



### OCTOBER 2007

## EXIT STRATEGY

Recent research shows that less than one third of employees leaving Australian businesses sit an Exit Interview. Imagine your business loses a key customer, would you simply accept the loss, or would you want to know why this had happened? Imagine you lost two, three or more key customers, you would definitely investigate. However when key staff tell us they're leaving many of us don't take the chance to learn from the experience.

**One thing is certain; if you conduct an exit interview for every staff member who leaves you will gain a clearer insight into what motivates your staff.**

Exit Interviews are not just for employees who choose to leave, they should also be conducted for those who are dismissed, given redundancy or are asked to leave for any other reason.

Benefits to conducting Exit Interviews include:

- They help to reduce future staff losses by finding out what is causing staff to leave.
- It gives you a chance to change an employee's mind about leaving (if you want to). Often a resignation can be as much a cry for attention or recognition as a genuine desire to leave the business.
- It can help answer key questions about your recruitment and induction process.
- Existing staff see it as a positive sign that those leaving are treated with respect and professionalism.

■ Exit interviews provide you with an opportunity to pacify a disgruntled employee before they tell others how badly they feel they have been treated by your business.

■ Having documented records of the exit process can help your business fight a claim of unfair dismissal.

■ The interview can be used as a conflict resolution tool for aggrieved and upset employees.

■ It gives you a chance to check that all company property (eg uniforms) have been returned.

One thing is certain, if you conduct an Exit Interview for every staff member who leaves your business, you will gain a clearer insight into what motivates your staff and what you could do to improve employee satisfaction and therefore staff retention.

### FINAL THOUGHT

Once you have exit interviews in place here's a novel idea - how about conducting job comparison surveys with ex-employees three months after they have left. This is a survey via phone or email in which the ex-employee tells you what they prefer (or don't) about their new job. You could pick up some great ideas about how to improve your business!

## BUSINESS BOOK OF THE MONTH

### The E Myth Revisited

Resurg Rating: ★★★★★ (must have) Author: Michael Gerber

If you spend too much time working in your business, and not enough time working on it, you should read this book. The front cover reads 'Why Most Small Businesses Don't Work and What to Do About It,' and this pretty well sums it up. This book is a 'How To' guide for anyone looking to start a business or systemise and grow an existing small business. It encourages the reader to build a business that they can easily sell based on the principles of franchising and the turn key revolution. Not only is this book highly valuable but unlike many modern business books, it is also very enjoyable and easy to read.



## RESURG GROUP

### 60 SECONDS WITH... PHILLIP PETRIE from PETRIE'S MITRE 10



Phillip Petrie (left) with the team from Petrie's Mitre 10 Bathurst receive the Ian Nisbet Award for Mitre 10 Store of the Year at the recent Mitre 10 national conference in Shanghai, China. (see story on page 2)

**Favorite Holiday Destination:** Whitsundays

**Favorite Food:** Baked Dinner - Lamb

**Favorite Movie:** Braveheart

**Someone I Admire:** My Wife - Annette

**Something I want to see:** Wildlife in Africa

**How do you motivate your staff?**

- Trust them from day one
- Encourage decision making
- Encourage a life outside of work
- Take an interest in them and their family
- Remove the fear of mistakes

**Do you run a staff incentive scheme?**

Yes, it's very informal. We recognise good performance with vouchers staff can share with their spouses or family eg dinner vouchers.

**How long have you been in a Performance Group?** 5 years

**What are the benefits of being in a Performance Group?** The networking is the greatest value. The group is a great sounding board for any issue. I consider them my external board.

## PERFORMANCE GROUP MEMBERS SCOOP AWARDS AT MITRE 10 CONFERENCE

Performance Group members Glynde Mitre 10 and Petrie's Mitre 10 Bathurst scooped three of the four National Store Awards at the recent Mitre 10 annual conference held in Shanghai.

Mike Fergus from Petrie's Mitre 10 put the store's success down to their team, 'We have an amazing team full of passion and love for what they do. This is evident the moment you walk in the store.'

John Capaldo from Glynde Mitre 10 says success had come as a result of their commitment to customer service and the constant evolution of the store. They have recently added a garden centre to the store which has been a huge success. Instead of being deterred by the current drought, John



and his team have focused on helping suburban gardeners maintain their gardens in the current conditions. The team at Glynde have also focused on treating each department in the store as its own business, and encouraged staff to be more involved and take ownership of their department.

### MITRE 10 NATIONAL STORE OF THE YEAR AWARDS WINNERS

National Store of the Year - Petrie's Home & Trade, Bathurst

Large Format - Petrie's Mitre 10 Home and Trade, Bathurst

Medium Format - Glynde Mitre 10 Solutions

Small Format - Ingham Mitre 10 Handy



### PERFORMANCE GROUPS OCTOBER/NOVEMBER 2007

October 18 and 19	Mitre 10 SA/VIC	Heidelberg	VIC
October 18	Combined Rural Traders SA	Kadina	SA
October 22 - 26	Mitre 10 VICTAS 1	Murray River	VIC
October 22 and 23	Mitre 10 NSW 1 and QLD 1	Smithfield	QLD
October 23 and 24	Combined Rural Traders VIC 3	Boort	VIC
October 30 - 31	Mitre 10 WA	Busselton	WA
November 6 and 7	Combined Rural Traders NSW 1	Condobolin	NSW
November 8 - 9	Travelscene American Express QLD	Brisbane	QLD
November 12 - 13	Combined Rural Traders VIC 2	Warracknabeal	VIC
November 13	Mitre 10 VICTAS 3	Armidale	NSW
November 12 - 13	Travelscene American Express VIC 2	Melbourne	VIC
November 15 - 16	Combined Rural Traders VIC 1	Moe	VIC
November 19 - 20	Combined Rural Traders NSW 2	Gloucester	NSW
November 19 - 20	Travelscene American Express NSW 1	Cronulla	NSW
November 21 - 22	BIG4 Group 1	Tweed Heads	NSW

## WHAT HAPPENS BETWEEN PERFORMANCE MEETINGS?

You've walked out of your meeting inspired, and back into your busy-ness. What do we do to help you focus on long term business improvement?

Performance Group participants tell us that the Goal Setting with peer accountability is one of the most valuable features of the Performance Group program. To further support you in achieving long term success via goal completion we have introduced some new features.

**Goal Cards** - Shortly after attending each Performance Group meeting you will receive a laminated card with your goals printed on it. Simply stick it in an obvious place to keep your goals front of mind.

**Mid Meeting Conference Calls** - Halfway between your PG meetings you will be invited to join a toll free conference call with your fellow group members. The purpose of this call is to give you a chance to touch base with your peers, and Resurg, between meetings, and also to update the group on the progress you have made on your goals.

**Figures Preview** - We will now request your survey be returned to us a month before your next Performance Group Meeting. Assuming everyone gets their figures back to us in time we will forward your figures out you in advance of your meeting. This will give you the opportunity to check your figures and research any abnormalities or unexpected results. We hope this will further enhance the quality of the data being presented at each meeting and help in the measurement of goal achievement.

## NEW PERFORMANCE GROUPS

### Travelscene American Express

Congratulations to Travelscene American Express who commenced their 7th Performance Group in Sydney in September. This is the second Performance Group for Travelscene American Express members in NSW. Dani Milling from Peter Milling Travel was brave enough to feature as the first focus business for the group.

The group members are:

Gay Boersma - Travelscene Canberra City  
 Kerri Curren - Travelscene at Corrimal Travel  
 Angela Fisher - Travelscene at Hills Travel Centre  
 Jane Gibbs - Travelscene Nowra  
 Richard Miall - Travelscene Mona Vale  
 Dani Milling - Peter Milling Travel  
 Gary Seignior - Travelscene Hampton  
 Sean Johns - facilitator