



# PERFORMANCE GROUP

## MONTHLY

FROM **RESURG** GROUP

OCTOBER 2011

### RHYTHM CAN SET YOU FREE

Team meetings - you know they are important and you know you should be doing them better, but they just don't seem to get the time and attention they deserve. When you do get the team together you're not exactly sure what you should be covering. Does this sound familiar? This is the feedback we get back from many Performance Group members.

In his bestselling book 'Mastering the Rockefeller Habits' growth guru Verne Harnish finally puts the uncertainty around staff meetings to rest by showing how establishing a 'rhythm' of regular team meetings should be a non-negotiable for any business that is experiencing, or looking to experience growth. In fact he states that the faster you are growing the more you should meet. To many of us the thought of more meetings sounds to be exactly what we don't need. However Harnish advocates that short, punchy well managed meetings are a fundamental for driving growth.

The rhythm of team meetings should be based around a steady beat of short, sharp daily huddles and a more in depth weekly meeting. These daily and weekly meetings focus on execution and overcoming obstacles. A monthly meeting of 2 – 4 hours focuses on providing learning for staff team and quarterly and annual meetings are used to review and set strategy. A quick outline for the content of each meeting is given below:

**Daily:** You might think it will be impossible to get your team together every day. However like many habits, what starts as something you have to drive very deliberately can end up becoming second nature. While the daily meetings can be referred to as huddles they don't have to be a physical meeting for every business, you may need to use mobile phones or Skype to bring together a field team for example. If you can bring the team together in one place, don't let them sit down, this is meant to be quick. The daily meeting should focus on three and only three topics:

What's up – each person gets 30 seconds max to report on what they are working on

The daily numbers: Each business should have one or two daily metrics that are reported at the huddle. For a retail business this might be previous day's average sale and number of customer transactions. Or perhaps for an internet company it might be website hits.



Where are you stuck – This is the most valuable part of the meeting. It gives each member of the team the chance to verbalise areas or issues they are struggling with and can very quickly give the team and the leader an insight onto where energies need to be focused.

Be careful not to get to bogged down in too much detail on any one point. The daily meeting should never exceed 15 minutes and if any in depth discussion the participants should be invited to take it 'offline.'

**Weekly:** One of the major benefits of holding daily meetings is that when you come to your weekly meeting you have dealt with a lot of the smaller issues and can be free to get more in depth on a chosen topic. Harnish suggests your weekly meeting last between 30 minutes and an hour and include the following:

**Good news:** Team meetings can become something that is dreaded by staff and managers alike. Starting by sharing good news is not only a positive way to get going but gets participants into a positive and open state that will lead to constructive and productive meetings. Each member of the team should aim to share at least one piece of personal and business related good news from the week.

Weekly productivity indicators should be shared with the whole team. This may be as simple as three indicators, they should be presented graphically, and are not there to provoke in depth conversations. Share the facts and then move on.

**Customer and employee feedback:** Every business should be collecting customer and employee feedback. This is the forum for this feedback to be aired and actions committed to.

**A rock or single issue:** This should be the major focus of the weekly meeting. Rather than dealing with numerous small issues highlight a key issue every week to get the teams collective input on. This is a great way to support a current focus within the business.

#### Monthly, Quarterly and Annual

The monthly meeting is used to review monthly results including the key numbers from the p&l, and also to get updates on each team member's goals. Use at least half of this meeting to provide training for staff. It is a chance to make sure that learning and development are delivered in a regular and structured manner in your business. It provides a good chance for senior staff and managers to pass on their knowledge to newer colleagues.

Quarterly and Annual meetings should be used to review and establish strategy. Verne Harnish recommends having a quarterly focus for the whole business and the quarterly meetings should be used to launch the new focus for the quarter ahead.

One of the reasons this book rings so true is that a number of successful businesses we have seen grow in both sales and profit have promoted the benefits of establishing the daily huddle. This book goes one step further and gives the reader the instructions on how to implement a successful meeting rhythm in their business.

## EAST MEETS WEST



Congratulations to the members of the newest Travelscene American Express Performance Group which will be referred to as the 'EastWest' group. The name comes from the fact that group members are from Perth, Adelaide and Melbourne. The group will hold its first meeting in Adelaide on December 7 & 8.

Group members are: ...

Nicole Burton – Total Travel WA

Bruna Macri and Christine Sapwell – The Travel Planner

Cathy Harley – Prestige Travel

Michele Saunderson – Travelscene Mt Martha

Leonie Spencer – Lifestyle Travel Ballarat

Sandra Paddick – Travelscene Kadina

Cathy Sullivan – Travelscene on Eastern Hill

Tanya Van Angeren – Travelscene Dandenong & Sorrento

Jenny Watson – Travelscene Monbulk

## WELCOME

Congratulations to the following businesses who have joined a Performance Group in the last few weeks

Dean & Jackie Anderson – Christchurch Top 10

Steve Gamble – Christchurch Top 10

Gill Gaspar – Harvey World Travel Forestville

Jodie Morey – Travelworld Kununurra

Debbie Nazzari – Harvey World Travel Belmont

Lauris White – Harvey World Travel

Nambucca Heads

Mark Van Huisstede Harvey World Travel Maitland

Brett Robinson - Harvey World Travel Leopold

Carol McCarthy – Harvey World Travel Drysdale

Timmi Sella - Poolside Pelican Waters Poolshop

## BUSINESS BOOK OF THE MONTH

Mastering the Rockefeller Habits

Resurg Rating: ★★★★★☆ Author: Verne Harnish

This book is based on the successful business habits of oil magnate John Rockefeller, considered by many to be the richest man who ever lived. Rockefeller's success was attributed largely to his disciplined and structured approach to business that relied on three key areas: 1) Having clear priorities and always one top priority. 2) Having sufficient data on a daily and weekly basis to measure performance and market demand. 3) Establishing an effective rhythm of meetings as described in our main article this month.

What makes this book very beneficial to the time poor business owner is that all of the ideas and concepts he talks about in the book are tangible resources that you can effortlessly implement into your organisation. Many books leave the reader with great ideas but this book also gives you a step by step approach to implementing these ideas and improving your business.

This book is no thriller but it's short and punchy enough that you never lose interest and will constantly dip back into it as you work on different systems within your business.



## RUN OF THE MILL

### MIGHTY HELPFUL™ MITRE 10

M10 SAVIC Performance Group members took time out of their recent Performance Group meeting visit a supplier's timber mill in Mount Gambier.



Above: Performance Group Members Kelleigh Exelby (Colac Mitre 10) and Brenda Holt (Holt, Sorrel, TAS) during a recent visit to the Mitre 10 timber mill

## GET THAT MONKEY OFF YOUR BACK

Is there something you've been dying to tell us about your Performance Group but forgot to write in your meeting evaluation form?

Don't worry, just visit [http://www.surveymonkey.com/Performance\\_Group\\_Survey](http://www.surveymonkey.com/Performance_Group_Survey) to complete a Performance Group satisfaction survey at any time via Survey Monkey. It has proved to be an invaluable method of collecting customer feedback, is easy to use and very cost effective.



Survey Monkey allows you to easily customise customer surveys and feedback reports.

## DO YOU HAVE NEWS TO SHARE?

If you have any news, stories, pictures or ideas you'd like to share with the wider group, or questions you're seeking answers to, email us at [performancegroups@resurg.com.au](mailto:performancegroups@resurg.com.au).

The best story feature or submission each month will win a bottle of wine.



## PERFORMANCE GROUP CALENDAR NOVEMBER 2011

7th & 8th	HWT VIC 2	Melbourne
10th & 11th	BPG	Sydney
11th & 12th	Top 10 NZ	Te Anau
14th & 15th	HWT Big Players	Resurg
15th at 2pm Syd Time	IGA NSW2	Number 1800 857 029 Pin – 90673653#
15th & 16th	BIG4 GP1	Deniliquin
16th Nov at 11am	HWT QLD	Number 1800 857 029 Pin – 90673653#
16th Nov at 11am	HWT NSW1	Number 1800 857 029 Pin – 78244001#
16th & 17th	HBT NSW/VIC	Cooma
17th Nov at 11am	Bioguard	Number 1800 857 029 Pin – 90673653#
21st Nov 11am WA time	IGA WA	Number 1800 857 029 Pin – 90673653#
21st & 22nd	BIG4 GP2	Marion
22nd & 23rd	BIG4 GP3	Lake Macquarie
24th & 25th	Jetset Big Players	Perth
30th Nov at 2pm	Thinkwater	Number 1800 857 029 Pin – 90673653#
30th & 1st Dec	HWT VIC 1	