



## MEETING OF THE MINDS 09 - THE PERFORMANCE GROUP RETREAT, JULY 28-30, SYDNEY

# RESURG GROUP

Only four weeks to go until the inaugural Performance Group members retreat, Meeting of the Minds 09. I am happy to report the places are filling up fast and so far we have received bookings from Performance Group members representing the travel, hardware, rural, pool, leisure and holiday park industries.

The retreat provides a unique opportunity for you to network with owners from both your own and other industries. The one thing you all have in common is that you are part of the Performance Group tribe! As well as the chance to network with other business owners the retreat will also feature some inspiring guest speakers, see the back page for further details. The article below is written by one of those speakers: John Blake from Blue Rocket business systems. See you in Sydney!

### INEVITABILITY THINKING - BY JOHN BLAKE



I had two really revealing conversations last week, one with a current client who are 19% up on last year's sales (These guys are getting a "bump"). The

other conversation I had was with a friend in business whose sales are down and who is taking a pretty substantial "hit."

So firstly, why is the first business getting a Bump?

Because they are not lying down and accepting the "group think" hogwash we are being told to accept in the media.

Because they've done and continue to do everything they can to generate more business and take advantage of every opportunity in this current economic climate to increase sales.

Here's what the "bump" conversation sounds like...

"Well we should be up - we've looked for opportunities to grow our business, we have planned for and found those opportunities and acted on them. We have left no stone unturned in our efforts to keep our momentum and it comes as no real surprise to us now that we've had a better result."

Read that last bit again..."It comes as no real surprise"

You see the thing is when you plan for an event, when you put the mechanisms in place. Train your team, get them involved in the decision making process and come up with new initiatives to grow sales and add more value to your clients and take more problems off their hands, it just happens. One of my mentors Eben Pagan calls this "inevitability thinkin." Inevitability Thinking is when you put so many initiatives in place that your desired outcome becomes literally inevitable.

Now to the other conversation...

The business that is "taking a Hit." This one sounds like this...

"Well I've spoken to everyone else in our market and they are all getting the same result. No one else is growing or even expecting much growth so that makes it OK for us"

I have been in the second boat. I have been the one taking the hit. I have been the one looking for others that are also going backwards to join in the "I'm going backward chorus" so that I can feel better about going backwards.

After all, if most people's businesses are going backward then it must be ok right? I'll just stop trying then...can you see the insanity here? When I caught this mind virus it took me about 8

months to get rid of it. This thinking is highly habit forming and when it takes hold its just deadly but most important of all its unnecessary.

You can do things differently. If anyone in your industry is doing well you can too, even if no one is getting growth, in your industry, you can be the one that leads the charge. Here's the thing...People are still flying first class, people are still buying, still building homes with bowling alleys and helicopter pads - yeah really. Opportunities are still there but only if you look for them and if you put yourself in the path of them. They won't come to you, you have to be open to them. Inevitability thinking is like a metal detector for opportunities. Like most things, it all starts with your mindset.

#### Action:

- Ask your clients how you could serve them better.
- Look for holes in your sales and lead generation system and adopt inevitability thinking to fix them.
- Arrange a strategic planning day with your whole team - create a fertile safe environment for the free flow of ideas.
- Ask questions like - what problems could we solve for our clients we aren't right now?
- How will business be done in our industry in 5 years?
- How can we get ahead of this trend?

You will be amazed at what can happen.

John is a passionate and engaging presenter, in his session at Meeting of the Minds 09 John will present 'Simple Unheard of Retail Sales Solutions Anyone Can Use to Instantly Uncover Hidden Profits in Your Business in Any Economic Climate.' To book your place complete the attached registration form and fax it to Resurg on 02 9319 0588.

# MEETING OF THE MINDS 09 - SPEAKERS

## DAY ONE - DRIVING SALES SUCCESS

John Blake (as featured on front page)

John has become renowned as one of Australia's most exciting and innovative sales trainers.

In this session John will present 'Simple Unheard of Retail Sales Solutions Anyone Can Use to Instantly Uncover Hidden Profits in Your Business in Any Economic Climate.' The aim of John's session is to motivate every owner to go back to their business and take bold action.

### Sean Johns

Business owners fulfill many roles but the single most important role is the ability to make decisions. In his presentation Resurg Partner Sean Johns will look at the skill of 'Decisionship' and identify how to approach this area to best achieve long terms sales and profit success in your business.



### Mark Jenkins

Mark will facilitate the Performance Group Panel with four highly successful Performance Group members. This session will provide an insight into how some of the most successful small business owners in Australia are achieving consistently high levels of sales and profit growth.



## DAY TWO - LEADERSHIP AND TEAM DEVELOPMENT

### Neville Brady



After a career in counselling and human resources management Neville decided to use his understanding of human behaviour to start his own consultancy aimed at helping business owners improve their bottom lines of businesses by improving their leadership, business structures, resources, competencies and staff commitment.

Neville will facilitate an interactive session on creating a positive work environment. Subjects covered will include: leadership approaches, team developmental stages, motivational techniques and performance management. The workshop will also include the chance to hear from other Performance Group members who have tried differing approaches to the universal challenge of getting the most out of your employees.

### Robert Watson



Robert Watson is a Human Resources Consultant who has designed recruitment activities for Australian corporations since 1995.

In this session participants will learn a logical, structured staff selection process which can be applied immediately.

## FINAL MORNING - THE BIG PICTURE

### Ron (Rowdy) Maclean



We often say 'I would love to be 16 and know what I know now'. Rowdy shows you how to have the enthusiasm, energy and excitement of a young person and apply the knowledge, information and ideas you have today in your work and life. A high energy, thought provoking, inspiring presentation - how to do what you love and love what you do.

### Michael Choi



Business Coach Michael Choi says... 'If you are happy with the results you are getting, think you will never do anything different, and have an attitude that your business is as good as it will get, you are right... nothing will change.

If you know and are open to doing things differently, can see and embrace the opportunities open to you, know that you were destined for something better... Do something about it! You will leave this session highly motivate to take immediate action!

John Rickard - Barrington's Business Brokers

Business Broker John Rickard will talk on the subject of Valuing and Preparing your business for sale. The floor will then be open for a question and answer session. A great opportunity to hear from an experienced professional.

## NEW PERFORMANCE GROUP MEMBERS

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

Kim Blackwood - City River Business Travel  
Yvonne Bristow - Treasure Island Holiday Park  
Karsten & Michelle Horne - Reho Travel  
Florence Bennett - Harvey World Travel Port Headland

Thank you to following Performance Group members who referred the above new members. They will now each receive a cheque for 10% of their annual Performance Group fees.

Annette Porter - Harvey World Travel Belmont  
Jenny Tonkin - Cairns Coconut Holiday Park

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

## Haven't booked your place at Meeting of the Minds yet?

There are still limited vacancies available. Please see the attached registration form for detail on the great value all inclusive pricing and how to book. Alternatively call the Resurg Group on 1300 132 138.

## Bring your partner for only \$495 + GST.

All meals, accommodation, facilities, speakers & workshops included, see attached registration form for more details.

## PERFORMANCE GROUP CALENDAR JULY 2009

|                   |   |                         |
|-------------------|---|-------------------------|
| 1st July - 4.30pm | Harvey World Travel New Zealand Conference Call | 0800 448 298, 90673653# |
| 9th July - 11am   | Harvey World Travel QLD Conference Call         | 1800 857 029, 90673653# |
| 13th & 14th July  | Travelscene American Express VIC1               | Melbourne, VIC          |
| 14th & 15th July  | The Cheesecake Shop QLD                         | Brisbane, QLD           |
| 16th & 17th July  | Harvey World Travel NSW1                        | Zetland, NSW            |
| 20th & 21st July  | Harvey World Travel VIC2                        | Perth WA                |
| 28th - 30th July  | Resurg Performance Group Retreat                | Sydney                  |