real  
Cure me; heal me please?

Still hopeless!  
Cut to bleed; yet there is no need

The courage to fight, and holler and shout...

Yet again we try  
Plant a better, purer seed  
To cure what's just not right  
To move toward the light

Sacrifice for your sins  
Burn this incense; dance like this  
Pray together, sing in repentance  
You have to come together  
You have to humbly crumble

Only then will you live  
Forever...

My heart contorts and yet  
I carry on; with fervent, relentless pursuit of Joy  
And its indisputable merits  
In my complex, simple, human form

What is there  
But to pursue

Fragile joy, peace

Human.

## CLIENT WORK: WEB WRITING 2016

### US-BASED DEVELOPMENT & DESIGN COMPANY

Based on an interview and outline of the company's brand, customers and culture.

#### ***Home Page***

#### **PLEASED TO MEET YOU**

We are MC<sup>2</sup>, a boutique West Coast development firm focused on assisting your business to align its technology and business strategies. Our close-knit team of independent consultants provides a unique blend of integrated services in a truly personal way. We get excited about realizing our clients' goals and bringing to life their business vision through optimal technical solutions, creating growth and evolution.

And we really care.

So ...

*connEct=MC<sup>2</sup>*

Talk to us. We want to truly understand your business, ideas and vision.

Our assessment of your business needs and our solution design strategy pivots on our understanding of your business processes—not ours.

*engagE = MC<sup>2</sup>*

We understand both technology and business. We work diligently to create tailored, innovative solutions—we recognize and appreciate what's important to your success. The advice we provide is always customized to your specific needs and industry demands, and we will keep listening.

*succeEd= MC<sup>2</sup>*

Our real-world experience, industry best practices, and state-of-the-art technology make it happen. All of our consultants and resources combine advanced qualifications with years of industry experience. We understand the drivers of success today and use all relevant channels to make things happen: SEO, social media, eCommerce and *crEative enErgy!*

*tEam= MC<sup>2</sup>*

Our goal is to be the consultancy where everyone involved in every project is inspired by a warm, nurturing culture where people are naturally driven to excel.

## **About Page**

### **ENERGY = MC<sup>2</sup>**

Founded in 2008 by [\[link to profile on TEAM page\] Janis Joplin](#) and [\[link to profile on TEAM page\] James Dean](#), MC<sup>2</sup> Consulting is a boutique West Coast development firm that has grown into one of the Coast's leading software development, web design and project management solutions for small to large enterprises. Our passionate team is driven by a true commitment to realizing our clients' goals through aligning their strategies with evolutionary technology.

The key to our success is people—we want to build real relationships with both our clients and resources. People who are truly engaged are naturally driven to excel—providing unrivalled service and true innovation.

Since our first projects, our belief that the majority of businesses struggle with aligning organizational vision with technology needs has been proven. Today, our passion and commitment to bridging this gap is stronger than ever.

We make it our business to know your business. Then we collaborate with our partners to develop a genuine solution. Our assessment of your needs, and our solution, relies on a complete understanding of your business processes—not ours.

To help us deliver, we have strategic partnerships and associations with a large number of software engineers, SEO experts, Social Media specialists, web designers and creative consultants. Our solid support network ensures that we provide each client with a complete solution—we deliver the project as a whole; managed and implemented.

But we don't stop there. For entrepreneurs, things have changed exponentially and we are here to support, develop strategy and incubate your vision, brand and business to success— allowing your business to do what it does best. Have a look at our [\[link\] Business Incubator](#).

### ***Market Intelligence***

This is a unique time in the marketplace; there are many ‘experts’ ... and the term ‘expert’ becomes a fleeting title as the marketplace evolves yet again. We have devoted ourselves and our resources to tracking the market and its trends and understanding how to harness these trends to bring your business and your vision success. We know SEO, social media and good old-fashioned quality content management.

### ***Search Engine Optimization***

We believe that we can build an amazing site for you; however, if it is not optimized, it becomes invisible—much like an amazing building out in the middle of the desert. The key to optimization, however, is that your site be optimized to bring you the RIGHT traffic—traffic that will convert to sales. So often, this is not the case. There is a tremendous amount of poor information in the marketplace. Finding the right keywords, writing keyword-rich content that speaks to your visitors and ensuring that you are bringing the right visitors to your site is the key to success. We can ensure that successful SEO and successful site management drive the right visitors to the right pages; increasing your conversions on an ongoing basis.

### ***Social Media***

Social media is relatively new, and in many regards, it has turned the marketplace on its respective ‘ear’. Twitter, Facebook, Myspace, LinkedIn, Ning—to name a few—can move a message faster through the marketplace than any traditional means available to us. And it is important because your audience is no longer your neighbors, your chamber of commerce, or your local Rotary club. You must build your audience; you must build a network from a vast pool of unknowns and make yourself known. We have experts who not only know how to do this, but they have done it for themselves (this is how we found them). We have a blog writer on our team that can get 150 comments as we say ... from writing about nothing (a bit like Jerry Seinfeld). It is an art: you must be able to engage, bring value and entertain. We can teach you.

## HR COMPANY PROMOTIONAL ARTICLE

### **Prevent the Sabotage – you’ve worked hard on your career!**

Employers can be ruthless in providing reference checks for job hunters. Over the last 18 years, I have seen firsthand how a bad reference can devastate a candidate’s career prospects. More often than not, a recruiter will fail to tell an applicant that it was their referee of choice that prevented them from landing their dream job.

It’s simpler for recruiters to avoid telling affected job seekers what their previous or current boss REALLY thinks of them—and so the cycle continues. You attend interview after interview, prevailing in your quest to convince potential employers how well-suited you are... only to have your referee destroy your chances at the tail-end of another gruesome recruit.

If your recruiter or potential employer hears the slightest hesitancy or change in tone when responding to reference questions, they take quick action. At this stage of the screening process, they are simply looking for a reason to cross someone off the list. And you will rarely be offered a chance to explain.

Providing references in a job-seeking process should come as no surprise to you. You can’t ask a recruiter or potential employer not to contact a referee. Doing so sets off alarm bells and reduces any chance of securing an interview or position. Eliminate any potential damage to your career from the outset by identifying issues early on. Make it your mission to find out what your referees are saying.

Smart job seekers engage third-party reference-checking services to ensure they are ahead of the game when it comes to landing their dream job in the current competitive employment environment. You may think you know what your referees will say, but you can’t be certain. After all, not everyone will tell you the truth to your face, but they might to someone else!

Every employer likes a candidate who is clearly confident their referees will verify their skills and ability to fit into their work culture. Be proactive. Prepare well, do your research, let us check out your referees, prepare your strategy and set yourself up for success. You’ve come this far. You owe this to yourself.



## DENTAL COMPANY (WEB)

### **Welcome!**

Welcome to Shibata Dental—you've come to the right practice! Our dedicated team of professionals is committed to providing you and your family with exceptional dental treatment and care.

### **Rest Assured – You're in Good Hands.**

We've looked after the finest details. From the minute you arrive, you can relax in complete comfort—our refreshment facilities and calming reception area are second to none. Once your consultation commences, our highly qualified team will focus on your needs, listen to your requirements and customise your treatment. Our state-of-the-art technology—combined with unrivalled professional expertise—means you get the best and most current dental care.

### **Lifelong Dental Care**

Dental health is a crucial aspect of your family's long-term well-being. It requires a lifelong commitment, and the caring team at Shibata Dental will help you every step of the way. We are dedicated to supporting you and your family in maintaining a healthy smile for life. We do this through our relationship with you, our meticulous approach and precision dentistry—with each visit, you are our focus.

### **Our Services:**

#### **[Focus**

#### **Precision**

#### **Care]**

Shibata Dental offers a wide range of quality dental services to ensure you achieve the smile you deserve. Restorative and Cosmetic dental procedures include teeth whitening, Invisalign (non-metallic braces), implants and porcelain restorations.

The Shibata dental team is compassionate and knowledgeable. Please do not hesitate to contact us if you have any questions about our services.

#### **[Sedation Dentistry]**

#### **Are you anxious about visiting the dentist?**

At Shibata Dental, you are assured of a relaxed environment. If you are anxious about dental treatment or dislike needles, we offer sedation to help minimise your anxiety. Pentrox is a safe and effective short-term analgesia using a portable inhaler device.

The Shibata Dental thorough examination

Your examination provides an ideal opportunity for our team to understand and address your concerns. If Sedation Dentistry is a suitable option for you, we will explain the process and answer any questions. Your dentist will determine how our team can make your dental experience as comfortable as possible.

## **Whitening**

### **First Impressions count!**

One of the first things people notice about you is your smile. What does your smile say about you? A bright, white smile conveys vitality, enhances your general appearance, and in turn boosts confidence and self-esteem.

As the level of brightness achieved by whitening varies from person to person, we assess the condition of your teeth before advising you on the most suitable and effective whitening solution.

Shibata Dental offers Zoom Whitening, an advanced whitening system that can lighten the colour of your teeth in just one hour.

## **Invisalign**

(Picture of Invisalign)

### **Straight teeth without unsightly metallic braces.**

Misaligned teeth can not only affect your confidence but may also cause future problems with your jaw and bite.

With Invisalign, you can enjoy the benefits of teeth straightening without unsightly metallic braces—it's the clear way to straighten teeth. Invisalign gradually moves your teeth through a series of custom-made, removable, nearly invisible aligners. Invisalign also assists in maintaining good oral hygiene during orthodontic treatment, as it allows normal brushing and flossing.

The timeframe and number of aligners vary depending on your unique treatment plan, and we will discuss this with you in detail.

**Implants:** An excellent option to replace missing teeth.

When you lose a tooth, your jaw and facial structure can be affected due to disruption of dental arch integrity, alignment and bite.

There are several options available to replace missing teeth. Unlike removable dentures, implants offer the convenience of a more permanent solution. Patients report that implants feel as comfortable and secure as natural teeth. They love the fact that they can chew foods without experiencing the embarrassment of dentures that slip, move and trap food.

We can help you determine whether implants are the best solution for you.

**CEREC: Fewer visits; superior precision.**

We are pleased to announce Shibata Dental's investment in CEREC (Ceramic Reconstruction)—we now offer you the benefits of this state-of-the-art technology.

No messy impression material – For some procedures (crowns, bridges, porcelain fillings and veneers) you may recall needing to stay in a dental chair for up to two hours while the dentist took an imprint of your teeth, using pastes and trays. CEREC uses precise digital imaging to take these impressions, making the procedure more accurate, faster and less messy.

Save time – Immediately after images and intricate measurements of your teeth are taken, the CEREC computer processes this information. Your crown, inlays or veneers can be made on the same day.

Precision and Accuracy – CEREC utilises CAD/CAM technology that relies on 3D images and data that are of the finest detail. This means that your crown, bridge, veneers or porcelain fillings are crafted from a highly accurate foundation of data.

**Cosmetic:**

**Love Your Smile**

Cosmetic dentistry offers several solutions that can improve the appearance, health and function of your teeth and mouth—giving you a smile that you will love.

**Are you having trouble eating the food that you love? Do you hide your teeth when you smile?**

Crowded, stained, cracked or missing teeth are all problems that can be corrected by several techniques employed in cosmetic dentistry.

Shibata Dental offers a wide range of cosmetic dental procedures; including veneers, crowns, bridges, implants, whitening and Invisalign.

A great smile can vastly improve your self-esteem and confidence. We will work with you to give you a smile that you will absolutely love.

**Children:**

We Welcome Kids!

The team at Shibata Dental truly understands how important it is to ensure that your child's experience at the dentist is comfortable and positive. Our approach is fun, educational and caring, which means we can help promote good dental habits for lifelong smiles. Regular visits to the dentist can also reduce the need for more costly future treatments for your child.

**About us:**

**The team at Shibata Dental**

**Motivated. Caring. Professional.**

Shibata Dental was established in 2003 to build a successful dental practice based on ethics and personal service. The team at Shibata Dental consistently strives to maintain this ethos. Each team member has been specifically selected for their ability to offer exceptional service in a patient-focused environment.

From the moment you arrive, you will experience an unrivalled level of personal care and attention.

**Dr Yosh Shibata**

Dr Shibata graduated with a Bachelor of Dental Science from The University of Western Australia in 1999. Having established Shibata Dental in 2003, he now practices as a full-time General Dentist.

When Dr Shibata is not running his practice, he enjoys swimming, going to the beach, surfing, travelling and all the fine things in life.

**Patient Information:**

**Our Approach**

We commence by learning more about you and your dental needs and concerns. Following this, we conduct a thorough examination and diagnostic process to develop a personalised treatment plan aimed at assisting you to achieve your perfect smile. We focus our attention on your needs, work with care and harness the utmost of dental precision.

**Payments**

We have several payment options available for your convenience.

We offer on-the-spot claiming and EFT through HICAPS.

We also accept Visa, MasterCard, and Amex.

**Opening Hours**

Monday – Friday 9 am – 6 pm

Weekend – Closed

**Privacy Policy**

During your treatment, we collect information from you to ensure we provide you with the most thorough and individually tailored treatment plan. This information is never disclosed or used without your consent.

## TRAINING COMPANY (MARKETING)

Information is the lifeblood of your business.

Yet being agile and effective when it comes to extracting value from your business information requires specific skills.

*Are you able to ...*

- Quickly assess and understand the ever-increasing volume of data from your business.
- Interpret and manipulate research results and figures sourced from the marketplace.
- Analyse data to extract meaningful values and trends.
- Present numerical information so it is easily understood; yet impressive and significant to your audience.

Do you have the confidence to “use your numbers” for effective decision-making?

***You can get all these skills with [COMPANY] TRAINING***

You may not have the time to attend seminars and group training sessions, or perhaps the range of topics covered doesn't match your needs. Perhaps you find it difficult to travel to locations where training is offered. Or you may simply prefer to learn in private.

*Professional training directly to you*

**What makes TRAINING different?**

Obtain only the expertise that you need, AT A TIME AND PLACE THAT SUITS YOU!

- [xxx]™ offers you the flexibility to gain critical skills anywhere—in the office, while at home, in the park or travelling for business.
- You determine a time that fits in with your schedule.
- We deliver your training session one-on-one or in a virtual classroom—maintain complete privacy or involve your staff and colleagues.
- Personalised training means no time is wasted covering topics that don't interest you or that you already understand—concentrate on the roadblocks to your success.

***Finally—personalised advice from an industry expert, via flexible delivery.***

***It's all about what you need!***

### **How does it work?**

Using [xxx] software, the instructor shares applications, data, a whiteboard and video with you. You simply join the training session via an internet browser. While the [xxx] session is connected, the parties can speak by phone or use a web session (VOIP, similar to Skype) to communicate.

There is no need to download or install any additional software, and the system is compatible with most corporate networks and firewalls. You can download relevant documents and training guides for your personal use; alternatively, these can be sent to you via email.

### **How long does it take?**

Typical training sessions take an hour. Focused sessions on individual topics might range from just a few minutes to a few hours.

### **Who needs this?**

Executives, senior managers and professionals; individuals who may not have the requisite numerical, financial, statistical or systems knowledge to work optimally with business data to achieve excellence in reporting and strategic information management.

### **And remember, you can:**

- Get one-on-one, personalised training from a highly qualified, experienced industry practitioner who will attend to your specific questions and requirements.
- Have colleagues join the session if you wish, at no extra cost.
- Organise training at a time that suits you—in or out of office hours.
- Take the training in the office, at home or in the park—all you need is your PC and broadband web access.
- Skip over topics you already understand and concentrate on the roadblocks to further success—you're not held up by the slowest class member.
- Work in a confidential and discreet environment; no classroom observation or comparisons.