



RESOLUTE RESOLUTIONS

Something happens to us in early January. Whether it's due to a well-deserved holiday, time spent with friends and family, a glass of wine or two or just the optimism that arrives with the New Year's Eve fireworks, we are suddenly full of hope and this often leads to us setting New Year's resolutions. Suddenly everything seems possible, but in the cold, hard light of day, those promises we made seem near impossible to keep. In fact, it almost seems that New Year's resolutions are more likely to entertain those around you, than actually be achieved! However there is a way to make sure your dreams and aspirations remain intact, and it's never too late to start.

Most resolutions focus on an outcome and don't give much consideration as to how the goal will be reached. Without proper planning, a resolution can quickly fall into a heap. By focussing on the process, rather than the objective, your desired result is far more likely to be achieved, possibly quicker than you had imagined.

What you need is a plan within a plan. Rather than make a resolution at the last minute, take time to analyse your business. No doubt you already have aspirations and ideas. Make a list and figure out how best to achieve these goals. Make sure the resolutions you make are something you can control. For example, you can decide how many prospective clients to approach on a weekly basis. You can put a marketing plan together and show your business in the best possible light. What you can't control is whether these potential clients actually buy from you. As long as your resolutions and goals are ones you can control, you are far more likely to stick with them.

According to a recent study it takes an average of 66 days of routine practice before a new behaviour becomes established. Some of the harder changes, ones that are out of character or new to a business, can take much longer. All this takes commitment,

perseverance and a great deal of planning and monitoring. Are you up for the challenge? If so, here's some suggestions that might inspire you to create your own list:



- Own your inbox—As soon as an email or paperwork arrives, do something with it. File, delete, reply or put it in a "deal with it later" file. Your workload will feel lighter if you don't have to look at a cluttered inbox.

- Delegate—Identify tasks that you can hand over to others. Use your extra time to focus on where you can add real value to your business and clients.

- Be positive—Don't let negative people, including negative news from the media, get you down. Focus on what you can control and use your energy to analyse what's happening directly with your business, especially from a financial aspect.

- Network—Let your clients and suppliers know you value their business and product. It's simple, but can have a lasting, positive effect on your business.

- Show, don't tell—Demonstrate to people

how good your business is, don't tell them.

- Time out—Get out of the office. Turn off the phone. Go for a walk, run or swim. Sit under a tree and read a book. Do something that is

just for you, even if it's only for thirty minutes. Switching off will energise your mind and body, resulting in a more relaxed you. Your health, clients and family will thank you for it.

Everyone is human. We make mistakes, we sometimes fail, but we all have the ability to achieve. By understanding that a resolution needs planning, monitoring and commitment, you are well on the way to achieving your 2012 goals, no matter how big.

Final Thought: Make a list of five things you would like to achieve in 2012—make sure they are things you can control. It's still January, so you have another eleven months to make this happen. Don't be afraid to dream big. Design a strategy of how you'll get there. If you break it down into manageable pieces, by monitoring on a regular basis, you'll find that sticking to your resolutions is easier than you had expected.

NEWS

Australian Business: Eight megatrends for the decade ahead

Australia is well-placed to capitalise on the growing affluence of new markets in Asia, but many companies feel daunted about rapid technological changes and social media, according to a new survey.

The survey, *Service 2020: Megatrends for the decade ahead*, is written by the Economist Intelligence Unit and based on the forecasts of 479 business-leaders across the world, including about 50 from Australia. The businesses range from large to small, with a spread across regions and sectors.

The eight megatrends for Australian business identified by the survey were:

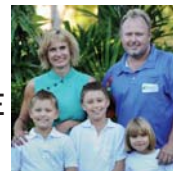
- Global competition will drive up service standards.
- Companies must maintain service standards in the face of "the need for speed".
- Firms must learn to use the increased

transparency brought by social media to their advantage.

- Companies must use new sources and types of data to rethink the way they track and personalise their service.
- Good employees will remain fundamental to good service but with technology as an enabler.
- More firms will outsource aspects of customer service to new kinds of specialists.
- The rise of the mass affluent and other customer segments will force companies to find new product or service niches.
- Customer expectations, including the purpose of the store, are evolving with new technology
- More firms will outsource aspects of customer service to new kinds of specialists.
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Source: Smart Company

60 SECONDS WITH... NAOMI MCKINNON FROM BIG4 ADVENTURE WHITSUNDAY RESORT



Favourite Destination: Bareboating around the Whitsundays, Byron Bay, New York City or Borneo!

Favourite Food: Anything Italian

Favourite Movie: Any kids movie - they have such a beautiful, hidden meaning

Something I want to see: The tourism industry to stop this discounting nonsense! It only serves to damage us all long term... less turnover equals less profit which leads to product becoming tired and run-down and service levels dropping as businesses cut staff to remain profitable. I'd love to see every business use the Net Promoter Score as a mechanism to reviewing themselves... it is contagious and really keeps you on your toes

How do you motivate your staff?

- Always always remember... THEY are the business
- Communicate often, openly and above all honestly
- Involve them in strategic discussions
- They're NOT the enemy, treat them as a friend
- Say thank you, then say thank you again

Do you run a staff incentive scheme?

One involves our guests and the other staff. Our guest questionnaire asks for feedback on staff... staff with the highest number of mentions receive a small monthly bonus (one for reception staff; the other for our grounds/maintenance/housekeeping team). The second scheme is voted on by staff... a quarterly 'award' where staff nominate one of their peers. Other than that we provide bonuses throughout the year but keep them spontaneous so that they don't become an expectation

What tools do you use for your time management? Sorry, still old fashioned... a diary and a checklist of tasks to do on a scheduled basis

How long have you been in a Performance Group? 5 years

How do you benefit from being in a Performance group? We're all there for the same reason... to improve... so it's always incredibly motivating to be able to discuss problems, successes and ideas with like minded people. I always manage to come away with another list of great ideas to implement.

BUSINESS BOOK OF THE MONTH

Getting Things Done

Resurg Rating: ★★★★★☆ Author: David Allen

This book is for all those who are overwhelmed with too many things to do, too little time to do them, and a general sense of unease that something important is being missed. Everyone has experienced times when everything seemed effortless, and progress limitless. David Allen has captured ways for you to achieve state of mind and consciousness more often. His key concept is that every task, promise, or assignment has a place and a time. With everything in its proper place and time, you feel in control and replace the time spent on vague worrying with effective, timely action. As a result, the accomplishments grow while the pressure to accomplish decreases. The book contains many insights into "how to have more energy, be more relaxed, and get a lot more accomplished with much less effort." The key psychological insight of this book is that rapid progress occurs when you take large, unformed tasks, and break them down and organize them into smaller, sequential steps for exactly what to do and when.



PERFORMANCE GROUP CALENDAR FEBRUARY 2012

14th & 15th Feb	IGA WA	Busseltown, WA
14th & 15th Feb	IGA NSW 2	Oberon, NSW
20th & 21st Feb	Jetset Travel World	Rosebery, NSW
27th & 28th Feb	HWT QLD	Brisbane, QLD

Conference Calls for Feb 2012:

8th Feb, 11am Syd Time	IGA NSW 1	Dial 1800 857 029 – Pin – 90673653#
9th Feb, 11am Syd Time	BIG 4 Group 1	Dial 1800 857 029 - Pin – 90673653#
14th Feb, 10am Syd Time	HBT NSW VIC	Dial 1800 857 029 - Pin – 90673653#
15th Feb, 11am Syd Time	BIG 4 Group 2	Dial 1800 857 029 - Pin – 90673653#
15th Feb, 11:30am Syd Time	HWT Big PLayers	Dial 1800 857 029 – Pin 78244001#
21st Feb at 2pm Sydney Time	Top 10 New Zealand	Dial 1800 857 029 - Pin – 90673653#
28th Feb at 11am	HWT VIC 1	Dial 1800 857 029 - Pin – 90673653#