

MEDIA RELEASE
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For Immediate Release



Connectedness – The Social Capital Equation

Dr. Leigh Kibby releases his breakthrough thinking that will change the way we measure staff engagement forever – the Social Capital Equation (SCE).

Do you feel alone at work or in your community? Chances are you feel alone because you are not connected to the people around you. This aloneness is a sign of low Social Capital and SC is a fundamental building block in workplace teams or communities that want to sustain themselves or grow.

Social Capital is also one of the missing ingredients in measuring a company's value, or at least the value that it can provide. James Coleman, Professor of Sociology at Chicago University defines Social Capital... "embodied in the relations among persons..." (Coleman: American Journal of Sociology, 1990) and so SC is an assessment of trust in interpersonal relationships. Eva Cox refers to SC as the processes between people which establish trust and facilitate co-operation for mutual benefit.

Dr. Kibby's work is an evolution of these ideas which provides a readily usable assessment for managers and HR teams. "The SCE is a novel approach to measuring Social Capital in the workplace as well as the community," explains Dr. Kibby.

Since Coleman's definition, many people had tried to measure Social Capital. In 1998, Paul Bullen and Jenny Onyx assessed nine discrete aspects of SC.

In 1998 Dr. Kibby formed the first model of the Social Capital Equation (SCE) based on the change in relationships produced by specific communication skills he was teaching. Dr. Kibby discovered that staff satisfaction increased and performance improved and the common link was a change in relationships between people. Trust was higher, people were happier and there was a \$500 000 saving in turnover costs.

"At the time, I was measuring Corporate Social Capital," says Dr. Kibby "and soon realised I had a powerful tool for understanding workplace culture and community success – The Social Capital Equation." Dr. Kibby's idea of a single score is well supported by researchers Stewart-Weeks and Richardson (1998) who also propose scoring a single variable to measure SC.

Now, recent findings add credence to the SCE. A client of Dr. Kibby's had a staff satisfaction score of 71%, the organisations highest. The SCE was also higher in this team than others from the same organisation. The conclusion is that the SCE provided a short cut measure to understand how people feel about their workplace and their colleagues. Imagine the benefits when a workplace uses SCE to understand the relationships between staff and their managers.

The SCE explains connectedness between people and if close relationships count for anything, and the evidence is clear they matter a great deal, then the Social Capital Equation will tell you how much those relationships count. With the SCE, you can grow your Social capital and the bottom-line.

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BACKGROUND

Dr. Leigh Kibby, PhD; Grad Dip GW; B Ed; DipT

Dr. Kibby, known as “Dr. Leigh,” is one of the world’s truly innovative thought leaders having founded the Noetic Psychology movement and developed numerous new paradigms such as the:

- 9 Happiness Habits
- the Sustainability Triangle (Psychology-Sociology-Ecology)
- L.E.T. (Language-Emotion-Thought) framework
- Affective-Cognitive Integration Model (the NEW Emotional Intelligence)
- “Intelligence of Emotions” and
- Psychological Genome.

Dr. Kibby is also one of Australia’s leading trainers having taught Noetic techniques to over 2500 people including General Practitioners (Family Physicians), Police, teachers, youth workers and the corporate sector. Dr. Leigh also devised some of the most successful development programs for the unemployed - Empower Plan and Making the Change. His Paradigm Shift seminar has been described by senior executives as the most personally profound and professionally uplifting programs they have attended in their entire careers.

Qualifications

- PhD Thesis – Emotional Intelligence, Emotions Management and Ethical Behaviour, successfully completed 2005, Deakin University, Victoria
- Graduate Diploma in Group Work and Counselling, 1989, University, South Australia
- Bachelor of Education (double major), 1986, Deakin University, Victoria
- Diploma of Teaching, 1979, RMIT University, Victoria

Professional Associations and Memberships

Geelong Chamber of Commerce

Society of Counselling and Psychotherapy Educators

Counsellors’ and Psychotherapists Association of Victoria (Pending)

Emotions in Organisations Network

Positive Psychology Network

Network of Leadership Scholars

Awards / Publications / Presentations

- Joint Winner of the Best Paper Award at the 2002 International Emotions In Organisations Conference.
- Two papers titled “Servant-leadership” and “Noetic Leadership” presented at the 2003 British Academy of Management Conference.
- Presented two papers titled “Servant-leadership Skills” and “Noetic Leadership Skills” at the 2004 Gallup Leadership Institute Conference.
- Co-author of “Intelligent Emotions Management” for the internationally released book “Key Issues in Organisational Communication”.

Other achievements include:

- Executive Manager of a team of 35 people (plus additional contractors) responsible for over \$30million in redevelopment and business projects including full service delivery and customer engagement.
- Creation and successful delivery of “The Empowerment Program” which doubled the then current best outcome rates for long-term unemployed
- Consultant – re-engineering (performance and culture) for a back-office/middle office financial services team processing \$trillion daily.
- Redesigned SLAs, performance metrics and measures for customer service teams (including incoming and outgoing call centres) in multi-million dollar operations in the financial services sector.
- Consultant for organisation wide CRM project (\$10 million) – strategy and implementation.
- Managed and lead the re-engineering of a multi-million dollar performance and quality service team in order to produce savings of \$3.5 million and improvements of approximately \$8-10 million year on year.
- Saving of over \$500 000.00 in staff turnover costs for consulting division of international firm.
- Staff satisfaction increases from 51% to 89%.
- Cultural change program assessed as best in the world by Director of centre for business research in leading Australian University.
- \$500 000.00 income stream achieved for entirely new business within 18 months of launch.
- Designed and sold at profit 4 robust, industry specific Customer Service quality systems.
- A 100% increase in sales revenues for a division of a finance company.
- 50% performance improvement in Federal Government funded business training program.
- Played key coaching role in the launch of a new consulting service unit for an international firm which won projects valued at \$3 million dollars.