



# STUFF

IT WAS ONLY A FEW ISSUES BACK THAT I SUGGESTED THERE WAS SOME CONFIDENCE ABOUT BUT LATELY I SEEM TO HAVE SOME EGG ON MY FACE. MARKETS CONTINUE TO HAVE A STALLED FEEL ABOUT THEM. I SEE MANY INDUSTRIES DOING IT A BIT TOUGH. LIVING IN A CITY THAT IS ONE OF AUSTRALIA'S PREMIER HOLIDAY DESTINATIONS, I CAN REPORT THAT I'VE NEVER SEEN THE HOLIDAY PERIODS SO QUIET - DESPITE THE GROWING POPULATION. INTEREST RATES CONTINUE TO FALL WHICH IS THE RESERVE BANK'S WAY OF TRYING TO STIMULATE SPENDING. SO FAR, THE MORTGAGEES ARE HAPPY BUT INVESTORS AREN'T. REAL ESTATE AND THE MOTOR TRADE ARE WONDERFUL BAROMETERS AS TO THE HEALTH OF ANY ECONOMY - PARTICULARLY THE AUTOMOTIVE INDUSTRY. WHEN CONFIDENCE IS UP - PEOPLE INVEST AND THE BIGGEST INVESTMENT EVER IS A HOME. WHEN CONFIDENCE IS DOWN, A NEW CAR IS SEEN MOSTLY AS A WANT RATHER THAN A NEED. BY DEFINITION, WANTS CAN BE PUT OFF BUT NEEDS CAN'T. THE ECONOMY AT LARGE RELIES ON SO MANY FACTORS BEYOND THE CONTROL OF AN INDIVIDUAL COMPANY, YET THE DYNAMIC OF A CORPORATE ECONOMY IS VERY COSE IN NATURE TO THE BROADER ONE IT CONTRIBUTES TO. LET'S NOT WASTE ANY MORE SPACE ANALYSING SITUATIONS OR MEASURING DATA. LET'S INTERROGATE IT INSTEAD AND DECIDE WHAT SORT OF CONTRIBUTIONS WE CAN MAKE AT A LEVEL THAT WE CAN CONTROL. LET'S TAKE A LOOK AT THE DAILY ISSUES AND THE LITTLE PICTURES. AS I OFTEN DO, THE FOCUS WILL BE ON LEADERSHIP BECAUSE THAT'S WHAT MAKES THE DIFFERENCE TO RESULTS.

**How about we take "Let's get back to basics"** out of our thinking and especially out of our dialogue at team meetings? It can indicate you have no new ideas which is not a good look when confidence is down, "Basics" are what got us going. To have abandoned them and then suddenly to notice it, means you're in damage control rather than a growth phase. So here's a bulletin - it's the manager that abandoned basics OR didn't notice they were abandoned. Set daily examples. Get away from the computer. Get out there and demonstrate those basics. Nothing is more basic than being available and taking charge by leading the way. This creates confidence and confidence is contagious. The manager demonstrates it by not being in panic mode and the team spreads it to your customers. When customers recognise confidence in their agents, they allow them to control the decisions they make.



**Many managers are confident but they lack humility.** These are the ones Jim Collins describes as "those who look out the window to assign blame and in the mirror to assign credit". What happens in their teams is that sub-cultures tend to emerge. We call them cliques or factions. The manager's ego fails to see them. Their emergence inflames the ego and punishment takes precedence over prevention or support. **Bottom line here; cultures don't destroy teams - sub-cultures do.** Here's a tip: it never undermines a person's credibility to those who matter if they say, "I don't know what to do." It does undermine a person's credibility to plough ahead, not knowing what to do, refusing to admit it and then blaming others for the failure that's inevitable. Watch the staff turnover then. Toxic ego and that 'getting back to basics' rubbish limits the two most vital components within any organisation that contributes to growth. **IMAGINATION & INITIATIVE.**

**DOING IT TOUGH?** Be careful not to **"gear down for success."** Cutting back on coffee smells like panic stations. Make sure the showroom and work stations are in ship shape. Are all those old posters cluttering up the meal room? How's the sink? A biohazard? This is a lack of vigilance by the leader and a lack of care by the team. **This too becomes cultural.**

**If a family that recycles (or not) contributes to climate change, then a team's results (or an individual's) can contribute to an economy.** This relies on monitoring daily behaviours and encouraging the ones that work whilst discouraging the ones that don't. This daily awareness keeps teams on track and prevents them from being predictable. That right there is the basic that should NEVER be abandoned. The instant your words or behaviours become predictable, you're offering your opponent a massive strategic advantage. Plus, you're being just that they expected - "a typical.....whatever." Bottom line: you're not going to win alone. Your team needs to be cohesive. A mutually held vision for the future, glued together by the mission statement and the behaviour of the leaders is as essential to your business' success as oxygen is to life.

**REMUNERATION, RECOGNITION & REWARD.** Some good "R" words. It's cheaper to retain customers than to find them. Does your remuneration protocol champion this? Does your training protocol teach this? Staff transiency is a massive threat to being able to tap into the referral/repeat market which defies trends. I repeat - **REFERRALS & REPEATS DEFY TRENDS!** So if you need to save a buck, stop wasting it on the media who'll roast you in a heartbeat and spend it on training your people in the areas that make your corporate brand attractive and then reward them when they do it. Loyal staff means loyal customers. Then you become a beacon for elite freelance new hires. **..TO BE CONTINUED**

