



Welcome to the next 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 us at info@targetttraining.com.au so that we continue to send you this publication as an e-newsletter. **This is a free bi-monthly newsletter.**

In this edition we have discussed the argument of nationally recognised training versus one-on-one personalised coaching in order to derive at a compromised arrangement which may be of interest to you or your retailers.

Over the page we quote some interesting findings of companies who conduct more training than their competitors, and boast stronger bottom line results to boot! And finally, some welcome relief from the government. They are supporting small business in the area of training in a big way, and you would be crazy to pass up an offer such as this one.

For enquiries regarding these or any other forms of training, assessment or personal development, we look forward to hearing from you.

Remember: *With Willingness Comes Success.*

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Happy Retailing

Louise Targett

Learning is a Personal Business

Many organisations are frustrated with investing in learning activities that deliver little or no real change in the way their managers and employees actually work.

Perhaps the answer lies in how participants respond to learning activities, in particular the unique thoughts and feelings we have as we attempt to apply what we learn to our work. **This insight leads to the conclusion that learning interventions which are personalised to the participant's thoughts, feelings and actions will achieve more sustained learning application.**

The use of role training in mentoring and one-on-one coaching is suggested as a form of personalised learning.

By comparison, learning packages that are linked to national competencies tend to have an outcomes orientation that focuses on assessing peoples' actions. Training packages have been designed with a clear emphasis on assessing participants' observable actions so that their credentials and skills could be recognised and transferable across state boundaries.

By combining the two theories, the logic is to appoint a one-one-one coach or trainer/assessor, to guide you through a nationally recognised qualification.

Some suggestions are:

- Certificate IV Business (Small Business Management)
- Diploma Business (Strategic Management)
- Certificate III Frontline Management
- Certificate IV Frontline Management
- Diploma Frontline Management

This means you work at your own pace using materials supplied by a trainer. There are scheduled workplace meetings but no traditional classroom-style training and no exams! Instead you are required to gather evidence to your personal trainer/assessor, to show competence in each unit.

The cost is a mere \$1,500.00 for a nationally recognised qualification. Contact us today for more details.

Best Employers – more training and better bottom line

“Australia’s best employers spend significantly more on training staff than other companies – their median investment per employee is \$2500 and 66 hours versus \$1657 and 47 hours for other companies.”

These results come from a study by Hewitt Associates and the Australian Graduate School of Management. A total of 160 companies participated in the study designed to give a cross section of Australian corporate life from large to small companies. More than 25,000 employees were surveyed during the study.

Best employer studies show significant profit differences between the Best Employers and others. The Best Employers return a remarkable average profit growth of 62% compared to other employers at 18% over 3 years.

What makes a Best Employer? The study identified four primary factors:

1. People Leadership – leaders are trusted, communicate more and are more passionate about their employees.
2. Compelling Employment Offers – they have a higher purpose and offer a different work experience.
3. Accelerated Development – they invest more resources in learning and development for employees.
4. Culture and Values – they have a performance and results focus driven by an emphasis on fun and celebration, employee recognition and performance management.

Strongly aligned with their belief that their people provide a key source of competitive advantage, the Best Employers have a significantly different focus on the development of their people. The Best Employers invest both more time and money into learning and development for employees.

The Best Employers have a greater percentage of employees on assignment for development purposes, have a significantly higher prevalence of one-on-one mentoring and are much more likely to have a formal management process in place that identifies high potential employees and differentiates and accelerates development for these employees.

Only smart investors realise that employee education is a company asset, not a liability.

New or existing businesses? A little help from the government

Most people know that a successful retail business is not simply about having a great store or product. Statistically 75% of all small businesses fail within the first 5 years; most people have heard that too. There are many government supported training programs in place to help growing businesses avoid the dark statistics.

Privately-owned training institutions, such as Targett Retail Training offer nationally recognised qualifications and flexibility in the delivery method. This means that retailers are given recognition for their achievements along with on-the-job professional and personal development, ie. we come to you.

The government is supporting this by paying us and you to participate in this training. If you gather a group of retailers who are willing [and eligible] to take part in this training, it does not cost the shopping centre for the training, and in fact, the government is offering each retailer a financial incentive.

As a Retailer, they receive:

- ▶ \$1,375 when taking on a trainee.
- ▶ \$1,375 if a trainee progresses from Certificate II to either Certificate III or IV level.
- ▶ \$1,650 when a traineeship program is completed at Certificate III or IV level.
- ▶ Exemption from worker’s compensation for each trainee taken on (est. \$1,000).
- ▶ Payroll tax rebate for employers whose payroll exceeds \$600,000 per annum (est. \$1,000).
- ▶ They may wish to choose to pay a National Training Wage (lower than the Award).

Apply this to Certificate II and III in Retail Operations, and back it up by a series of on-site group training sessions in order to pull the learner’s together and learn from one another. This represents enormous value to the shopping centre and hence the benefits should not be overlooked. Gather just 20 employees from your centre retailers who are willing [and eligible] to take part in this training. Immediately upon enrolment, your centre qualifies for \$27,500.00 in government funding. Once the 20 trainees move from Certificate II to Certificate III level, your centre qualifies for another \$27,500.00. Once the 20 trainees graduate at Certificate III level, your centre qualifies for another \$33,000.00. This represents a healthy balance to put back into retailer training and development!