



MAY 2008

RETAINING STAFF

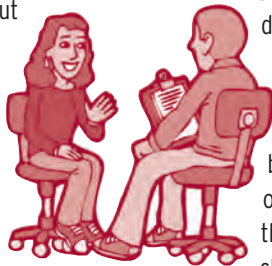
When good people leave your business, one of two things is happening. Either they are motivated by the promise of something better elsewhere, or they are driven out by something inside.

Driven Out

It is rare that some single event causes an employee to resign. The greater likelihood is that some psychological situation has been brewing for months and you haven't spotted it.

- Have they been overlooked for a promotion?
- Do they feel their efforts or suggestions have been unnoticed?
- Does their immediate supervisor have an aggressive or antagonistic manner?
- Has the person been a victim of bullying or harassment?

Try to talk informally with each employee on a regular basis. Catch them on their turf, the easiest way to tease out problems is to ask the twin questions (i) tell me about something at work that you really enjoy doing at the moment? and (ii) tell me about any difficulty or challenge you are facing that I might be able to sort out.



A Better Offer

Although money is a significant motivator, it is rarely the single factor in an employee deciding to leave. If you ask people who have changed jobs recently they usually explain their move in terms of several factors: "The money is better but the work is much the same"; or "The money is about the same, but the work is much better, plus I am closer to home."

Other reasons offered might include

- Newer premises/machinery
- Flexible work roster
- Opportunities to climb the ladder

However, since it can be difficult for a person to explain that they are leaving because something is driving them out, the easiest answer is "I am going for more money". That answer closes off any discussion as to the reasons.

Try to discover the underlying reasons which have caused the person to leave. Then act to improve your business before the next person goes!

Robert Watson is an independent consultant working in the soft skills areas such as recruitment, induction, leadership development and process improvement and may be contacted by email at rgw2005@optusnet.com.au

RESURG GROUP

60 SECONDS WITH...
LEONIE SPENCER
from **LIFESTYLE**
TRAVEL BALLARAT



Favorite Destination: Africa and home
Favorite Food: Roast Lamb
Favorite Movie: The Notebook
Someone I Admire: My Mum & Dr Fiona Wood
Something I want to see: Petra

Please provide 5 tips on motivating staff:

- Share my Vision
- Encourage & Celebrate success & have fun
- Consult staff on decisions
- Individual Training plans
- Be happy - it's contagious - happy staff, happy clients.

Do you run a staff incentive scheme? Each staff member has a yearly sales target which is reviewed monthly. They receive a detailed personal report, KPI's are checked and goals are set for the new month. They receive 30% of sales over and above their target and also share an annual bonus if the office reaches target overall.

What tools do you use for your time management? I use Microsoft Outlook linked to my Blackberry, block out time each week for working on certain aspects of the business, create a to-do list each evening, spend a 'power hour' each morning between 9 and 10 and get the most important or difficult jobs out of the way.

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

How do you benefit from being in a Performance Group? I benefit both personally & financially. Our group members are a great support for each other, we email regularly for advice or assistance. I know exactly where my business sits, benchmarked against other agencies and what needs to be done to achieve my goals. The Performance Group's main focus is the financial aspect of business and each of us has greatly improved our profitability and knowledge in this area since joining.

BUSINESS BOOK OF THE MONTH

The Speed of Trust

Resurg Rating: ★★★★★ Author: Stephen M. R. Covey

This title is the latest offering from the Covey family who brought us the Seven Habits of Effective people. It is a very detailed analysis of what exactly trust is, and how to build it. The core of the book is built around the 13 behaviors that establish trust (talk straight, demonstrate respect, create transparency, right wrongs, show loyalty, get better, confront reality, clarify expectations, practice accountability, listen first, keep commitments, and extend trust). Each section of the book comes with ways to check on your performance and to create plans for improvement.

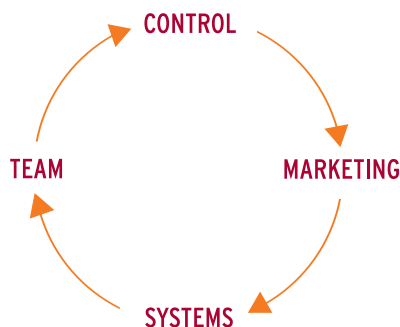
This book is not always the easiest to read, and sometimes it feels a bit padded out. However despite this it is a fantastic reference for the small business owner looking to for a step by step guide to building trust whether it be that of a their staff, customers or in their personal life.

Thanks to Rob from Errey's Farm, Timber & Hardware for recommending this month's book.



PUTTING THE PIECES TOGETHER - BUSINESS IMPROVEMENT CYCLE

You may notice in your upcoming Performance Group meeting agenda that there is a Resurg Business Improvement Presentation. These presentations will be based on the Resurg Business Improvement Cycle. We believe that there are four key areas of any business that should be continually reviewed to maintain the health of the business and help build growth. There four areas are:



Control - The starting point for improving any business is to ensure you have financial control, consistent delivery of your service or product, know which direction your business is headed in and have control of your own time.

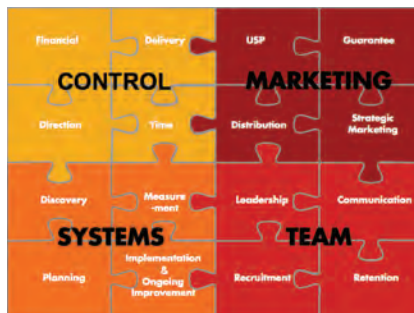
Marketing- Now that you are in control it's time to identify your target market and build a Unique Selling Point and marketing strategy around them.

Systems - Systemizing your business will allow you to handle future growth while maintaining the standards you have already set for the business.

Team - The key to any business growth is having a team in place who can not only replicate what you do already, but improve on it.

The jigsaw below shows the four steps of the Business Improvement Cycle, which each stage broken down into four steps. The cycle will be utilized in two ways in the Performance Group meeting; Firstly, you will, or may have already been working through the cycle with a brief overview of each stage. You will then drill down deeper into the subjects that are of particular interest you as a group. For example groups wishing to know more about financial control may wish to hold a budgeting session to look at cash flow and profit and loss budgets. Those looking to systemize their business may like to have a session on business planning.

Your facilitator will ensure that each session is tailored to your industry where necessary and focus on the areas that of interest to the group. For more information speak to your facilitator at your next meeting or call the Resurg Group on 02 9319 0522.



UPCOMING TRAINING FOR STOCK BASED RETAIL BUSINESSES - LAST CHANCE TO REGISTER!

As featured in last month's PGM the Resurg Group are currently offering two Return on Investment workshops available that are aimed specifically at senior staff and managers. We have had a fantastic response to these workshops and spaces are strictly limited. If you are interested please contact us asap to avoid missing out!



Workshop One - Increasing Stock Productivity

- Ordering
- Goods Inwards
- Storage and Refilling Stock
- Merchandising
- Better Stock Taking
- Understanding the three key stock ratios: stock turn, SPI and days stock on hand.

Workshop Two - Improving Gross Profit Margin

- What is GP margin and why is it critical?
- What are we doing that has a negative impact on GP?
- What are we doing, and what can we do right in the future to improve GP?
- The difference between mark up & margin
- Retail pricing and discounting
- Trade pricing and discounting
- Selling techniques to boost GP

As a special offer only available to Performance Group Members, these workshops are now available at the reduced rate of \$299 + GST (RRP is \$349 + GST), per participant.

Each store may also send a further two participants for only \$99 + GST each.

Dates for these workshops are as follows:

Venue	Workshop 1 - Increasing Stock Productivity	Workshop 2 - Improving GP Margin
Adelaide	May 22	May 23
Cairns	May 26	May 27
Brisbane	May 28	May 29
Coffs Harbour	June 2	June 3
Sydney	June 4	June 5
Bendigo	June 10	June 11
Melbourne	June 12	June 13
Canberra	June 17	June 18
Perth	July 7	July 8

To register for these workshops, please contact Resurg on 1300 132 138 or email performancegroups@resurg.com.au

PERFORMANCE GROUP CALENDAR MAY 2008

1st & 2nd May	Mitre 10 VICTAS1	Torquay, VIC
5th May	Mitre 10 NSW1	Zetland, NSW
6th & 7th May	BIG4 Group 1	Anglesea, SA
7th & 8th May	Travelscene American Express NSW1	Zetland, NSW
8th & 9th May	Harvey World Travel NSW1	North Sydney, NSW
8th & 9th May	BIG4 Group 2	Cairns, QLD
15th & 16th May	Harvey World Travel VIC1	Melbourne, VIC
21st May	Combined Rural Traders SA	Keith, SA
27th May	Harvey World Travel Best Group Conference Call	Conference Call, 12pm 1800 200 232, 219294#
3rd & 4th June	RSL VIC1	Clayton, VIC
5th & 6th June	Harvey World Travel VIC2	Melbourne, VIC