# TARGETT RETAIL TRAINING

"With willingness comes success"

May/June 2002

## 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 <u>beyond</u> 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 <a href="mailto:louise@targetttraining.com.au">louise@targetttraining.com.au</a> so that we continue to send you this publication as an enewsletter. This is a free bi-monthly newsletter.

This edition contains some inspirational theories on motivation and people performance. We also offer you some tips and options on how to deal with these situations we constantly seem to be posed with. See the reverse of this newsletter for more information, or visit our website on: <a href="https://www.targetttraining.com.au">www.targetttraining.com.au</a>

We also give you one last reminder that small business owners should be focusing on their new financial year's business plan so that there are some guidelines in place for all to follow. It's a wonderful opportunity to be able to complete a business task and by showing evidence of this, receive a credible and nationally recognised qualification for your efforts. Many smart business people are already taking advantage of this opportunity....why don't you?

Remember: With Willingness Comes Success.

CALL US TODAY ON PHONE: (02) 9659-5313, EMAIL: <a href="mailto:louise@targetttraining.com.au">louise@targetttraining.com.au</a>, visit our WEBSITE: <a href="https://www.targetttraining.com.au">www.targetttraining.com.au</a>, or FAX: (02) 9659-5314.

Happy Retailing

Louise Targett

### Last chance to complete your store's 02/03 Business Plan?

Many small business people do not complete a business plan and those that do, often do not complete it accurately or comprehensively. The owner 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 the new financial year commences.

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 Management, offering the small business owner or manager a portable and recognised qualification, along with a credible, up-to-date, and usable Business Plan.

All this for only \$440.00 per participant – with a minimum of 12 participants required at the one location.

Flexible Learning option – 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! You are required to submit each component of the Business Plan to your personal trainer/assessor, as agreed prior to commencement of the program .....all for a mere \$1 500 00

Hurry....as July is just around the corner.

### Motivation and Performance - a theory worth considering

"The secret of happiness is not doing what one likes to do, but in liking what one has to do."

Internally generated motivation is durable, longer lasting and more stable than externally generated drive. People motivated by external factors such as public recognition and money may be more susceptible to disillusionment when they are not receiving regular doses of these rewards. They are also less likely to feel that they have any influence or control over what is happening in their environment – which can lead to pessimistic attitudes and low productivity levels.

The employee who feels that goals and rewards can be reached through the application of their own skills, ideas and contributions and who is motivated by internal concepts such as personal success, producing quality work, etc is more likely to perform well for longer periods of time.

"US Researchers have shown that people for whom extrinsic goals such as fame, fortune and glamour are a priority in life and tend to experience more anxiety and depression and lower overall wellbeing than people oriented towards intrinsic goals of close relationships, self acceptance and contributing to the community." — Richard Eckersely, SMH 5/8/01.

Reward systems that recognise both team contribution and the specific motivational needs of individual team members will be more successful than a 'one size fits all' approach to rewarding staff. Also, encouraging internally-generated motivation in staff will provide a long-term solution to the issues of job satisfaction, retention and maintaining high productivity levels.

Any organisation with a structure performance management system can incorporate these concepts into their current system. Taking an extra 20 minutes to review the individual's goals, needs and wants outside their work role will enlighten any manager as to what lies beneath their motivated or unmotivated team members.

The team member may sense within themselves a constant battle between what they really want, and what they are actually choosing. This kind of internal conflict can generate negative stress to such an extent that overwork and/or boredom set in – both of which result in the person withdrawing from or sabotaging their efforts to reach a goal.

### How do we keep our staff motivated and performing to a required standard on an ongoing basis?

"There are no shortcuts to any place worth going".

- ► We can give them the opportunity to learn more by offering training solutions.
- ► We can conduct staff incentive programs and turn it into a game with our team.
- ► We can reward our staff and praise them for their efforts.
- ► We can act as a role model, mentor and leader.

There are many, many ways, and here's how Targett Retail Training can help you:

#### OPTION ONE: Frontline Management series.

This means that business owners, managers, and team leaders have the opportunity to assess their 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 4 x 3-hour training sessions. Cost per person is only \$330.00 with a minimum number of participants of 20 required. There are various options to learning materials and these can be quoted upon enquiry.

Those who complete the program receive a Completion Certificate, and others will receive a Statement of Attainment for the competencies they have completed.

#### OPTION TWO: Motivate, Innovate or Stagnate™

A 3-hour highly energetic and interactive training session for business owners, managers and team leaders.

Package Price: \$2,600.00 for up to 40 participants. This price includes learning materials, a 3-hour training session and TRT certificates on completion.