



PERFORMANCE GROUP

MONTHLY

FROM **RESURG** GROUP

NOVEMBER 2010

THE TEN KEYS TO BUSINESS SUCCESS by Brian Tracy

There are ten critical areas where your ability to think largely determines the success or failure of your business. The greater clarity you have in each of these areas, the better decisions you will make and better results you will achieve. The more you incorporate these principles into your daily thinking and decision making, the more effective you will become.

Key Purpose

What is the purpose of a business? Many people think that the purpose of a business is to earn a profit, but they are wrong. The true purpose of a business is to create and keep a customer. Fully 50 percent of your time, efforts, and expenses should be focused on creating and keeping customers in some way. If a business is successful and it creates and keeps customers in a cost effective way, it will make a profit and will continue to survive and thrive.

Key Measure

The key measure of business success is customer satisfaction. Your ability to satisfy your customers to such a degree that they buy from you rather than from someone else, that they buy again, and that they bring their friends is the key determinant of growth and profitability.

Key Requirement

The key requirement for wealth building and business success is for you to add value in some way. All wealth comes from adding value. All business growth and profitability come from adding value. Every day, you must be looking for ways to add more and more value to the customer experience.

Key Focus

The most important person in the business is the customer. You must focus on the customer at all times. Customers are fickle, disloyal, changeable, impatient, and demanding—just like you. Nonetheless, the customer must be the central focus of everything you do in business.

Key Word

In life, work, and business, you will always be rewarded in direct proportion to the value of your **contribution** to others, as they see it. The focus on outward contribution, to your company, your customers, and your community, is the central requirement for you to become an ever more valuable person, in every area.

Key Question

The most important question you ask, to solve any problem, overcome any obstacle, or achieve any business goal is "How?" Top people always ask the question "How?" and then act on the answers that come to them.

Key Strategy

In a world of rapid change and continuing aggressive competition, you must practice continuous improvement in every area of your business and personal life. As Pat Riley, the basketball coach, said, "If you're not getting better, you're getting worse."

Key Activity

The heartbeat of your business is sales. Dun & Bradstreet analyzed thousands of companies that had gone broke over the years and concluded that the number-one reason for business failure was "low sales." When they researched further, they found that the number-one reason for business success was "high sales." And all else was commentary.

Key Number

The most important number in business is cash flow. Cash flow is to the business as blood and oxygen are to the brain. You can have every activity working efficiently in your business, but if your cash flow is cut off for any reason, the business can die, sometimes overnight.

Key Goal

Every business must have a growth plan. Growth must be the goal of all your business activities. You should have a goal to grow 10 percent, 20 percent, or even 30 percent each year. The only real growth is profit growth.

Final Thought

Resolve that, no matter what happens, you will never, never give up until you are successful. Before you accomplish anything worthwhile, you will have to pass the persistence test. And the test will come far sooner than you imagine.

Adapted from an article by Brian Tracy. Brian is one of the world's foremost thought leaders on personal and business success. He's one of the most sought after success coaches today and has transformed the lives of millions.

60 SECONDS WITH...

Dean Kinney, Director of Golf/Head Professional at Pennant Hills Golf Club in Beecroft, Sydney



Favourite Destination:

New Zealand.

Favourite Food:

Roast Lamb or Pork.

Someone I admire:

Tiger Woods – the golfer!

Favourite Movie:

The Bucket List

Something I want to see:

More of my kids

What are your 5 tips for motivating staff?

1. Set daily, weekly & monthly goals with them.
2. Hold Monthly team meetings
3. Offer rewards for excellence
4. Look to the team for new ideas
5. Be a good listener

Do you run a staff incentive scheme?

Yes, we run a formal scheme based on sales targets.

What tools do you use for your time management?

Diary, iphone and lists, lots of lists.

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

I benefit from the sharing of ideas, having an external facilitator to keep us on track and also setting deadlines to ensure we follow up the actions we have committed to in the meeting.

PERFORMANCE GROUP MEMBERS UNDERCOVER

In the last month Channel 10 has been winning ratings with their show 'Undercover Boss.' The show has featured Performance Group members from both the BIG4 and IGA networks.

In the BIG4 episode the story of Performance Group member Quentin Fletcher was a highlight and helped the show rank no. 1 for its timeslot on national TV. Quentin's wife Patrice commented:

'The show has been a big success for the BIG4 brand and we were thrilled to be part of it. The funny thing is that we had been watching the show and Quentin had been very critical of the franchisees and staff in the other shows. He couldn't believe that they didn't recognise the Undercover Boss. It was funny then that Quentin had absolutely no idea what had happened to him until he was sat across the table from Ray (BIG4 CEO) at head office in Melbourne.'

Since the show Quentin and Patrice have received many emails from both existing clients and well wishers. Other BIG4 Performance Group member parks featured in the show were Cairns Coconut and BIG4 Bellarine as well as BIG4 board members Ken Davis and Merv King.

To view episodes of Undercover Boss visit the Channel 10 website on www.ten.com.au.

RESURG HAS MOVED!

We have now moved and are in our new Rosebery office. Our new contact details are;

Phone: 02 9697 2239

Fax: 02 9697 3805

Address: 18/6-8 Crewe Pl, Rosebery NSW 2018

Postal Address: (same as previous PO Box)

PO Box 196, Alexandria NSW 2015

Toll free: 1300 132 138 (same as before)

Unfortunately we are still having issues with our phones, all lines are being diverted to mobiles but you still may have trouble getting through. If you need to get in contact with someone urgently please contact Chris on 0403 091 875, or send us a quick email and we will call you back.

VIDEO PRODUCTION FOR WEB, DVD OR BROADCAST.

If you're looking for video production for the web, video or even broadcast, check out Martin Johnson Communications. Martin produced the Performance Group promotional video on our web site and filmed the Art Freedman seminar. He also managed the development of our new web site. He's got over 30 years experience in the Communications field and is a great guy to deal with. If you want a professional job, why not check him out.

www.martinjohnsoncommunications.com.au

NEW PERFORMANCE GROUPS



Congratulations to Think Water who held their first Performance Group meeting in Sydney on November 3 & 4.

Group members are: ...

Mike Allen	Victor Harbor
Marg Campbell	Dunsborough
Pat & Emily Currie	Leeton
Greg Dubrich	Adelaide
Daniel Grosse	Mt Gambier
Steen Hermansen & June Wang	Dural
Ian Morris	Dubbo
Lee & Jayne Rothwell	Alstonville
Mark Tremain	Napier, NZ
Simon Worssam	Alice Springs

Think Water (formerly the Independent Water Group) is a leading national network of independently owned water services businesses.

They specialise in the design and implementation of the most water efficient irrigation and water management programs for clients across all sectors and all regions of Australia. Find out more at www.thinkwater.com.au

NEW PERFORMANCE GROUPS



Congratulations to PGA Australia who held a pilot Performance Group meeting at Castle Hill Golf and Country Club in Sydney.

Attendees were:

David Northey – Castle Hill Country Club (meeting host)

Dylan Taylor – Oatlands Golf Club

Paul Lorimer – Asquith Golf Club

Dean Kinney – Pennant Hills Golf Club

Phil Ayres – PGA head office

The PGA and its members are the cornerstone of golf in Australia. It has played a significant role in the popularity and promotion of the game from televised international events through to the local club or driving range where the PGA members introduce and service the 1.2 million golfers who play the game each year.

Find out more at www.pga.org.au

The venue for last week's meeting was Castle Hill Golf Club, one of the busiest Private Golf Clubs in Australia.



Above: The outlook from the clubhouse.

Below: The pro shop was well stocked.



NEW PG MEMBERS

Congratulations to the following businesses who recently joined a Performance Group:

Joanne Harding-Smith – Samford Travel, QLD (welcome back Joanne!)

Peter Trappel – IGA NSW

Kevin Salmon – Riverina Co-Op, Wagga Wagga

PERFORMANCE GROUP CALENDAR DECEMBER 2010

29th & 30th November	Best Practice Group	Gold Coast
2nd December	BIG4 G2	1800 857 029, 90673653#
6th & 7th December	Harvey World Travel NSW1	Rosebery
7th & 8th December	IGA WA	Joondalup
10th December, 11am	Jetset G2 Conference Call DP	1800 857 029, 90673653#
16th & 17th December	Harvey World Travel Company Owned	North Sydney