



# PERFORMANCE GROUP

## MONTHLY

FROM **RESURG** GROUP

SEPTEMBER 2009

### GOAL ALIGNMENT

It's September and footy finals fever is spreading across the nation, so naturally my thoughts have turned to goals! More specifically my attention was recently brought to how easy it is to see goal setting as a chore and end up setting goals for our employees that have absolutely nothing to do with the long term success of our business.

Studies by the Harvard business school show a dramatic increase in both employee and business performance when an organization effectively sets and closely ties individual employee goals to the company's overall business objectives. Yet amazingly, a mere 7% of employees today fully understand their company's business strategies and what's expected of them in order to help achieve company goals.

To achieve goal alignment in your business, you must first set and clearly communicate your overall business objectives to your entire team. Once these objectives have been established, let your employees set goals for themselves which clearly support your overall business strategies. You must then work with each employee to ensure their goals are relevant, don't clash with the goals of others and are SMART (specific, measurable, achievable, realistic and time bound).

Goal alignment and the setting of goals generally is an area that the big corporations take far more seriously than smaller independent businesses. This is not an accident, they realise there are massive benefits to the setting and achieving of well

aligned goals:



#### 1. Increased Operating Margins

Once employees see how achieving their goals can make a direct contribution to your business's success, they begin to focus on finding ways to work smarter and more efficiently. This boost in employee productivity will naturally lead to increased profitability for your company.

#### 2. Quicker Execution of Overall Business Objectives

Tighter goal alignment and goal awareness leads to quicker execution of company strategy. Simply put your team are working on goals that will actually help you achieve your goals so achieving your goals suddenly becomes easier.

#### 3. Reduced Employee Turnover

A recent Gallup poll showed that companies with large numbers of dissatisfied workers experience greater absenteeism and lower productivity-as well as a 51% higher employee turnover rate, not exactly surprising to any of us. Fortunately, clear goal alignment can help remedy this situation by helping to create greater employee ownership in your company's ultimate success.

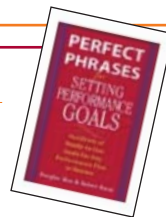
**Final Thought:** Don't miss the obvious here. Half the battle here is setting overall business objectives and communicating them clearly to your team. Remember only 7% of employees know the goals of the business they are working for.

### BUSINESS BOOK OF THE MONTH

Perfect Phrases for Setting Performance Goals

Resurg Rating: ★★★★★☆ Author: Douglas Max and Robert Bascal

This book is fairly unique as it contains hundreds of actual employee goals tailored to various situations. You can use these goals directly, or to stimulate your own thinking about how to write objectives with your employees. It also includes an introductory chapter that explains the importance of setting employee goals and objectives, and a guide for working through this process with your team. This may not be Dan Brown's 'The Lost Symbol' but at \$16.95 this book is excellent value and a valuable resource for business owners and managers.



60 SECONDS WITH...  
**FLORENCE BENNETT**, from  
**HARVEY WORLD TRAVEL**  
**PORT HEADLAND**



**Favourite Destination:** Africa

**Favourite Food:** Fruit Salad

**Someone I admire:**

Martin Luther King Jr, Nelson Mandela

**Favourite Movie:**

Tears of the Sun, Sarafina

**Something I want to see:** Kruger Park

**How do you motivate your staff?**

- Alcohol
- Chocolate
- Encouragement and Praise
- Staff Dinners
- Employee of the Month

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

In progress (since last attending Resurg meeting)

**What tools do you use for your time management?**

Daily list in my diary & allocating time to priority/less agendas and jobs

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

Just joined, attended first meeting

**How do you benefit from being in a Performance group?**

Where do I begin? My first meeting was fantastic. I received a new insight on the business and how much can be achieved. I returned home with brilliant ideas and goals to apply to my business in order for it to move forward and be successful. I also returned home more driven, full of confidence that there is a light at the end of the tunnel and eager to achieve my goals as well as motivate my team to achieve their goals whilst working at HWT Port Headland.

## PERFORMANCE GROUPS ON VIDEO!

Have you ever wanted to explain to a friend or business colleague exactly what a Performance Group is? No need, just point them in the direction of the Resurg home page to view our new Performance Group Video. The video runs for approximately 5 mins, giving an outline of the program and its benefits. It features both existing Performance Group members and Resurg partners Mark Jenkins and Sean Johns. To view it simply visit [www.resurg.com.au](http://www.resurg.com.au).



Performance Group member Penny Spencer from Spencer Travel features on the new Performance Group video at [www.resurg.com.au](http://www.resurg.com.au).

## GET THAT MONKEY OFF YOUR BACK

Is there something you've been dying to tell us about your Performance Group but forgot to write in your meeting evaluation form?

Don't worry, just visit [http://www.surveymonkey.com/Performance\\_Group\\_Survey](http://www.surveymonkey.com/Performance_Group_Survey) to complete a Performance Group satisfaction survey at any time via Survey Monkey. It has proved to be an invaluable method of collecting customer feedback, is easy to use and very cost effective.



Survey Monkey allows you to easily customise customer surveys and feedback reports.



IGA look set to offer Performance Groups to their members after engaging the Resurg Group to provide benchmarking for their network of over 1000 stores. IGA stands for the 'Independent Grocers of Australia and the brand commenced operating in Australia in 1988 when 10 stores started trading under the name. The IGA logo represents a standard of consistency of operation in the industry while also supporting local Australian businesses and communities. There are three sizes of IGA store trading at present: large format Supa IGA's, medium format IGA branded stores and IGA x-press which service the convenience market. The IGA brand was founded in America in 1926. Today IGA is the world's largest voluntary supermarket network with sales of more than \$22 billion (Euro



Dollars) annually with over 4,000 independent stores in 41 different countries.

## NEW PG MEMBERS

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

**Paul Stewart – Barrow & Bench**  
**Jamie Davies – Davies & Rose**  
**Yvonne Bristow – Treasure Island Holiday Park**

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.

**Russell Anderson – Rochester Mitre 10**  
**Jenny Tonkin – Cairns Coconut Holiday Resort**

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.

## NEW PERFORMANCE GROUPS



Congratulations to HBT who held their first Performance Group this month in Sydney. Grant Crowle from the Hardware Store, Balmain hosted the first meeting and said 'Hosting the first HBT Performance Group meeting was extremely beneficial and the group's visit has been a catalyst for change in our store. It was fascinating to get a range of different opinions on our business and I found they have really helped me commit to taking action on issues I knew I needed to deal with. It has really got us back on track in a big way.'

The group members are:

Michael Coates – Coates Home Center  
 Grant Crowle – The Hardware Store Balmain  
 Jason McElligot – Walker Bros Gosford  
 Kerrie Guest – Walker Bros Gosford  
 Jamie Hocking – Hocking & Rose  
 Michael LoRicco - Kibblers  
 Gordon Macleay – Stockwell Building Supplies  
 Jason Mills – Tonks Bros  
 Mark Parsons – Bexley Caringbah Sand Supply  
 Peter Ayscough - Bexley Caringbah Sand Supply

## PERFORMANCE GROUP CALENDAR SEPTEMBER 2009

17th September, 11am	Harvey World Travel NSW1	Conference Call	800 857 029, 90673653#
6th & 7th October	DANKS		Coonabarabran
8th & 9 October	CRT VIC1		Launceston
8th & 9 October	Travelscene American Express NSWVIC		Melbourne
14th & 15th October	Cheesecake Shop QLD		Brisbane
15th & 16th October	Mitre 10 QLD		Sydney
15th & 16th October	Harvey World Travel VIC2		Melbourne
17th & 18th October	BIG4 G2		Alice Springs
19th & 20th October	Mitre 10 NSW1		Heidelberg