

MONTHLY AUDIO PROGRAM

B **BUSINESS** **ESSENTIALS**

FEBRUARY 2007



THE **EXTRAS**

Introduction



On the back cover of this Extras booklet you'll find some information about Honda power equipment. There's a special reason to look at it – because we're giving away \$10,000 worth during the next six months. If you give us names of potential subscribers to Business Essentials your name will go in a draw. This month there are two prizes – a generator and a blower. More details are on the CD and at www.be.com.au/honda.

You'll also find special offers from the Achievers Group and Olive Leaf Australia.

As usual the CD contains plenty of good advice. For example, now's the perfect time to plan how you'll grow your business. But you need to make big, ambitious plans – 50% growth by the end of the year – according to DC Strategy's Rod Young who has been advising successful businesses for many years. He says you shouldn't dwell on the past because you need to concentrate on the future and accept

the constant changes in the market place.

We all know that success depends on cash flow. Tony Gattari of the Achievers Group gives us some reminders and tips on how to achieve the best results.

Changes to superannuation open up many opportunities, says Michael Jones of Cummings Flavel McCormack. But some decisions need to be made in coming months.

Among our range of topics take note of the warning on office politics. Joe Moore advises how we should be on the lookout and that action is necessary, or it can destroy our business.

I hope you enjoy this month's edition and find lots of value.

A handwritten signature in cursive script that reads "Michael".

Michael Schildberger
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PUBLISHER: Business Essentials Pty Ltd ABN: 98 006 144 449

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THIS MONTH'S

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Track 2

YOU NEED AMBITIOUS GOALS TO GROW

Rod Young, DC Strategy

- If you're going to make a difference this year, don't play around the edges, make big, ambitious plans
- Hold a planning session defining clear objectives three years out and one year out
- It's important that management is aligned to those objectives
- Take a "clean slate" approach – leave your past baggage behind
- The process of change is constant
- You must differentiate yourself from competitors
- Think about global competitors also - Australia is an attractive destination for them
- Consider your unique selling proposition
- Growing by 5% is just organic growth – it's not innovating. Think what it would take to grow by 50%
- DC Strategy develops franchise systems, master franchise arrangements, distribution arrangements and area development arrangements – packaging Australian businesses and taking them to world markets.

Track 3

ECONOMIC UPDATE

Prof. Neville Norman, Melbourne University

- Forecasts of the Fairfax publications panel of 20 economic forecasters were released in January.
- Compared with my colleagues, I have the lowest real activity growth for 2007 and 07/08. Reason? Sluggish building activity, interest rate and drought/election uncertainties
- I have the lowest interest rates through 07/08. Reason? Mainly my activity forecasts, as above
- I have the highest Federal budget surplus outcomes. Reason? More allowance for severe fiscal drag than my colleagues
- For most other forecasts I lie in the middle of the range. Overall, nobody sees recession, rate rises or tax relief
- Message: Business needs to apply these principles to its own forecasts and watch for turning points in the overall economic variables.

Quiz: East Asian countries such as China, Thailand, South Korea, Taiwan, Singapore and Malaysia are all growing much faster than Australia. Excluding China, only one of these is growing over 7% a year, which would double its economic real size in 9 years. Which one is it?

Answer: Singapore.

THIS MONTH'S

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Track 4

HEALTHY FORMULA FOR SUCCESS

Julian Archer, Olive Leaf Australia

- Early testimonials encouraged us and told us we'd made an important discovery - which was then confirmed by laboratory and clinical trials
- Without excellent marketing, even excellent products die
- Our most effective forms of marketing: word of mouth; using the media and PR; and our 100% Refund Guarantee
- To succeed in exporting: be persistent; talk with other companies similar to your own; apply for government export grants
- We don't build or buy anything on borrowed money
- We don't invest capital in any aspect of the business unless it can pay for itself in 12 months

Business lessons:

- It's hard work but done wisely it offers great returns
 - It's OK to have all your eggs in one basket but keep a REALLY good eye on it!
 - Surround yourself with people who are better than you are
- There are many executive health benefits to olive leaf extract

Track 5

CASH FLOW RESOLUTIONS FOR 2007

Tony Gattari, Achievers Group

- Many business owners fear that if they ask for their money, the customer will go elsewhere. It's an insane assumption
- The best approach is to have a dedicated person responsible for "accounts receivable" and collecting money which people owe you
- You need diligent systems to get your money when it's due. Be vigilant, disciplined, even aggressive when your money is overdue
- If customers haven't paid in 90 days, they start to think they don't have to pay
- Carrying inventory can wreck your cash flow. It's better to order light and order often, instead of trying to get a better price by ordering big quantities and tying up your money.

THIS MONTH'S

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Track 6

MAKING OPPORTUNITIES HAPPEN

Roger La Salle, La Salle Matrix Thinking

- Every single business has opportunities – but may be too busy to see them
- To be opportunists, we need to be good observers
- Lucky people aren't just lucky, they have an open mind
- Innovation is a type of opportunity
- If you don't have curiosity, you won't find opportunity
- There are 5 ways to finding opportunity: making predictions, seeing a widespread activity or problem, a repetitious activity, a comparative activity, and trends

Track 7

OFFICE POLITICS CAN DESTROY YOUR BUSINESS

Joe Moore, Proactive Resolutions

- There can be a very high cost to office politics
- There are two main consequences: information will be flawed, and employees in need of support will be undermined
- At senior levels the behaviour includes falsifying results and blaming failure on others
- Ask yourself: what is it about a workplace that allows this sort of behaviour?
- Answer: it occurs where this behaviour is tolerated
- Office politics can be a tremendous force for good
- Managers need to hold themselves accountable, not only for producing results but for the way those results are produced, enhancing workplace relationships.

Track 8

SUPER: BROADER CHOICES

Michael Jones, Cummings Flavel McCormack

- Understanding the new superannuation contribution caps and making the most of the transitional opportunity to contribute
- Transferring business premises into your super fund. Watch out for stamp duty and Capital Gains Tax
- Small business Capital Gains Tax exemptions and super contributions
- You don't have to retire to access the retirement exemptions.

Track 9

SHAREMARKET UPDATE

Tim Lincoln, Lincoln Stock Doctor

- All the sharemarket positives of 2006 remain – a good economic environment, low interest rates, low inflation and resource company growth
- It's time to focus on the investment strategies which have worked in the past
- Market volatility is mostly being driven by commodity prices but if supply meets the demand it'll contribute to the profitability of our companies
- If the market remains up generally we must accept the volatility
- Star stocks: Monadelphous, Cabcharge, CSL, Oakton, The Reject Shop, St George, BHP & Rio.

Track 11

WORK/LIFE BALANCE

Dr. Adam Fraser, Energy Factory

- The term “work/life balance” is negative as it implies that our work is separate from our life. What we really want is work life integration where the two work together
- With so much emphasis on balance these days the term “balance” almost has a negative effect as we feel pressure to get balance and feel guilty when we don't achieve it
- Most people need to alter their idea of balance, because what they expect and what is achievable are two very different things
- Balance varies each day and it is a constant battle. Many people put off their balance for a future day. They say I will have balance when “the kids leave home”, or when “they employ someone else at work to reduce my work load”. Balance does not suddenly arrive one day. We need to find balance at all times
- Balance differs for different people and you need to find what works for you. Some people need balance daily, others weekly. It's a personal thing.

FOR MORE iNFORMATION

about the topics discussed on this February 2007 program, please contact the relevant organisations as listed below.

YOU NEED AMBITIOUS GOALS TO GROW

Rod Young, DC Strategy
T: 03 8102 9200 (Head office)
E: growth@dcstrategy.com
W: www.dcstrategy.com

ECONOMIC UPDATE

Professor Neville Norman
E: n.norman@unimelb.edu.au

HEALTHY FORMULA FOR SUCCESS

Julian Archer, Olive Leaf Australia
T: 07 5424 6771
E: julian@olea.com.au
W: www.EnvirOlea.com
Telephone 1300 653 436 to take up the special offer of \$24.95 for one month's supply of Olive Leaf Extract (a 37.5% discount from RRP \$39.95). Mention Business Essentials to qualify. Offer ends 28 February.

KEEP CASH FLOWING

Tony Gattari, Achievers Group
T: 02 9440 7373
E: tony@achieversgroup.com.au
W: www.achieversgroup.com.au
See Pages 10-11 of this Extras booklet regarding the special offer to BE subscribers of \$177(normal price \$295) to attend the Marketing Mastery Program.

MAKING OPPORTUNITIES HAPPEN

Roger La Salle, La Salle Matrix Thinking
T: 03 9842 7267
W: www.matrixthinking.com

OFFICE POLITICS CAN DESTROY YOUR BUSINESS

Joe Moore, Proactive Resolutions
T: 02 9221 0446
E: joemoore@proactive-resolutions.com
W: www.proactive-resolutions.com

SUPER: BROADER CHOICES

Michael Jones, Cummings Flavel McCormack
T: 03 9252 0800
E: enquiries@cfmc.com.au
W: www.cfmc.com.au

SHAREMARKET UPDATE

Tim Lincoln, Lincoln Stock Doctor
Website: www.stockdoctor.com.au
Please contact Lincoln direct for more details about its STOCKdoctor investment software or managed fund services on 1800 676 332

MS MEGABYTE'S COMPUTER TIPS

For more tips, visit Ms Megabyte's website at www.getmega.com

WORK/LIFE BALANCE

Dr Adam Fraser, Energy Factory
T: 0409 360 511
E: Dr.adam.fraser@energyfactory.com.au
W: www.energyfactory.com.au



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For more information contact Neil Flavel on: 03 9252 0800 or email: nflavel@cfmc.com.au

see further

"The purpose of the small business CGT concession is to enable eligible small business taxpayers to sell their businesses tax free. *Are you eligible?"*

CFMC KEY TAX DATES FOR FEBRUARY AND MARCH 2007

21 February	January 2007 monthly activity statements: final date for lodgement and payment.
28 February	October - December 2006 quarter activity statements: final date for lodgement and payment, including electronic lodgements.
28 February	October–December 2006 GST instalment notices; final date for payment and, if varying instalment amount, lodgment.
28 February	Income tax return lodgment and payment due date for companies and superfunds which were not due at an earlier date, including new registrations.
21 March	February 2007 monthly activity statements: final date for lodgment and payment.

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- A free copy of "My Business" magazine, which includes an article written by Tony Gattari
- A free CD of the abridged version of one of Tony Gattari's seminars.

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Phone: (02) 9440 7373
Fax: (02) 9440 7444
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Email: shaun@achieversgroup.com.au

WHEN IS IT ON?

- Date:** 5th March 2007
Time: 9.00am – 5.00pm
Venue: Wesley Centre, 220 Pitt Street, Sydney.

SPECIAL OFFER!

Normally \$295

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Only \$177

HOW TO REGISTER?

1. Go to: www.achieversgroup.com.au
2. Click on Marketing Mastery Program
3. Book Your Seat Now!

ABOUT TONY GATTARI

Achievers Group Owner and Managing Director Tony Gattari, whose expertise and passion for business runs deep. Tony was General Manager for Harvey Norman Computer and Communications Division where he oversaw the growth of the division from \$12 million to \$565 million in 9 years. Tony has been the Managing Director of a public listed company and also been CEO of a successful technology company. Tony has worked with over 90 small to medium businesses.

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What's on at AIM

AIM International Speaker Series presents Dr. Martin Seligman "Creating Personal and Professional Wellbeing"

Dr. Martin Seligman is Director, University of Pennsylvania Positive Psychology Center, a professor of psychology and founder of the Positive Psychology movement. He is world renowned for his landmark work on optimism and positive psychology and has attracted large audiences during his presentations in Australia. As the pioneer of the positive psychology and authentic happiness movement, Seligman has become a 'cult' figure and in recent times has become appealing to the world of business. BOSS magazine frequently profiles Seligman, highlighting why he is important to organisations, especially those who wish to become 'employers of choice' in this tight market for talent.

During this half-day seminar Seligman will:

- Explore the links between Signature Strengths, Authentic Happiness, increased employee engagement, physical health, and greater productivity.
- Demonstrate how the Signature Strengths of employees can be integrated with the goals and productivity demands of the organisation.
- Articulate strategies for organisations to both better retain key personnel and also attract highly desirable, aligned and motivated staff.
- Offer individuals an approach to untap potential for enjoying a fuller and more productive life, personally and professionally.

Given today's business climate you don't want to miss out on your chance to discover ways to retain talent, increase employee engagement and increase productivity.

Call now on 03 9534 8181 to make your booking or visit www.aimvic.com.au/events to book your place online.

Date: Thursday 1st March 2007

Time: 8.30am – 12.30pm

Venue: Melbourne Convention Centre, Cnr. Spencer & Flinders Street, Melbourne

Cost: AIM Member \$595.00 AIM Non-Member \$895.00

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If you are contemplating an opportunity or problem, why not call us.

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LifeResolutions*

The lack of a dominant national brand, a highly fragmented customer base, underdeveloped processes and systems and undercapitalisation are some of the traits of a cottage industry. Does this sound like an industry you know?

The Business

Life Resolutions is a successful clinical psychology and counselling business founded by Mary Magalotti and Jodie Brenton. Operating as part of a highly fragmented cottage industry Life Resolutions has a successful network of five practices in Melbourne, Australia. Life Resolutions' commitment to professionalism and sound business judgment has provided the foundation for a national network.

The Challenge

The existing cottage industry that psychology services operate within attracted some challenges for Life Resolutions. A sensitive balance of business strategy within a professional sector, and the recognition of the limited pool of trained professionals to provide the services was needed. The development of a brand strategy, business model, and the necessary systems was required to scale to a national network.

The Solution

Life Resolutions sought to leverage the existing experiences of the network to better understand how the cottage industry would evolve. DC Strategy were engaged to develop the critical thinking, processes and strategy for Life Resolutions to become a national network. A Business Associates program was developed as part of a strategy to enable existing professionals to operate as part of the Life Resolutions network.

The Outcome

Life Resolutions has commenced the expansion of the network by appointing their first Business Associates and expanded the depth of the company operated practices. The core infrastructure development and clarity of management thinking are not only key to the ability to operate within a cottage industry but enhance the level of professionalism and direction to a level not seen before. Growth of a national network lies ahead.

If you are contemplating an opportunity or problem, why not call us.



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Yours sincerely,

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Ms Megabyte

For more hints and tips and to join my free newsletter, visit www.getmega.com. If you liked this tip, you will also be interested in my extensive online lesson library at www.conquyourcomputer.com.au.



Creating a hyperlink in a word (or other office document)

You may have noticed Word or the other Office programs creating hyperlinks for you automatically – whenever you type a web address or email address. If you don't like that, you can turn it off this way:

- From the tools menu, choose Autocorrect options (double click on Tools if Autocorrectoptions don't show up immediately)
- Select 'Autoformat' along the top.
- Take the tick out of the 'Internet and network paths with hyperlinks' box.

On the other hand, you can actually turn ANY piece of text into a hyperlink. This can look quite professional in a document where you're inviting the reader to simply click the coloured and sometimes underlined piece of text instead of showing them the entire Internet address (or URL).

- First, use Internet Explorer to view the site you want to hyperlink to.
- Click anywhere in the address bar and use the shortcut Ctrl + A to select the whole address.
- Ctrl + C to copy.
- Now, go back to Word and select the text you wish to hyperlink.
- From the Insert menu, choose Hyperlink (or use the keyboard shortcut, Ctrl + K).
- Now, Ctrl + V to paste the URL into the box and click OK.

HOT TIP: At this point, I like to select the newly hyperlinked text and Ctrl + U to remove the underline. It just looks better!

To remove a hyperlink at any stage, click anywhere within the hyperlinked section and right mouse click. Choose Remove Hyperlink from the shortcut menu.

A website you should bookmark or make a favourite is: xe.com. It's the simplest exchange rate calculator out there.

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*Allen Scash – Managing Director-Melbourne,
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"Ms Megabyte delivered an enlightening presentation to a very diverse audience of accomplished computer users and those technologically challenged. She managed to hold their attention for 2 hours and successfully converted the sceptics. We all learned something."

*Judith Hanke, Acting Regional Director, Eastern Metro Region,
Dept Education & Training*

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