



FEBRUARY 2008

SHADOW OF THE LEADER

When facilitating a group of managers recently I asked the question: "Who has ever worked for a bad boss?" As you can imagine almost all hands shot straight up, and there was plenty of chatting and laughing. I then asked my next question, "Who here would consider themselves a bad boss?" Stone cold silence, not a hand was raised.

We spend so much time judging the behaviour of others, but as business owners or managers the first thing we should look at with regards to staff retention is the way we behave. The concept of Shadow of the Leader highlights that whenever someone is watching us, our behaviour casts a shadow, which is their impression of us. You might be having a bad day, but those around you are still judging you on your behaviour.

Apart from staff retention, the other key issue related to your behaviour as a leader is others following your example. The term Lead by Example refers to the fact that people are more likely to follow your actions than your words. This is easy to prove. Next time you are holding a team meeting, try this short exercise: Ask everyone in the room to take their forefinger and point to their nose. While you are asking them to do this take your finger and place it on your chin. I guarantee more people will point to their chin even though you told them to point to

their nose. They are simply copying your actions, despite the fact you are asking them to do something different. A good example of this in a business is how the owner talks about customers in front of their staff. If they are always complaining about customers and how unreasonable they are, the staff will follow suit in the way they deal with customers, despite any training to the contrary.

What kind of shadow do you think you cast over your workplace? How can you find out? Well you can ask your team, but there's a good chance they are unlikely to be 100% honest. Here are some other options:

- 360° feedback - Everyone writes one positive and one constructive piece of feedback confidentially about the others in their team. The results are then collated and distributed.
- 3rd party - Get someone not related to the business to hold a confidential staff satisfaction forum.
- Staff Satisfaction Survey - The bigger the business the more effective this is. It doesn't always work well in a small business as people don't feel that it is confidential.
- Exit Interviews - You should already be conducting these.



RESURG GROUP

60 SECONDS WITH... KEN DAVIS from BIG 4 DANDENONG TOURIST PARK AND FRANKSTON HOLIDAY VILLAGE



Favorite Holiday Destination: Australian High Country above the snowline, but looking forward to researching the subject in further detail!

Favorite Movie: Bourne Ultimatum.

Someone I Admire: General sir John Monash.

Something I want to see: The Antarctic.

How do you motivate your staff?

- Encourage success, use performance goals
- Promote improvement verbally and financially
- Take time with each staff member
- Train staff well
- Allow staff to make management decisions.

Do you run a staff incentive scheme? For each staff member that directly interacts with customers we set up a weekly and monthly sales budget. As a reward for reaching the monthly budget each gets \$100 after tax. I look to reward those who work in other areas with an annual bonus and/or reward significant steps made in progress with their duties. For all staff I spend individual time highlighting their successes which I find is just as, if not more gratifying to the staff member as a financial reward.

What tools do you use for your time management? Microsoft Outlook synchronised with mobile phone

How long have you been in a Performance Group? Since Nov 06

How do you benefit from being in a Performance Group? I benefit financially, over the last full financial year we improved net profit by approximately \$200,000 and with the implementation of ideas enjoyed a smoother operating businesses.

BUSINESS BOOK OF THE MONTH

50 Success Classics

Resurg Rating: ★★★★★☆ **Author:** Tom Butler-Bowden

Some of my colleagues recently attended a speed reading workshop that allows you to read up to twelve books a day. I, on the other hand struggle to read twelve pages of a book a day without either losing concentration or simply falling asleep!

If you share my approach to reading, then 50 Success Classics could just be the book for you. This book summarises 50 popular titles covering the subjects of motivation, personal fulfillment, prosperity and leadership. The five or so pages dedicated to each title contains background on the author and many of the key ideas. I found this book very easy to read and ideal for those who like their information in short, sharp bursts.



NEW PERFORMANCE GROUPS FOR 2008



Harvey World Travel will hold their first Resurg Performance Group in Sydney on March 6 & 7. Harvey World Travel is one of the longest established retail travel agencies in Australia, with the first Harvey World Travel agency having been opened in May 1951. It has now grown to having over 500 travel agencies throughout Australia, South Africa and United Kingdom. Harvey World Travel's commitment is to provide customers with unparalleled professionalism and value in travel through our highly trained staff and their extensive knowledge of all aspects of travel.



BioGuard are holding their first ever Performance Group in Sydney on March 18 & 19. BioGuard has been involved in domestic and industrial water treatment industries around the world for over 35 years while BioGuard Australia has been involved in the pool and spa water treatment industry since 1983. The BioGuard range of premium quality pool chemicals includes various forms of chlorines, algacides, balancers and specialty chemicals such as cleaners, clarifiers, salt pool and spa products. It also markets a number of accessory product lines including automatic chlorinators, test kits and reagents.

SELL, SELL, SELL



One thing every business has in common is the need to sell their service or product. Frank Bettger was a renowned sales person and author and is featured in this month's business book: 50 success classics. Here are a few of his tips for succeeding at selling...

- The best sales people do not sell, they establish what their customers want and help them find the best way to get it.
- Talk about your customer, not you.
- Forget witty conversation, be a good listener instead.
- Invest in knowledge of your industry, you can't afford not to.
- In conversation with your clients, praise competitors.
- Have a magic question to prolong conversations with prospective clients. Eg: How did you get into this business? It must be something that gets them talking about themselves.
- Prepare for an audience of one as would do for an audience of a hundred.
- When you greet someone say their name.
- Be a master of Brevity, the Gettysburg Address was two minutes long and people still remember it.

MID MEETING CONFERENCE CALLS

A big thank you to everyone who has participated in a mid meeting conference call over the past few



months. We have had positive feedback on the calls with many participants saying they enjoy the chance to catch up with their group without leaving their business. Below are some key points regarding the conference calls:

- Unless we state otherwise all conference call times are listed in AEDT. (AEST in non-summer months)
- We can supply you with a toll free dial in number from almost anywhere in the world so if you are going to be travelling please remember you can still take part if you'd like to.
- The phone number to dial in from Australia is 1800 200 232. The pin code can vary and will be listed in the monthly newsletter and emailed to you approximately a week before the call.

PERFORMANCE GROUPS FEBRUARY/MARCH 2008

February 18	BIG4 Group 1	Conference Call 11:00am 1800 200 232 (pin code 219294#)
February 18 & 19	Travelscene American Express SA/WA	Adelaide, SA
February 21 & 22	RSL Group 1	Phillip Island, VIC
February 26 & 27	Travelscene American Express VIC1	Melbourne, VIC
February 28 & 29	Travelscene American Express BPG	Sydney, NSW
February 29	Combined Rural Traders NSW1	Conference Call 11:00am 1800 200 232 (pin code 219294#)
March 3	Combined Rural Traders NSW3	Conference Call 11:00am 1800 200 232 (pin code 219294#)
March 6 & 7	Harvey World Travel Best Group	Sydney, NSW
March 10 & 11	Mitre 10 QLD 1	Mullumbimby, NSW
March 11 & 12	Combined Rural Traders VIC 3	Kyneton/Swan Hill, VIC
March 12 & 13	Onesteel Metaland East Coast	Bathurst, NSW
March 18 & 19	BioGuard	Sydney, NSW
March 19	BIG4 Group 2	Conference Call 11:00am 1800 200 232 (pin code 219294#)
March 27	Combined Rural Traders SA	Keith, SA