

Know Bull! Day

03 June 2010

A national day to raise awareness, and highlight the need to eradicate bullying from workplaces

Make the choice *not* to sit on the fence...and you can become part of the workplace bullying 'solution'.

Workplace bullying costs Australian business an estimated \$6 to \$13 billion a year.

Typical 'targets' of workplace bullies are generally ethical, independent, fair, well-liked, intelligent and self-assured. Research suggests that workplace bullies select these individuals because the bully perceives them as a 'threat'. And when the workplace bully selects their target - they do so with two purposes in mind: to reduce the target's performance and self esteem, while simultaneously increasing the workplace view of their own self importance.¹

Know Bull! Day is your chance to make a difference by becoming part of the workplace bullying 'solution'. If you, or someone you know is being targeted by a 'bully' make the choice not to sit on the fence.

¹ Know Bull! website