



## CHRISTMAS 2007

### IS YOUR BUSINESS AN ASSET?

Ernst & Young recently estimated that over the next 5 years 54% of Australian family business CEO's will retire. Yet 65% have not identified their successor and just 25% have a documented succession plan in place.

Most of us think that succession planning is only something to worry about when considering retirement. But if you had to sell your business tomorrow would you have an exit strategy in place and would your business be an asset you could realize?

Most business owners probably have an idea of how much they could sell their business for, yet commonly when forced into an urgent sale, very few owners achieve the asking price they are after. Indeed many cannot sell their business at all.

Some of the biggest threats to being able to sell your business are:

- Your customers have a relationship with you, not your company.
- You are the only person who knows how every bit of the business works.
- Your key staff only stay out of loyalty to you.
- Your intellectual property is in your head.
- Your Business is secured against your personal assets.



#### FINAL THOUGHT

Refer to your Benchmark Report for your breakeven sales, if your business cannot achieve these sales without you being present, then your business is in danger.

It is vital for you to set some

time in your default diary to spend on succession planning and business systemisation.

A business that cannot operate profitably without you is unlikely to be an asset.

### BUSINESS BOOK OF THE MONTH

#### Law of Attraction

Resurg Rating: ★★★★★☆ Author: Michael J Losier

'Attract more of what you want and less of what you don't.' The law of attraction is a force affecting your life that you may also know as karma or luck.

It is the idea that you attract certain things in life based on the way you behave, or the energy you give out.

It is easy to be cynical about books like this, however it is hard to ignore just how many people claim that this book has had a profoundly positive effect on their life. It is an easy to read book with practical exercises to follow. Following these exercises and allowing this law to take effect in your life can help you stop attracting the people and things you don't want in your life while increasing business and personal wealth. Reading this book on your holidays might just make the positive changes in your life that all those new year's resolutions have failed to!

Michael Josier is a best selling author, trainer and NLP practioner from Canada.



## RESURG GROUP

### 60 SECONDS WITH... JOHN STACK from WATSONIA RSL



Name: John Stack

Business: Watsonia RSL

Favorite Destination: Las Vegas

Favorite Food: Asian

Favorite Movie: Apocalypse Now

Someone I Admire: General George S Patton

Something I want to see: Gallipoli

Please provide 5 tips on motivating staff

- Lead by example
- Honesty
- Loyalty
- Commitment
- Have Fun

Do you run a staff incentive? Yes, customer service based, if someone has gone out of their way to help a customer they are rewarded with vouchers. We are really looking for people to go out of their way for our customers.

What tools do you use for your time management? (eg diary, palm pilot, hand!) Old fashioned day to a page diary!

How long have you been in a Performance Group? 1 year

How do you benefit from being in a Performance Group?

Helped us focus on every line of our p&l which has added up to big savings (utilities saved 18% over 12 months).

Helped our group of businesses focus far more strongly on financial performance than we had previously.

## PERFORMANCE GROUP MEMBERS WIN TOURISM AWARDS



BIG4 continued their dominance of the state tourism awards with five of their parks being recognised as best in state.

Performance Group members 'Cairns Coconut Caravan Resort' and Adelaide Shores Caravan Resort won for Queensland and South Australia respectively.

Gerard Duggan, manager of the Adelaide Shores park said the success is due to the fantastic team that they have in place at the park. Adelaide Shores is one of the largest council owned caravan and holiday parks in Australia. Their facilities include a cafe, swimming pools, tennis courts and our favourite; fully automated Pizza vending machines!



BIG4 Adelaide Shores - Winner of the state Tourist Award for Best Tourist and Caravan Park in South Australia.

**The team at Resurg would like to wish all Performance Group members Merry Christmas and a safe and prosperous New Year!**

## RSL VICTORIA LAUNCH SECOND PERFORMANCE GROUP



Congratulations to RSL Victoria who will launch their second Performance Group in February 2008. RSL's first group has been running a year. Key issues that have been raised at the RSL meetings so far are:

- Customer Service
- Staff Training
- Expense analysis and control
- Managing bar stock turn and margins

The RSL has some 1500 Sub-Branches Australia wide and a membership of 240,000. It is the largest service and ex-service association in Australia.

The RSL evolved as a direct result of the camaraderie, concern and mateship shown by the "Diggers" for the welfare of their mates during, at the cessation of, and after the 1914 ~ 1918 War.

Members of the existing RSL Performance Group are:

- Marj Gorman - Sunshine
- Jenny Johnson - Clayton
- Alan Krznicar - Moe
- Gary Molloy - Shepparton
- Rob Morrison - Frankston
- Peter Smith - Cranbourne
- John Stack - Watsonia
- George Szeitli - Phillip Island
- Henk Vandriel - Waverley



## CHRISTMAS CRACKERS!

We love to benchmark and this month we've researched Christmas crackers and came up with the worst five Christmas Jokes of all time!

**What do you call a man with brown paper trousers?**

Russell

**Two goldfish in a tank, one turns to the other and says "How do you drive this thing?"**

**What do you call a lady with one leg shorter than the other?**

Eileen

**Why did Bill Gates' pizza taste so bad?**

He didn't knead the dough

**What would have happened if the three wise men were women?**

They would have asked for directions, got there on time and helped to deliver the baby!



## PERFORMANCE GROUPS DECEMBER 2007/JANUARY 2008

January 18	10:00am	Combined Rural Traders VIC3 Conference Call,
January 18	11:00am	Combined Rural Traders SA Conference Call
January 24	11:00am	Combined Rural Traders NSW2 Conference Call
January 25	11:00am	Mitre 10 NSW2 Conference Call
Feb 1	11am	TSAX VIC2 Conference Call
Feb 1	11:00am	Mitre 10 WA Conference Call
Feb 4	12pm	Mitre 10 VICTAS1 Conference Call
Feb 4	11am	M10 NSW1 - QLD1
Feb 4	11am	CRT NSW1 Conference Call
Feb 5	11am	TSAX QLD Conference Call
Feb 5	11am	TSAX NSW1 Conference Call
Feb 6	11am	CRT VIC1 Conference Call

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