



PERFORMANCE GROUP

MONTHLY

FROM **RESURG** GROUP

JULY 2010

STAFF SATISFACTION V CUSTOMER SATISFACTION

Researchers have undertaken numerous studies to look at the connection between customer and employee satisfaction. Not surprisingly, the majority of these studies have been able to uncover a correlation between employee satisfaction, customer satisfaction and profitability. Two key findings that are repeated throughout almost all the research done on this subject are:

- Profit and growth are stimulated primarily by customer satisfaction and loyalty.
- Employees who are satisfied in their jobs provide higher levels of customer service.



A recent Gallup survey of 55,000 employees matched the following attitudes with higher profits:

- Employees felt they had an opportunity every day to do what they do best
- They believed their opinion counted
- They sensed that their co-workers were committed to quality
- There was a direct connection between their work and the company's mission statement

According to many management experts, the single greatest key to productivity is employee happiness. Satisfied employees are usually energetic and tend to be highly motivated. But, determining what makes workers happy can be a mind-stretching exercise. For years, the belief was that money was the source of employee happiness and retention. While there is no question that money is important, management studies show that it does not buy employee satisfaction. While employees want to be fairly compensated for their efforts, they also want to be challenged and treated with respect.

Here are some suggestions on how your business can increase employee satisfaction:

- Understand why people are working and commit to helping them achieve their goals on the job. Develop a plan that will assist them in getting where they want to go.

- Empower your team to do the job you hired them to do. A work environment in which employees are constantly monitored, micro-managed and bossed around can be stifling. While most employees are capable of receiving empowerment, not all will seek it. The overriding motivation for all employees is respect.

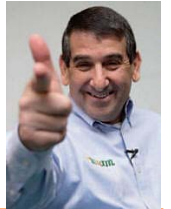
- Keep employees informed. Share the big picture as to why they are being asked to do what they do and how their work can benefit others. Invite them to share their opinions. Allow them to actively participate in the discussions that lead to business decisions. By including them, you signal that you value their expertise and recognize that they are a valuable asset for the organization. Remember, involvement equals commitment!

- Communicate your expectations. Let your employees know what you expect from them in terms of work ethic, quality, honesty and job performance. Do not assume that employees somehow inherently understand what is required.
- Take care of the people who work for you. Acknowledge their accomplishments with frequent and sincere recognition. Take time to single out employees who have gone well beyond the call of duty.
- Hire the best people for the job, give them directions and tools to do the job and step aside. But, be sure to follow up.
- Treat employees the way you would want to be treated. Think about how you would want to be informed of changes and recognised for a job well done. Then do the same with your employees.

Final Thought: Money isn't everything. Yes, it's true that people need to feel as if they are fairly compensated; but they also want to feel like they are a part of the company and that their ideas and suggestions are important. They also like to feel that they add value and aid in the company's growth.

60 SECONDS WITH...

ART FREEDMAN,
Retailer Ace Hardware,
Business Mentor/
Coach/Trainer



Favourite Destination:

Sydney, Australia out of the US, Carmel California inside the US.

Favourite Food:

If I have one last dinner, it is going to be an "In and Out" burger. Best burger in the WORLD!

Someone I admire:

My wife Geni. She has put up with me for over 40 years, she is a Goddess.

Favourite Movie:

Recent - "Bucket List", a bit older.... Starship Troopers, now there is a classic...NOT.

Something I want to see:

One of my grand children growing up and becoming a business owner.

What are your tips for motivating staff?

- Give them responsibility.
- Get their input often.
- Share information (sales and average transaction data).
- Show appreciation for work done (often).
- Keep them informed on what is going on in the company.
- Make sure they know how important they are to the company.
- Call in the hulk.

Do you run a staff incentive scheme?

Yes, Great leadership.

What tools do you use for your time management?

- Scheduling planner
- IPHONE
- Year at a glance
- Someone to bug me when I need to be someplace

BUSINESS BOOK OF THE MONTH

Thank God It's Monday

Resurg Rating: ★★★★★☆☆ Author: Roxanne Emmerlich

If you read sophisticated, high level business books on a weekly basis this may not be the book for you. On the other hand if you find it hard to find the time to read books that will drive improvement and positive change in your business this could be a great book to inspire and help you change the culture in your workplace. While the advice is simplistic, it has the potential to be a good start to turning around a negative work environment. It's a fun book full of motivation and strategies to help employees and employers alike have more fun in the workplace, thus increasing performance and most of all customer satisfaction. Once you've read it make sure you pass it onto your staff.



NEW PERFORMANCE GROUPS



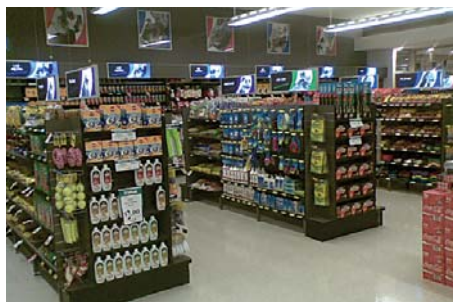
Supa IGA QLD

Congratulations to IGA who recently held the first meeting of their Queensland Performance Group comprising solely of the large format 'Supa' IGA stores.

Group members are: ...

Terry Walters, Peter Piccone, Craig Meyer, Mel Luke, Peter Lee – Ritchie's, John Hyslop, John-Paul Drake – Drakes, Derek Cornett, Kim Chounding

Carindale Supa IGA was the host business for the first meeting of the Supa IGA QLD Performance Group. This picture shows their extensive Pet Supplies department, a hit with pet owners in the area. The store is part of the Ritchie's Group who operate 58 stores across Victoria, New South Wales and Queensland.



Group member Terry Walters was thrilled with the first meeting of the group;



"It's one thing looking at figures on a spreadsheet but the true value of the groups comes from then being able to ask those achieving the best results how they are doing it." said Terry.

Performance Group member Terry Walters who operates 8 IGA stores under the Walters IGA brand.

PGM IN PDF

Performance Group Monthly, now available in PDF.



In response to customer feedback you will now find a PDF copy of our monthly

newsletter attached to the email version you receive. This file will allow you to save and/or print off the newsletter. Any queries, please call Courtney on 02 9319 0522.

PERFORMANCE GROUP CALENDAR JUNE/JULY 2010

22nd & 23rd Jul	Jetset Business Select	Zetland, NSW
3rd & 4th Aug	Jetset Group1	Mascot, NSW
4th Aug, 10am	Travelscene American Express VIC1 Conf Call	1800 857 029, 90673653#
5th Aug, 10am	HBT VIC Conference Call	1800 857 029, 90673653#
5th & 6th Aug	Best Practice Group	Auckland, NZ
10th Aug, 11am	BIG4 G1 Conference Call	1800 857 029, 90673653#
11th Aug, 9am	Harvey World Travel Company Owned Group Conf Call	1800 857 029, 90673653#
12th & 13th Aug	Combined Rural Traders NSW2	Hunter Valley, NSW

Winning

in the Changing Retail Marketplace

A SPECIAL PERFORMANCE GROUP OFFER

Attend one of our upcoming workshops in Brisbane, Sydney or Melbourne and you could win \$1,000 towards future Resurg Services. You can choose any of Resurg's service, including your next year's Performance Group fees!

Winning In the Changing Retail Marketplace is new, fresh and relevant to your business. It is a proven workshop that will teach you how to drive PROFIT & PERFORMANCE in 2010 and beyond.

In this day long presentation you will be educated, re-energised and inspired to put into use the opportunities you have for increasing your sales and profits.

Winning In the Changing Retail Marketplace will give you ideas and the tools you need to:

1. Maximize the sales with your existing customers
2. Drive sales into your store from shoppers who are now giving their business to your competitors.
3. Increase staff productivity.
4. MAKE YOU MORE MONEY

Our presenter, Art Freedman is a world renowned retailer who has presented across America, Australia and in more than 20 other countries internationally. Along with presentations by Resurg's own Michael Aylen, this is an opportunity not to be missed.

Brisbane August 23, Sydney August 24 & Melbourne August 26, 2010. Contact us now on 1300 132 138 or see our website for details.

"This seminar is perfect. Very inspiring and easy to understand. I KNOW that I can go back to my store and MAKE A DIFFERENCE. I cannot wait to start." - Rob Russell - Washington

HAVE YOUR SAY...

We are always keen to hear your thoughts on your Performance Group, whether it's good, bad or just an idea. Follow the link below to complete a quick online satisfaction survey http://www.surveymonkey.com/s/Performance_Group_Survey