



## THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE – STEPHEN R. COVEY

'It is possible to be busy, very busy without being effective.'

If you feel you are working hard and not getting anywhere this book is a must. The Seven Habits is a master class in increasing your self-knowledge and effectiveness and then transferring this to enable you to work effectively with others.

The title of the best-selling book makes it sound very functional. But it is far from that, it's a book that introduced new ideas and concepts that are now everyday management speak such as win/win and work life balance. Rather than being a book that's all about behaviours this book encourages the reader to first identify their values, build their daily habits around these values and with perseverance success will follow.

### So what are the seven habits?

#### Be Proactive

What is the one key difference between animals and humans? We are self aware. Animals react instinctively to stimulus; however as humans we have the ability to choose our response. Proactivity is the ability to control our circumstances through choosing our responses rather than being simply being reactive and therefore being a victim of our environment and our conditioning.

#### Begin with the end in mind

All things are created twice, first in the head then in reality. Before a house is built an architect draws up the plans. To be successful in life you need to first picture what you want to achieve and how you will achieve it, you can then use these plans to achieve the success you desire.

#### Put first things first

Many of us get lost in the busy-ness of life. If you have read and understood habits 1 & 2 you will know that you have the ability to choose your response and you will know what you want to achieve. The next step is to realise the value of time and that you need to

manage it in such a way that the most important things get done first.

#### Think Win Win

Win Win is a frame of mind that constantly seeks to find solutions that suit all parties involved. Covey argues that in management and leadership we commonly use competitive or win / lose incentives and then are surprised when our team members don't work well together. Finding Win Win solutions means that people work together which is far more effective than a team of individuals all trying to get one up on the others. It is also a highly effective method for solving conflicts and disagreements.

#### Seek first to understand, then to be understood

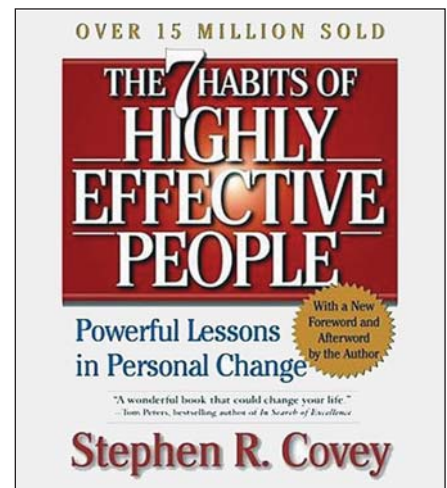
For truly effective interpersonal communication you need to identify the other person's needs / wishes before pushing your own on them. If someone doesn't understand you try taking the time to understand them, better first rather than trying to explain yourself.

#### Synergise

The second half of the book is all about what Covey refers to as public victories. The ultimate public victory is achieving synergy. A team of people working together in synergy is far more effective and will achieve far greater success than any one person can achieve on their own. Therefore the successful manager is always looking to work in synergy with others because he knows he will be more successful this way.

#### Sharpen the saw

Imagine a woodcutter trying to cut down a tree with a blunt saw. Covey argues that it is better for him to stop cutting, sharpen his saw and then continue. This way he will cut the tree down a lot faster, and with less effort, than if he kept hacking away with the blunt saw. Covey argues that an important part of being an effective person is knowing when your 'saw is blunt.' When you realise your methods are no longer effective you then need the discipline



to stop what you're doing, take a step back and find a new, better way of doing things.

### Ten things you can learn from Covey's 7 habits:

1. Spend time identifying what your values are.
2. Make and keep promises / commitments
3. Admit your mistakes readily and openly
4. Choose your response to every situation; don't just react according to your 'programming.'
5. Always know what you want the end result of your efforts to look like
6. Always prioritise tasks so that the most important tasks are at the top
7. To solve conflict or differences of opinion look for a win/win solution
8. Try to understand others rather than force your thoughts on them
9. To be truly successful work in synergy with others
10. When things aren't going according to plan take the time to step back and 'sharpen your saw.'

*When you realise your methods are no longer effective you then need the discipline to stop what you're doing, take a step back and find a new, better way of doing things.*

## THE PERFORMANCE GROUP TEAM

You may have noticed some new faces, well voices in our team lately. Here's a quick update on who should be talking to about what and who it is on the other end of the phone asking you about your figures or your ideas exchange.

Tegan Watts – *Performance Group Co-ordinator*

Tegan has recently been promoted and taken over Courtney's job as PG program co-ordinator and is responsible for the co-ordination of all meetings, conference calls, pre-meeting work, minutes and goal cards. If you want to know where a meeting is, who's coming or what the agenda is please call Tegan.

Nakaiya Stucki – *Resurg Office Administrator*

Naikaya supports Tegan in an administration role and may call you to follow up on late financials and ideas exchange. She also handles all Resurg dashboard queries.

James Hartziservarstos – *Senior Business Analyst*

James is the Resurg benchmarking manager and responsible for the financial figures you receive as part of the program.

Mikhail Zaychenko – *Business Analyst*

Mikhail is a Business Analyst who works with James to prepare your financials.

If you hear from either James or Mikhail, chances are they will be looking for assistance with getting your data as accurate as possible.

Rebecca O'Donnell – *Customer Communications*

Rebecca O'Donnell is in place solely to monitor the communication and quality of service being delivered to members. If she calls you she may be looking for your feedback on the program. You can call her anytime in the Resurg office or on 0416 164 100 to let her know your thoughts, good or bad!

Shennae Tregeagle – *Customer Communications*

Shennae's role is to add new members to existing Performance Groups and also to help put together new groups. If you have someone you'd like to see in a group and you would like to earn the 10% referral bonus give Shennae a call and she will do the rest.

Chris Young – *Performance Group Manager*

Chris Young continues to oversee the Performance Group program. He coordinates the admin and facilitation teams to ensure you participate in well run meetings with accurate financial data. You can call Chris at any time in the Resurg office or on 0403 091 875 with any comments, issues or feedback about the program.

## 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.

### PERFORMANCE GROUP CALENDAR SEPTEMBER 2011

5th & 6th	Jetset G2	Resurg Office
6th	PGA	Oatlands Golf Club
6th & 7th	IGA River Traders	Tumbarumba Motel
7th, 8th & 9th	Thinkwater	Diplomat Alice Springs
13th	CRT NSW2	Sydney Airport
13th & 14th	Bioguard	Best Western Frankston
13th & 14th	NorCal ACE Hardware	Hampton Inn Truckee
14th	BIG4 G3 Conference Call	Call 800 857 029, 11am Pin 90673653#
22nd & 23rd	M10 SAVIC	Commodore on the Park

## NEW PERFORMANCE GROUPS

How the locals like it. 

Congratulations to IGA who got their ninth Performance Group underway earlier this month in Western NSW. The first meeting was hosted by Kevin and Bernadine Taylor from Warren, a quiet rural town on the Macquarie River with a population of about 2200.

The Performance Group program continues to grow in the IGA network with over a hundred retailers now having attended meetings. A tenth group is expected to get underway in metropolitan Melbourne in the coming months.

Group members are: ...

Gerd Heiken	IGA Supa Coonamble
Hamish Thompson	IGA Trinity Hgts
Andrew Chamen	IGA Supa Condobolin
Kevin & Bernadine Taylor	IGA Supa Warren
Les & Michelle Corish	IGA Sanctuary Point
Ann Sutton	IGA Coolah



IGA NSW Performance Group members Ann Sutton and Les and Michelle Corish (left to right) critique Warren IGA

## NEW PG MEMBERS

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

Robyn Woodruff	HWT Mornington
Mark Keogh	Richardson's Hardware & Agriculture Pty. Ltd.
Derek & Lori Kirk	Travel Advantage Castle Hill
Kathie Jones	HWT Ascot Vale
Roland Howlett	Fronteir Travel Management
Greg & Kerry McKay	Seabreeze Holiday Park
Sean Skilton	Travelscene at South West Travel
Tara Cahill	HWT Echuca
Jan Gott	HWT Reservoir

Do you know someone who would benefit from being in a Performance Group? Email their details to [shennae@resurg.com.au](mailto:shennae@resurg.com.au), if they join a group you will receive a cheque for 10% of your annual Performance Group fees.