

Welcome to our Spring Edition

"Success comes when you do what you love to do, and commit to being the best in your field"



This edition is all about tailoring your learning programs to your staff. Consider the generation they are born into and design your training around their needs. Over the page we have many suggestions to get you started. Remember, each day you delay it, you are potentially losing thousands of dollars in sales.

As Australia's leading sales and service training organisation, we are 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.

Here's a thought for the month: Approach every customer with the idea of helping him or her solve a problem or achieve a goal, not of selling a product or service.

Recent client feedback: "Our staff struggled in areas so the custom – designed and simplified assessments were the key to getting them through. Thank you Target Training."

We are focused on your success.

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Wishing you successful trading.

Louise Targett

Design your training around the generation needs.

"Success comes in cans, not can'ts"

A major challenge for retailers in retaining good staff involves understanding each generation and their unique contributions to the workplace, according to a new academic report.

The report conducted by the Centre for Retail Studies confirms that Generation X:

- Make up 45% of the Australian workforce and are aged 27 – 44 years.
- Are hungry to succeed and eager to learn.
- Are creative with avid learners longing for flexibility and opportunities within the organisation.

The report confirmed that Generation Y:

- Make up 19% of the Australian workforce and are aged 16 - 26.
- Are focussed on self improvement options, enjoying working in companies that provide constant learning environments.

This is very powerful information that any employer could use as a win-win to their staff and themselves.

Over the page we give you some tips.....



Congratulations!
Kim Royle, Julie Stone and Roslyn Ramsay from Petbarn Warners Bay store have recently completed their Certificate III Retail Supervision.

Do you employ Generation X, ie. 27 – 44 year olds?

"Everybody does the things that top people do occasionally. Top people do these things all the time"

While we can continue to apply traditional training methods for Baby Boomers (those aged 45 years plus), and get away with it, we need to think outside the square for the next generations. They think and act differently to Baby Boomers.

Generation X are adaptable, direct, independent and creative. They are not intimidated by authority, are absolutely change ready, have been heavily influenced by the digital revolution so are technology literate.

So how do we train them to be effective in our workplace? Here are some tips...

- Short spurt, fun learning activities
- Lots of demonstration and participation
- Provide them with step-by-step procedures but don't micro manage
- Establish the guidelines then let them go and do it...following up on their progress
- Team meetings can be fun learning environments
- Reward and recognise their efforts
- Courses need to be linked to quality, eg. Australian recognised ones where they are encouraged to research and participate in workplace challenges.
- Introduce them to technology you have in your workplace as they enjoy the challenge.
- Multi-skill them across the business to keep them interested and challenged. They can easily deal with change.

Do you employ Generation Y, ie. 16 – 26 year olds?

"Every great success is an accumulation of thousands of ordinary efforts that no one sees or appreciates"

Generation Y are hip, smart-talking and the older generations believe they suffer from an overdose of self esteem! They definitely do not like to be kept waiting, with a Blackberry in one hand, cafe latte in the other and iPod earphones attached to their ears. They are ambitious, demanding and want to be a managing director overnight!

Generation Y have grown up in the age of the internet, cable television, globalisation, bottled water, September 11, environmentalism and addiction to crack and ice. They are very **enthusiastic** and **tell it as it is** so employers and parents need to learn not to take it personally.

Gen Y's value education. Research shows 94% have their top life expectation as completing their education and not too many plans after that.

Even though they are the most well educated generation ever, you may have noticed they are not interested in grammar or spelling, just in getting the message across.

Here are some tips in training them...

- They are risk takers so set them goals forcing them to aim high
- They have a strong social conscience so set them researching tasks encouraging them to use their social networks in the learning process
- Introduce them to any technology you have and have them train the team around it.
- Courses linked to self improvement and leadership.

Congratulations Petbarn Graduates



Last month we had more Petbarn Graduates.

James Brodie and David Robertson were awarded with Certificate IV Frontline Management.

Leanne Ryan and Erin O'Connell were awarded with Certificate III in Retail Supervision