

## Welcome to our Year End Edition

*"People create their own success by learning what they need to learn and then by practicing it until they become proficient at it."*



This edition is all about working with what you have and taking advantage of opportunities right under your nose. We discuss staffing solutions and how to lead your team dynamically by your communication, ideas and actions. The PPP funding opportunity is now available & may appeal to your workplace situation.

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:**

*An average person with average talent, ambition and education, can outstrip the most brilliant genius in our society, if that person has clear, focused goals.*

**Welcome to our new clients...**

- **Alto Group**
- **Custom Coaches**
- **Poolwerx Menai**
- **Poolwerx Seven Hills**
- **Poolwerx Sutherland**
- **Poolwerx Townsville**
- **Shady Haze Ice Creamery**

**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](mailto:info@targettraining.com.au)

Wishing you successful trading.

## More funding to tap into with Priority Placement Program

*"Your most valuable asset is your earning ability. It's your ability to apply your knowledge and skills in a timely fashion in order to get the results for which others will pay."*

The PPP funding is about ensuring Australians develop the skills they need to secure a job or remain employable. This funding is specifically targeting:

- Job Seekers
- Existing Workers

**This funding means that it does not cost your staff anything to complete a:**

- **Cert II Retail Operations;**
- **Cert III Retail Services;**
- **Cert IV Retail Management; or**
- **Cert IV Training and Assessment qualification.**

We are able to roll out training for one or more people and claim the costs through each State Government and in some cases the Commonwealth Government as well.

The qualifying criteria is slightly different across each state, so please contact us with more details of your business needs so that we can ascertain eligibility.

***We would like to congratulate our recent graduates from Petbarn Bathurst, Orange & Wagga Wagga who received their Certificate III in Business (Frontline Management).***



*We would like to introduce you to Kelly Furner from our office. Many of you have communicated with Kelly for the past few months regarding training administration matters. Kelly has near completed her Cert III in Business & will shortly enrol in Cert IV in Business.*

## 5 Staffing Solutions for Today's Business Climate

*"Successful people save in prosperous times so that they have a financial cushion in times of recession"*

With labour costs being amongst the largest expenses to any organisation, minimising them is smart practice in today's economic climate.

Below are some cost control strategies that you can put into practice to achieve staff efficiency during hiring freezes and downsizing pressures...

1. **Convert fixed cost to variable** – analyse your workload and reduce core staff to levels necessary to maintain normal operations. Then use temp staff to process short term work loads.
2. **Eliminate overtime** – use temp staff instead of paying employees overtime to reduce costs by 20% or more.
3. **Reduce training costs** – Cut training costs by capitalising on government subsidies paid to you by training your staff in operational or management disciplines. You receive \$4000 per person so you not only have it fully funded by the Govt, but you generally make a profit out of it as well.
4. **Focus on core activity** – Minimise the admin burden of your organisation. It is often more cost effective to outsource functions such as book keeping/payroll and marketing than manage it internally, when your focus should be elsewhere.
5. **Avoid costs associated with burnout** – Pushing full time staff to produce more with few resources increases stress which leads to problems with quality, productivity, absenteeism and turnover. Pull on your casual or temp staff to relieve the pressure.

For more information on controlling your costs and driving your profits, please contact our office.

## 3 Ways Power Leaders Achieve the Impossible

*"Attitude and personality are as important as experience and ability. Choose wisely."*

Growing a business during a recession is the ultimate test of leadership. Many believe that it's impossible, but consider that some industries managed a significant growth.

History has proven growth occurs during other tough times, for example Kellogg's, Proctor & Gamble and Chevrolet all grew their businesses during the Great Depression to become their respective market leaders. In addition, General Electric, Disney, Hewlett-Packard and Microsoft were all recession-era start-ups.

**Business Managers and Executives who harness and convey their power successfully will position their organisation for the near and distant future. Leaders who wish to grow their businesses under the current economic conditions:**

- **Need to have bold ideas**
- **Need to act fast**
- **Need to use power versus authority**

Power leaders strengthen their relationships with their people and demonstrate their ability to communicate with their workforce and engage with their markets to grow their business. They convince their employees they are able to achieve the impossible even during the most challenging times. **Achieving the impossible is not for dysfunctional companies who aspire to mediocrity – it's for strong companies and Power Leaders realise you don't have to be sick to get better.** The most important priority for Power Leaders is recognising followers won't commit to any initiative through authoritarian means.

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