

Driving new paradigms

COVID has highlighted for the world how rapidly massive change can happen under pressure, and Suzanne Ravenall believes that everything in life can be taken to the exponential given enough time and effort

We are at a tipping point in time where we have the opportunity to do everything differently, to think differently and to allow ourselves to be moved by the circumstances that have just been created around us and to create a new reality," says Suzanne Ravenall, founder of the Ravenall Institute. "We can choose to continue down old paths or we can use this change in consciousness awareness to go down an exciting new path, to break new ground, to reach out and make exponential change and to look at those around you and take them with you. The world won't change without new ways of being—we need a new paradigm in human development. It matters... we all matter," stresses Ravenall.

The Ravenall Institute is a private company made up of a number of brands and operational units all focused around maximising human performance and health through powerful transformation practices focused on personal and business transformation. One of their strategies employs their personalised Human Performance Replicator, which Ravenall developed to replicate top human behaviour and skill at pace.

"We lift performance of the average of 80% of individuals to the level of the top 10% quickly and sustainably using a proprietary methodology that enables us to take individuals who have been identified as being among the 'average 80%' of people and we transform them to the point where they rise to performing at top 10% level," smiles Ravenall. "We study their processes, behavioural traits, problem-solving approach, decisions, among other actions and reactions, and reduce this behaviour into a formula and system that can be readily replicated or copied into the average 80% performer in just a matter of weeks using cutting-edge new thought and neuroscience ideas."

This breakthrough is entirely overdue and comes at a time when organisations are facing incredible challenges, and with the emergence of 4IR/5IR along with unprecedented job losses,



Suzanne Ravenall

companies can no longer tolerate significant performance variations in their people, nor can they ignore the significant loss of employees without taking the necessary corporate and social responsibility to reskill them to something new.

Ravenall is a modern-day explorer of human potential, and she founded her Institute with the vision of "empowering people and organisations to take a vertical leap, grow, transform

and live the best and most successful, healthy, extraordinary conscious version of themselves".

Her Institute was recently recognised by the 5th annual Healthcare & Pharmaceutical Awards, hosted by Global Health & Pharma, as Best Transformational Healthcare Coaching Company—South Africa, along with the Award for Excellence in Human Performance Revolution in both 2020 and again in 2021. And the key to these accolades rests in her

understanding of the human brain and how it functions.

"From our earliest years, relationships play a key role in shaping how our brain grows and develops, and as a result the adult often finds it challenging to navigate life and circumstances, and wonders why they are not moving in the direction they want for their lives," says Ravenall, adding the poignant proviso that, for many people stuck in this mindset, it often seems like 'everyone else is the problem'.

"That's the essence of this new paradigm in human development—the human performance revolution," adds Ravenall. "Everything in your life can be taken to the exponential with time and effort... but you won't discover it if you don't try it."

Another part of the Ravenall group is The Effectiveness Company, a vendor-neutral managed service provider that provides transformation, ease and transparency through a best-in-class network of providers, with the aim of delivering a valued outcome to clients.

"Through our Vendor-Neutral Model and approach we utilise a supplier network of the best talent, and this enables us to supply a one-stop-shop of outsourcing services to clients. Not only do we offer this at highly competitive rates, we also remove the stress from clients by managing all compliance and risk issues that arise from managing multiple outsourcing partnerships," says Ravenall.

The Effectiveness Company serves as manager and intermediary between the suppliers and clients to manage the Life-Cycle of this workforce. This arrangement ensures clients receive top-quality staffing solutions at competitive market rates, but without the hassle of putting all their people in place ready to do the work.

"There are a lot of outsourcing companies in the industry, but outsourcing is changing. Working with outsourcing companies directly can be challenging at times, leading to frustrations for the client as well as the outsource company.

"With a neutral model such as the one we employ, the client gets the best of all worlds—they get the results they want but with far less hassles, and at the best possible prices," says Ravenall, who was honoured as one of the

world's top 11 women entrepreneurs by Leading Women Entrepreneurs of the World.

Within the Suzanne Ravenall brand the focus is on personal transformation, helping both individual and corporate become and unstoppable force.

At the National Centre of complimentary and behaviour medicine, another brand in the group, The Ravenall Institute, approaches collaborative health care in a new way, looking at all dimensions, mental, emotional and physical and plotting out the most appropriate treatment plan all without leaving the comfort of your own home.

"What we do is truly unique. We work with companies in the health space globally that are seeking to change the way clients are treated in a more holistic sense, and we hope to continue to collaborate and work with as many of these companies as possible towards this overall greater goal for the business community.

Everybody is uniquely looking for something different and they will find their fit among the programmes available that they feel attuned to. Everybody shares and stores their information in a unique and different way and people are drawn to that which resonates with them. I think there are amazing companies in the world and learning from what everybody delivers," adds Ravenall, who is a firm believer that the business community—and society at large—has the ability to do things differently now, in particular following the impacts that the COVID pandemic has brought about worldwide.

"COVID has brought many challenges and many gifts. Not only have we seen how tragic the world is for many, but our eyes have also been opened to the opportunity to change our perspective, to be more conscious with the decisions that are being made, and to reach out and uplift others. That doesn't stop you from making the tough decisions, however, we can now reach out to many small businesses, individuals and take whoever wants to jump on board with us on this journey," adds Ravenall. "We all have the opportunity to be more heart-centered and more conscious in our decisions, and we have put this front and centre for our business."

Ravenall references the fact that countless people have been battling for a very long time to convince employers to allow certain staff

member to work from home in order to save on commuting time and costs. The argument in favour of remote working has been that it will also enable workers to be more productive without office staff interruptions and by being able to manage their workday to fit in with the demands of their personal lives, all of which enables staff to be happier and, as a consequence, more productive. The argument against has always been cloaked in employer fear that staff members will be unmanageable and unproductive, which I completely understand. But COVID changed this viewpoint and narrative in a matter of weeks.

"COVID has firmly placed this as the only alternative and some incredibly innovative companies have brought out great apps and online functionality to assist in this process. The last few months have taken us further along this pipeline than would have arguably otherwise have been possible for perhaps five to 10 years, had it not been for the enforced global lockdown," says Ravenall, adding that this change has given every company—and their clients—the opportunity to rethink their entire workforce as well as the well-being of their staff.

"We are acutely aware of the environmental issues and are really supportive of whatever we can do to lift consciousness around this topic and to do whatever we can to make our services green, from mobile working environments to working from home, zoom consultations and meetings as well as reaching out to utilise suppliers that support environmental goals. I hope that the changes that come about entice people and companies to focus more on well-being, lifestyle and convenience. It would be crazy to say that COVID is not a challenge for everyone, however, it has given birth to a new working landscape that has offered everyone the opportunity to rethink, reframe and relook at an entirely different approach to the working world. And that is truly game-changing for the individual as well as for all organisations," concludes Ravenall. ▲

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