



PRESS RELEASE

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The corporate mind-body paradigm shift

“Making the most of what you’ve got”

Many companies today are still struggling with age old issues within their organisation, despite the plethora of research, techniques and technology to help them do what they do. Not all the blame can be laid at the feet of the current economic climate.

Simone Moore, Director of Nimue Oak Consulting may just have the answer.

“Companies must evolve in order to remain relevant, interesting and profitable.”

It may sound somewhat esoteric but the results are very real. Her dealings with large corporates, SMEs and government bodies and being closely involved with the tidal shifts of organisation environments and significant industry changes gives her a deep understanding of the Corporate Mind-Body Paradigm.

“Those involved in the decision making aren’t creating the synergy needed to move forward with what they have, let alone spend time, money and effort on new things,” she said.

The philosophy Simone has built around this is simple. Organisations tend to seek outside themselves for the ‘magic button’ when what is truly needed, is to look within.

“Frequently when I review business operations, specific difficulties arise in either people, process or technology, however it is the links and gaps between these three (the potholes and grand canyons) that are inhibiting or weighing the business down. Organisations don’t often look to fuse these three aspects and tends to treat them as separate improvement programs.”

Nimue Oak’s consulting approach is underpinned by four core business principles: People Connected; Knowledge Shared; Possibilities Discovered and Potential Realised.

These are fairly high level principles however Simone takes complex and sometimes overwhelming organisational concepts and issues and helps the organisation create a clear and concise way forward. What makes Simone’s ability different to others is her naturalness in translating this knowledge into practical wisdom.

“An organisation is a complex being with unique thought patterns that impact on every decision made and every action taken. The body cannot follow where the mind won’t go. If you want to change your business, you need to change the conversations happening within it.”

Simone Moore recently launched Nimue Oak Consulting’s redeveloped website, www.nimueoak.com.au. You’ll find service offerings, articles, workshops and speaking engagements. It’s worth connecting. Simone welcomes your feedback on the new website.

Today, Simone Moore is setting minds thinking in new ways and is a breath of fresh air for companies stultified by today’s economic environment. Simone’s skills and experience is a powerful tool to help make certain that you magnify the positive effect in your organisation.

For further information, contact Simone on 0410 472 711 or simone@nimueoak.com.au