



# PERFORMANCE GROUP

## MONTHLY

FROM **RESURG** GROUP

SEPTEMBER 2010

### BETTER DECISIONS – BETTER LIFE!

One of the world's leading Performance Coaches, Anthony Robbins, recently visited our shores and ran a 4 hour workshop for over 3,000 business owners, managers and employees in Sydney. While there was plenty of jumping up and down, dancing and hugging of complete strangers the main message of Robbins session was the power of decision making in achieving business and personal success.

**'It is in your moments of decision that your destiny is shaped.'** – Anthony Robbins



Robbins stated that the main difference between those of us who get what we are

after and those who struggle is the ability to make decisions. Those who struggle to make positive decisions are slowed by procrastination and constantly hit roadblocks which they feel they can't overcome. However those who power through decisions and are far less likely to accept no as an answer are far more productive in both the short term and long term. The good news is that even if decision making is not your forte, it is a skill that like any other can be learnt and improved through practice.

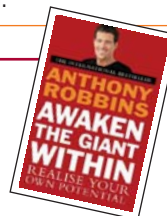
Robbins then went on to explain two key forces that affect our decision making: 'state' and 'blueprint.'

State: Your current state of mind, how you are

feeling right now. It is a combination of your current energy level and what you mind is focused on. If you are sedate and focusing on negative aspects of your life you are more likely to procrastinate and make poor decisions. However if you have a high energy level and focus on the positives of a situation you not only make a decision much quicker but also are far more likely to make a positive decision. Simply put, if you feel good, you will make better decisions.

Blueprint: The other force that exerts itself on our decision making is our blueprint or 'long term story.' Your blueprint is a result of your conditioning and the influences you have been exposed to you throughout your life. As humans we find it very hard to make decisions that go against our expectations of life. Our blueprint explains why we often become unhappy or frustrated with a situation. If our expectations are unrealistic, we may never achieve them and therefore never be happy, on the other hand if our expectations are achievable we need to focus on making decisions that will enable our life / business to reflect our expectations more closely.

**Final thought:** Struggling to deal with a difficult decision? Don't sit there worrying about it. Get into a positive and powerful 'state' by raising your energy level through exercise and focusing on how good you will feel when you have made the right decision.



#### BUSINESS BOOK OF THE MONTH

Awaken the Giant Within

Resurg Rating: ★★★★★☆ Author: Anthony Robbins

Awaken the Giant Within - How to Take Immediate Control of Your Mental, Emotional, Physical and Financial Destiny! was written by Anthony Robbins back in 1992. It is 544 pages of motivational techniques and self help tips. The book covers a wide range of topics, from goal setting, to Neuro-linguistic programming (NLP), personal finance, and relationships. The book comes across as fast paced and entertaining, it covers a lot of material, with much of it requiring you to make positive changes and work on yourself. So it is probably best skimmed, before going back to chapters that relate most to your life. Robbins uses a lot of techniques that are either influenced by or are taken from the pseudoscientific principles of Neuro-linguistic programming (NLP). But Awaken the Giant Within is more than a book derived from NLP, it is a manual for life. If one technique or chapter does not work for you, there are plenty more in the book that can. Awaken the Giant Within is a self help classic.

60 SECONDS WITH...  
PERFORMANCE GROUP  
FACILITATOR  
Mike LoRiccio,



#### Favourite Destination:

No Favourite; Europe, America or the Tropics

#### Favourite Food:

I should say Italian but also partial to Indian, Thai & Lebanese.

#### Someone I admire:

My Wife Roz and anyone who gives their time to help sick or underprivileged people.

#### Favourite Movie:

The Bucket List

#### Something I want to see:

Dolphins in the wild while diving

#### What are your 5 tips for motivating staff?

1. Talk to them
2. Give them ownership
3. Reward them every now and then (cake for morning tea or a BBQ lunch)
4. Say thanks
5. Be positive or happy around them, it rubs off (tried the grumpy thing, doesn't work)

#### What tools do you use for your time management?

- Outlook
- iPhone
- Wife
- Staff

#### What do you see as the benefits of being in a Performance Group?

Sharing knowledge, exchanging ideas, encouraging each other and helping when we can. Learning new ways or bettering the way I do things.

## BIG4 DENILIQUIN PARINGA

New South Wales holiday park, BIG4 Deniliquin Paringa recently joined the BIG4 Group 1 Performance Group and the story below shows that they will be a great asset to the group.

New South Wales holiday park, BIG4 Deniliquin Paringa has added yet another award to its cabinet, taking out the 2010 CountryLink Inland Tourism Awards under the Tourist and Caravan category. Coming out on top against 51 other entrants, owners Frank and Lynda White are thrilled to be recognised for the hard work that is involved in running a holiday park, paying tribute to the awards on behalf of the industry.

"The best part of entering these awards is that it allows us to take a look back at how far we have come, areas that still need improvement, and it's a reminder for us to stay focused on where we are heading in the future. It's a great inspiration for us to continue to move forward in all areas of our business," Frank says. "We are in the process of doing numerous developments around a third of the whole park including 40 new sites, ten new cabins and a brand new ten kilowatt solar panel system which will save on energy. It will even have an interactive display where kids can come and see how the system works," Frank says.

Located on the banks of the magnificent Edward River in the Riverine region, BIG4 Deniliquin Paringa Holiday Park boasts great facilities including a solar heated pool, basketball court, BBQs, water sports and skiing facilities and a new conference/function centre. Riverfront accommodation in a range of cabins or caravan sites makes this ideal for all demographics including families, skiers, fisherman and all travellers.



Frank and Lynda White with their CountryLink Inland Tourism Award

## TRAVELSCENE KEMPSEY



Congratulations to Performance Group member TravelScene Kempsey who were recently awarded Business of the Year – Service & Professional, by the Kempsey and District Chamber of Commerce. Owner Sue Gorman (centre in the photo above) was also recognised as Runner Up for Business Person of the Year. The business was recognised in particular for their high levels of customer service and their contribution to the local community.



Congratulations to Performance group Member Greg Henderson who was recognised as the Swimart Franchisee of the year at the recent conference on the Sunshine Coast. Greg's Business in Taringa is renowned for its high standards of customer service and technical knowledge whilst from a business point of view also achieving strong sales growth and high profit margin.

## 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](http://www.surveymonkey.com/s/Performance_Group_Survey)

## NEW PERFORMANCE GROUPS



Congratulations to Jetset Travelworld who held the first meeting of their second Sabre subsidised Performance Group in July.

Group members are: ...

Jenny Brushe	Jetset Wahroonga Village
Johansen Chung	My Travelshoppe Pty Ltd
Michael & Marie Filo	Jetset Liverpool
Kim Gibson	Travelworld Blackwood
Marea Groat	Travelworld Griffith
Greg Higginbottom	Travelworld Raymond Terrace
Derek Macfarlane	Jetset Albany Creek
John Spark	Jetset Travel Albany
David Swainston	Jetset Margaret River
Sharyn Wake	Travelworld Blackwood

## FRANCHISING PROFITS UP

Franchising is a star in the Australian economy according to a recent survey with franchisees and franchisors both showing good growth in profit and revenue. Franchisees showed growth about twice the rate of the Consumer Price Index. Current franchisee profit levels of about six percent are set for a huge jump over the next three years, the report indicates.

Franchising as an industry has been achieving double digit growth and forecasting compound profit growth. The sector is well placed to take advantage of opportunities in front of them from strong performances this year. Much of the growth has come from the retail sector, but services also performed well enough to record double-digit growth.

The report showed franchisor investment in the franchise network over the last 12 months included extra marketing funds for group marketing, a step taken by 41 percent of franchisors. Field support was viewed as highly effective by 79 percent of franchisors.

Over the next few years franchisors will be focusing primarily on organic growth, with expansion into new domestic markets, products and services, overseas expansion and acquisition. While 37 percent of franchisors are planning on acquisitions over the next three years, 23 percent of franchisors intend to sell their business within two years, the vast majority in medium-sized franchise systems.

Source - Franchise News

## PERFORMANCE GROUP CALENDAR OCTOBER 2010

- 4th & 5th October – HBT VIC Performance Group Strathalbyn, SA
- 5th & 6th October – TravelScene American Express VIC1 Performance Group Melbourne, VIC
- 5th & 6th October –IGA Volcanic Vendors Performance Group Geelong, VIC
- 6th & 7th October –Mitre 10 Performance Group Sorell, TAS
- 19th & 20th October – BIG4 G2 Performance Group Lake Taupo, NZ
- 20th & 21st October – Danks Performance Group Katoomba, NSW
- 20th & 21st October – Mitre 10 NSW & QLD Performance Group Christchurch, NZ
- 21st & 22nd October – Mitre 10 VICTAS1 Performance Group Melbourne, VIC