

Welcome to the first edition of Targett's Tactics for 2002

If you are not learning today, you are not earning tomorrow.

This is a free newsletter produced bi-monthly to keep you informed of the latest ideas, techniques and services available for us to provide service beyond our customers' expectations, each and every time. It's too hard doing it by yourself, so fortunately there are alternatives.

Would you like this newsletter emailed to you? Or to another manager in your office?

For an e-version of this newsletter, simply contact our editor at louise.targett@bigpond.com so that we continue to send you this publication as an e-newsletter. This is a free bi-monthly newsletter.

This edition contains a special focus on soft skill development with the launch of the Frontline Management series, a very strong growth area of learning.

All training programs have a recommended structure and package arrangement that you may like to take advantage of. If this structure does not suit you or your retailers, self paced, on-the-job learning options can be arranged. You may also like to on-sell the training to your retailers. With minimum numbers as low as twenty, your retailer will not receive a more cost - effective offer, with training delivered to their doorstep.

Remember: With Willingness Comes Success.

**CALL US TODAY ON PHONE: (02) 9659-5313,
EMAIL: louise.targett@bigpond.com, OR FAX: (02) 9659-5314.**

Happy New Year!

Louise Targett

Have your retailers prepared their 2002 Business Plan?

Many retailers do not complete a business plan and those that do, often do not complete it accurately or comprehensively. The retailer may never have been shown how to go about this process and the specific inclusions.

There are many benefits to business planning, including:

- ◆ setting measurable objectives;
- ◆ understanding industry trends and business history;
- ◆ a better understanding of day-to-day tracking of key performance indicators;
- ◆ forecasting of true to life business trading potential;
- ◆ setting a clear path in order to match both business and personal goals.

The business planning package includes four x 2 hour sessions and ideally should occur before Easter.

What's covered during these sessions?

1. Each critical step of the business plan
2. The business environment
3. Basic legal and tax issues for small business
4. Completion of a workable draft business plan by each retailer in attendance.

This program is in accordance with Certificate IV in Small Business Enterprise Management, offering the retailer a portable and recognised qualification, along with a credible, up-to-date, and usable Business Plan.

Package cost is \$3,300 – Enquire today...

***If you have 30 retailers, this is a mere \$110.00 each.
Where else can they get a workable business plan for this price?***

Targett Retail Training is a registered training provider under the Australian Quality Framework and the Vocational Education Training and Accreditation Board.

This means that we can offer both you and your retailers, not just training solutions, but also formal qualifications from Certificate I level, through to Diploma level in retail and small business units.

This is a major feat for you, as it guarantees retailer commitment, by offering them recognised and portable qualifications.

Are you a qualified Frontline Manager?

The frontline management series provides a framework in which your competencies and skills as a frontline manager can be developed to meet the specific needs of retail management through work-based learning and ongoing development.

This means that you have the opportunity to assess your existing skills and develop further knowledge and skills in the areas of:

- managing personal work priorities and professional development;
- providing leadership in the workplace;
- establishing and managing effective workplace relationships;
- participate in, lead and facilitate work teams;
- managing operations to achieve planned outcomes;
- managing workplace information;
- managing quality customer service;
- developing and maintaining a safe workplace and environment.

This program is structured over a series of 4 training sessions at 3 hours each. Full workbooks and assessment tasks are included. Retailers who complete all assessment tasks receive a Completion Certificate, and others will receive a Statement of Attainment for the tasks they have completed.

Cost per retailer is \$226.00 for all of the above, with a minimum number of participants of 25 required from commencement.

For 4 x 3-hour sessions and all inclusions above, this represents remarkable value. [Most institutions charge around \$2,500.00 per participant for this.]

What does the retailer receive upon completion? A very portable and Australia-wide recognised qualification entitled Certificate IV in Frontline Management, a learning niche that has become highly popular as a result of research studies* confirming.....

- Emotional Intelligence is twice as important as any other factor in predicting outstanding employee performance.
- Emotional Intelligence accounts for more than 85% of exceptional performance in top leaders.

We would be pleased to discuss some further findings with you...contact us today.

* Research conducted by Dr Daniel Goleman, the Hay Group.

Emotional Intelligence - A priority in 2002

Emotional Intelligence [EI] is the capacity for recognising our own feelings and those of others, for motivating ourselves and for managing emotions within ourselves and with others. Fundamentally it is about how we manage ourselves and work with other people. There are four key dimensions of EI:

- Self-Awareness
- Self-Management
- Social Awareness
- Social Skills

“Emotional Intelligence – not IQ, advanced degrees or technical experience – is the single most important factor in the ability to build and sustain relations.” - Dr Daniel Goleman

HOW CAN EI IMPACT ON THE BOTTOM LINE?

EI is more than a compelling theory. Research has found that:

- Organisations whose senior managers had a critical mass of EI outperformed annual sales goals by 20%. Those without, under-performed by around 20%.
- Those using on-site equipment day-to-day, such as computers, with high EI produced effective and efficient more than three times as fast as those with average EI.

Emotional Intelligence is not about hiding true emotions – it is about having insight and understanding into one's own and others' emotions in order to guide our responses for the most effective outcomes.

“Anyone can become angry – that is easy. But to be angry with the right person, to the right degree, at the right time for the right purpose and in the right way – that is not easy.” -Aristotle

EMOTIONAL INTELLIGENCE IS THE SECRET TO COMPETITIVE ADVANCEMENT IN 2002. WE WOULD BE PLEASED TO ASSIST YOU WITH OUR FRONTLINE MANAGEMENT PROGRAM. \$226.00 PER RETAILER, ALL INCLUSIVE.

This program is ideal for retailers who are store managing, area managing, line managing, department managing, or second-in-charge to any of these positions.

The Australia-wide recognition of this qualification of an accredited program, will guarantee your retailers commitment throughout the learning process.