

September / October 2007

Welcome to our Spring Edition

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



This edition is all about your people factor. We discuss recruiting and retaining the right people via your management strategy and HR procedures; not forgetting the power of a workplace incentive scheme.

We also introduce you to our newest team member....Michelle Tenniswood.

We are Australia's leading sales and service training organisation committed to implementing world class business development programs. Our goal is to match solutions that bridge the performance gap in your business and we support this with our 100% money back service guarantee.

This publication is targeted at keeping you in touch with the latest techniques in developing your staff, and in touch with our very special training options and packages. It's too hard doing it by yourself, so fortunately there are alternatives.

Quote for the month...

"Make a game of finding something positive in every situation. Ninety five percent of your emotions are determined by how you interpret events yourself. Optimism is one quality more associated with success and happiness than any other. Your attitude is an expression of your values, beliefs and ability."

We are focused on your success.

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For an e-version of this newsletter, simply contact us at info@targettraining.com.au Wishing you successful trading.

Louise Targett

Are you surviving the skills shortage?

"Little things make for perfection and perfection is no little thing."

The hard reality is that employers cannot necessarily go out and buy the skills they need via employment of the right candidate. Employers now have to develop the skills within their existing workforce.

It is forecast that the skills shortage will continue until approximately 2016 and it is retail and the trades that is hardest hit. It is not just about attracting employees any more, and more so about retaining and developing existing employees.

Here are some tips in going about this:

- Recruit and develop workers from non-traditional sources. This may mean mature workers re-entering the workforce or part-time mothers on split rosters.
- Incorporation of on-the-job learning as part of a blended approach to learning.
- Learning and training that leads to the issuing of formal qualifications so you can offer more value to employers and employees.
- Focus on the quality and efficiency of the training. For example, workshop sessions need not be more than 2 hours of interactive and experiential learning.
- Offer qualifications that provide a clear learning and career pathway for employees and a foundation for defining job roles and customise the learning resources accordingly.



It's been a busy couple of months with our team out on the job delivering training and assessment services for organisations such as Qantas, Petbarn, Blackwoods, Shady Haze, Lisa Ho, Amcal and Guardian Pharmacies, TECS computer source, Penrith Association, Edge Cards and Gifts, Vitalgas and Souvenir World.

Workplace Incentive Schemes

"There's a degree of passion in every great business decision."

The majority of the global workforces are motivated by financial reward. Remuneration rates generally deliver a fair day's pay for a fair day's labour. But how do employers get a higher level of performance from staff?

Incentive schemes are organised programs of reward and recognition that are designed to motivate. A well designed and implemented program can dramatically increase an organisation's performance in terms of both quality and quantity.

Successful incentive programs:

- Result in an increase in the value people assign to their work goals.
- Reward employees for exceeding their goals, which in turn encourages employees to value their work, increase their self-confidence and show greater loyalty to their employer.
- Must be closely monitored and managed fairly and equitably.
- Need communication to be constant and all elements of the program made very clear (duration, goals, measurement and nature of reward).
- Make it clear whether goals will be measured individually or on a team basis. Also, never shift the goal posts after a program has been rolled out.

It is not just about the value of the reward but the glow of recognition for a job well done. Call us if you need a program designed for your team.

People – Asset or Cost?

"Most people die with the music still locked in them"

Some employees are a major cost to our business. They drag down our rate of productivity and infect the workplace with negativity. When we talk about cutting costs, do we really mean we are about to restructure a number of employees out of the business?

However, there are workplaces whose people can be viewed not as a cost but as an investment. They are productive, motivated and committed to the organisation. They inspire their colleagues to aim high. They deliver a healthy return on investment.

Let's look at the psychology. Could it be our own style of management that treats workers with kid gloves or did they already come to us with performance baggage? **If it's our own management style we have a chance to turn the 'cost' scenario around. Communication is a critical element in employee behaviour and morale.**

Engaging staff in more than the task at hand is important. They need to feel their opinions are important and can be incorporated in the decision making framework. We may need to examine our recruitment process including interview format and reference checking.

Ensure you have the management strategy and human resource policies in place to guarantee your employees are prized possessions. They give business a vibrancy that allows optimum performance. We cannot do it alone. We need our staff to grow our business. Make sure we have the right team to maximise the investment.

And enjoy the ride....



Meet Michelle Tenniswood

Michelle joins us as Training Administrator and comes with fabulous experience working with other training organisations. Michelle is your key point of contact for student status details, Government subsidy claims and details of Australian recognised qualifications. Please feel free to call Michelle on 1300 736 005 or email on info@targettraining.com.au