



## **Ruth Bayley's Winning Week – Business Woman of the Year**

***Last week dynamic business woman Ruth Bayley of local training company Bayley and Associates won the coveted 'Business Woman of the Year Award' from the Chamber of Women in Business. It's been a big week for the company which was also shortlisted for the ACT Training Excellence Awards awarded on Thursday.***

It was Ruth's single-minded drive to build Bayley and Associates' reputation as a high quality training provider and create a great place for her professional team to work that no doubt was a key factor in her award success.

Ruth says: "I'm absolutely thrilled to win the award this year – after being highly-commended in last year's award. I attribute my achievements to maintaining a delicate balance of hard-nosed business focus, genuine customer care and purposeful and compassionate support of my team. I think these things work together to create a thriving business that delivers rewarding experiences for both staff and clients."

Bayley & Associates is a Canberra-based training and consultancy company specialising in Government Procurement, Project Management and Community Services training. The company offers Nationally Recognised Training to 'Advanced Diploma' level as a Registered Training Organisation.

"We work in a very competitive and growing industry", says Ruth. Bayley's clients are substantially Government agencies and care providers. "In order to compete successfully we need to keep our fingers on the pulse of our market and continually re-design our programs to meet our clients' changing needs. We've been very successful at this to date and our clients have rewarded us with a 20% increase in ongoing business this year. This has been outstanding in a year when many training budgets have been cut.

Ruth has a policy of high level client service. This means not providing "off-the-shelf" training but tailoring each program to the specific needs of the client organisation. "This kind of service is labour intensive and can sometimes cost a little more but we get great feedback from our clients who say that the value for money comes from participants taking away real learning that they can use immediately to make a difference in the workplace. It's really about satisfying our clients' needs.

Winning the CWB award and being a finalist in the ACT Training Excellence Awards has given Ruth renewed confidence to move the business forward. She is not complacent about Bayley and Associates' market leader status in their training niche. "We are always looking for better ways to serve our clients and keep improving our offering to keep pace with client needs. I've learnt that we sometimes have to tackle competition head on if we are to survive, thrive and continue to win."

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For more information about Ruth Bayley and the CWB award please contact:

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