



Welcome to our Spring Edition

"Leadership is the ability to get extraordinary achievement for ordinary people."

This edition is all about being a role model and leader in your organisation. You can do this by creating a learning culture. You can also do this by looking at your business from the inside and growing it as a result. These initiatives are both discussed over the page. To start with however, let's look at how powerful a positive mind set in business can be. A comment I received this week was *"What could we possibly learn, we already have Degrees."* The know-it-all, closed book attitude is often the greatest problem in organisations and can have very serious repercussions.

Positive Mind Set...10 Tips for Effectiveness

"When our backs are to the wall, it just means we are close to the other side"

- Tip #1:** Take care of your customers and your staff. They are the back bone of your business and no one is more important!
- Tip #2:** Speak the truth about the health of the business – it gives rationale for action
- Tip #3:** Focus, focus, focus – especially on the 20% of customers that bring in 80% of your sales
- Tip #4:** Ask your team for ideas to solve critical problems.
- Tip #5:** Eliminate waste – be tough and objective on all aspects of business
- Tip #6:** Change the mind set of the organisation – from depression to positive projection
- Tip #7:** Time is money and opportunity – rethink how efficiently you use your time
- Tip #8:** Have the courage and confidence to lead – be a role model with your character, determination, humility, compassion, respect and simplicity.
- Tip #9:** Have a vision and road map, and stay on track – include goals, a defined route and a clear line of sight for each person's job to the ultimate destination.
- Tip #10:** Gain feedback and move forward, celebrating your successes along the way.

Your next challenge is NOW!

Congratulations to the team at Charlie Brown Sydney who have graduated with their Certificate IV in Frontline Management. Here are just a few of them!



Welcome to our new clients...

- Burford Consulting
- Footers
- Poolwerx Birkdale
- Poolwerx Killara
- Poolwerx Shailor Park
- Proud Australia
- Urban Waters
- World Square

Growing your business from the Inside

"If you could find out what the most successful people did in any area and then you did the same thing over and over, you'd eventually get the same results they do."

The surest, fastest and most economical way to expand any size or type of business is to grow it from the inside.

Robert Bloom, author of "The Inside Advantage" believes there are 4 effective steps to achieving this...

1. **Identify your core customer**, ie. their likes and dislikes, their values, their emotions. Who are the best braggers of your product? Who has the longest relationship with you.
2. **What is your uncommon offering?** ie. What makes you unique? What are you doing well that you need to brag about? What are the tangible and emotional benefits you offer your customers? If you cannot answer this, ask your customers. Jim Collins, author of "Good to Great" refers to this as the Hedgehog Principle.
3. **Formulate a Persuasive Strategy.** This will convince the core customer to buy the firm's uncommon offering. This sells WHAT to WHO. So this step is how the company starts to act on its insights about who its customer is and what it has to offer. A persuasive strategy states the benefits in a way you can own them, and not your competitors.
4. **Become well-known by owning it.** The growth of the business comes when you can act imaginatively to celebrate your uncommon offering, so it becomes well-known to your core customers. Acting imaginatively is more important than having a big marketing budget and this is where branding becomes important.

Focus on the growth of your business today!

Building a Learning Culture in your Organisation

"Be a life-long student. The more you learn, the more you earn and more self-confidence you will have."

We get so wrapped up in the professional standards and technology about learning that we might sometimes think we have a more important role in the process than is actually the case.

Learners are everywhere. They are generally willing and ready to learn. If this were not true, then organisations would not be keeping up, making changes, improving for the better. We would all become stagnant and eventually die!

Consider too, that there are the staff that say "I can't do this because I haven't been trained".

If this reflects your organisation, here is a 4 step solution:

1. Make resources, courses and qualifications available for staff
2. Create and communicate a need, eg. You need to do this qualification if you wish to be promoted to team leader. Or you need to complete this online induction program before I can hand over more responsibilities.
3. Don't micro manage it. Be there for them, without getting in the way. You can still keep your finger on it.
4. Answer questions when they arise or if they don't arise, follow up at weekly or monthly team meetings so it is top of mind and everyone is clear with their expectations.

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