



Welcome to the next edition of Targett's Tactics for 2003

Countless unseen details are often the difference between mediocre and magnificent.

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.

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 publication.

In this edition we have focused on motivating staff by finding the right balance between your organisational strategy and your management style. We have discussed the benefits of motivating your staff, and tips in going about it. **Frontline Management is a qualification which deals with managing people issues in the workplace day to day. It has become mandatory for any team leader or manager. Coupled with hard-core task skills-oriented training, such as Retail Operations or Retail Management, this makes for a very well balanced manager.**

Finally, we have a very special offer (second page) for those planning to launch into a new financial year budget. Book now and save thousands throughout the year. This offer is only available during this edition of Targett's Tactics. You can also visit our website for more details, or please contact us at any time, by phone, email or fax.

Remember: *With Willingness Comes Success.*

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WEBSITE: www.targetttraining.com.au

Kind regards

Louise Targett

Motivated Staff – it's what all businesses are striving for.

Success starts, is maintained and ends with attitude.

Motivation is a combination of workplace culture, organisational strategy and management style. The right balance is essential. To be effective, motivational strategies must be incorporated into your business goals and philosophy.

A motivated workforce is generally driven by strong leadership and management commitment. Creating and sustaining motivation requires open communication, honesty and respect. Motivation is about joining with the people who report to you, so that they feel moved to join with you in meeting the challenges that your business faces. It is your responsibility to know your team, listen to them and value them for their particular contributions and potential.

The benefits to a motivated team are:

- they contribute more deliberately and actively to the business;
- they get more done and have more ideas;
- they focus their energy on the possibilities rather than the negatives;
- they reinforce your organisational culture;
- they treat customers, co-workers and vendors with more respect; and
- they serve as positive ambassadors for your business.

Aside from the human benefit of a harmonious workplace, a highly motivated workforce can deliver financial gains through lower staff turnover and recruitment costs, more satisfied customers and more productive workers.

TURN OVER, FOR MORE DETAILS.....

NEW.....

WorkCover NSW Accredited Training

OH&S Risk Management for Supervisors and Managers

1 day awareness programs\$350.00 per person

2 day comprehensive programs...\$600.00 per person

Each participant receives learning materials, accredited trainer and WorkCover certificate on completion. Call us today on 9659-5313 for more details.

Tips For Motivating Your Staff

Here are some winning combinations, if used properly and sincerely.

► **Give your staff something to cheer about.**

Create and communicate an honest vision and mission for your business, so that staff gain a sense of purpose and contribution.

► **Encourage employees to grow.** Training, professional development, opportunities to try new skills or apply existing skills in new ways, and cross-training are mutually beneficial business tools in boosting morale.

► **Hear their voices.** Welcome and provide venues for employee feedback and participation and take appropriate action to consider and respond to their comments.

► **Be consistent.** Consistency breeds trust. Policies, roles, expectations, inspired leadership and effective communication are many of the areas that require consistency in order to achieve a high level of staff motivation in your business.

► **Communicate.** Keep employees informed and build their understanding of what's happening in their business, and why.

► **Remember it's not all work.** The majority of your staff will spend most of their waking time each day at work, so it is important to recognise the social aspect of employment, eg. morning teas, recognising birthdays, and out of hours social activities to create a stronger, more cohesive and motivated team.

While many businesses look to incentives or bonus plans to motivate their staff, such plans can often provide short term, superficial incentives but fail to provide true motivation. Time and again, research has found that the prime staff motivators are achievement, recognition, the work itself, responsibility, advancement and growth.

In other words, adequate salaries, incentive pay and bonus plans can avoid dissatisfaction but they do not lead to satisfaction or high motivation. **The best way to motivate your staff is to recognise that people are motivated by their own individual goals, values and desires. Get to know people and understand their needs.** Then give them project assignments in which they can become motivated by satisfying their needs. People are motivated more by feelings and sensitivities than they are by facts and logic. It is common for people to quit high-paying jobs because they don't feel appreciated, don't feel challenged, or don't like the work environment.

Refine your personal skills, emotions and attitude in the workplace

It's time to ditch the hit 'n' miss programs and focus on a unique assessment and development process that will result in you achieving a nationally accredited management qualification.

Certificate IV and the Diploma in Frontline Management addresses all the issues of creating a motivated team. The learning can occur in groups or one-on-one, and we come to your workplace to do this. Our fees are less than half the price of our competitors. Ring (02) 9659 5313 for prices.

Please contact us today for more details. It's time you upgraded your own qualifications. Remember, no training leads to human obsolescence.

August – an ideal time to train

By August, generally in business, the mid-year clearance sales are over, Winter is on a down hill run, Spring has not yet arrived, and many of us have brand new budgets to work with.

August is the time to invest in the future of your team, grow sales, and meet some real achievable objectives, before we get bogged down in the Christmas rush.

Targett Retail Training is pleased to be able to offer you some real benefits, including a 100% money back guarantee, nationally recognised qualifications and fully measurable systems.

Book your training and development for the entire year and receive a bulk booking discount. Receive over \$10,000.00 worth of training for \$6,950.00. This is what you get:

- ✓ 6 x 2 hr workshop sessions covering a range of topics from hard core sales training, through to leadership training, merchandising skills, and minimise theft (you choose the modules).
- ✓ All inclusive of participant workbooks, pens, highlighters, training aids, and certificates of attendance for up to 30 participants.
- ✓ Training schedule at your discretion, ie. weekly, fortnightly or monthly.

Contact us today on 02 9659-5313 and reserve your preferred dates.