



Good Day

Welcome to the first global edition of the Sirdar monthly newsletter. As it is already the beginning of April and we are sure you will agree that 2009 has been progressing at a rapid rate in this time of challenge or opportunity.

Our intention of this, our inaugural newsletter and the ones to follow, is to inspire, empower and share practical business tips and success stories that will support you in achieving your own "Extreme Business Success".

So to all of you seeking to take your business to new heights in 2009, we look forward to this being another tool in which Sirdar can support you on your own astute business expedition.

## Business Tip of the Month

With interest rates dropping around the world, it is important to review your floating and fixed interest rate borrowings.

If you have bank loans, overdrafts or indeed use credit cards to finance your business activity it is time to review who you are borrowing from because there are likely to be better opportunities. It may be more effective to consider fixing interest rates if you feel interest rates have hit the bottom of the cycle in your country.

Carl Bates,  
Global Chairman



## Case Study Of The Month

*Focus your energy - complain about a recession or capitalize on it.*

A client said to me today "if you want to avoid the recession, turn off the TV!" ...and he's right.

The client in question is in an industry that has been hit hard by the "global downturn". Sales are decreasing amongst competitors, staff are being laid off, product ranges are being reduced and the list continues. However, their own sales are up, as is profitability, so it is a fair question to ask how this can be achieved, given the statistics above.

By holding regular and focused board and management meetings, implementing financial controls, reviewing efficiencies across the entire business and adding new products (as opposed to reducing them) creates a solid foundation in which growth in any global climate can flourish.

While the increased value of the US Dollar ([\\$1USD bought \\$2.0068 NZD on the 3 March 2009](#) verse [\\$1.2435 NZD on the 3 March 2008](#)) has effected the purchase price of their raw materials and components significantly, they have been able to counteract with other business improvement activities. The overall picture builds a foundation for their business ready for the next growth phase of their industry. In the meantime they are able to "weather the storm." Something we sometimes have to do when we are on the mountain heading for the Summit. This could include improving production efficiencies and improving your conversion rate, reducing administration costs as a percentage of revenue through use of technology and removing duplication from business processes.

You might surprise yourself with the results you achieve.

As this particular Sirdar partner has found out rather successfully, our 'results focus' ensures growth in revenue and profitability even in the tough times.

## Are you ready to achieve Extreme Business Success?

"I have Seldom seen a room of people so inspired and taking instant positive action to create AND implement truly solid processes to achieve totally new performance levels in their business."

- Paul Dunn, Globally Acclaimed Serial Entrepreneur & Business Mentor.



### Sirdar New Zealand

Raewyn Bates - Chief Executive

#### *Interest Drops Assists New Zealand Businesses*

With New Zealand interest rates downwards trend, Sirdar NZ recommends that if you haven't already now is the time to review any fixed term loans, with the view to breaking these and extend the term of the loan over a longer period to absorb the break fee. Consideration should be given to re-fixing the rate at around the 5 to 6 percent mark for the longer term.

We have one client who was experiencing cash-flow challenges as a result of servicing their loans. By reviewing all their term loans, and breaking two loans, our client reduced their annual outwards cash flow by \$16000, through reduced loan repayments and longer terms.

One of the [Sirdar team](#) can work through this process with you if you require assistance.

#### *Sirdar New Zealand On the Move*

Sirdar NZ are pleased to announce that we have re-located to L24, Plimmer Towers, Wellington and are looking forward to welcoming all our clients to our new office space.

#### *Sirdar Bay of Plenty.*

Sirdar New Zealand welcomes Tupara Morrison to the Sirdar New Zealand Team, as a Director and Shareholder. Tupara and his wife Donna have recently launched Sirdar Bay of Plenty Ltd.

#### *Upcoming Sirdar Workshops*

Carl Bates will be sharing Sirdar's insights into business growth around the country between 31<sup>st</sup> March and 16<sup>th</sup> April. This is a phenomenal opportunity for all entrepreneurs in New Zealand to learn some key distinctions in his talk, 'What it means to be an Effective Business Owner'.

#### **Upcoming Sirdar New Zealand Events:**

##### **Dates:**

[6 April, 18:30 – 19:45, New Plymouth](#)

[7 April, 09:30 – 12:00, Auckland](#)

[7 April, 14:00 – 16:30, Auckland](#)

[9 April, 12:30 – 15:00, Rotorua](#)

[8 April, 17:15 – 20:00, Hamilton](#)

[14 April, 14:00 – 17:00, Levin](#)

[15 April, 09:00 – 12:00, Wanganui](#)

[15 April, 16:30 – 19:30, Palmerston North](#)

[16 April, 12:00 – 14:00, Dunedin](#)

[Sirdar Business Summit - Wellington on the 22nd and 23rd May 2009.](#)

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### Sirdar South Africa

Brian Barendse - Chief Executive

Sirdar South Africa has noted with interest a recently released report by [Ernst and Young](#), recognising the empowering role that women play in ensuring efficacy in producing results and therefore will balance its management team by recruiting from groups who were previously disadvantaged, particularly women and people of colour.

"There may be no quick fix to the current financial crisis, but a sure long-term resolution is to advance more women into leadership positions and provide the right environment for new perspectives to be heard. The evidence is clear that doing this improves corporate performance – and the numbers prove it.", Ernst & Young.

Other companies see things in a similar light.

"When people of different talents, perspectives, and backgrounds are able to thrive in the workplace, when they have equal opportunity to succeed, it's not only individual employees who benefit. Customers benefit, shareholders benefit, and that means businesses benefit." [Ken Chenault, Chairman and CEO, American Express.](#)

Sirdar strongly supports the concept of both women in business and the employment of previously disadvantaged groups in

South Africa.

#### Upcoming Sirdar South Africa Events:

The next opportunity for entrepreneurs around the world to attend a Sirdar Business Summit, lies in Cape Town in April. This is an definite “yes” for everyone wanting to learn more about stepping themselves and their business up in 2009.

#### Dates:

Sirdar Business Summit - Cape Town  
[23rd - 25th April](#),

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#### Sirdar Australia

Rozanne Brown - Chief Executive

#### *Jobless figures dependant on small business success.*

According to the [Australian Bureau of Statistics figures](#) from the Counts of Business Summary Tables 2003-2006, Australian small businesses only make up some 30% of our economic activity, but the reality is that they have a huge impact on our employment figures. Our 1.8 million small businesses (ie. those employing less than 19 staff) are responsible for providing some 3.6 million jobs..

Consider the [unemployment figures](#) released in January that state our jobless at some 521,000 giving us a 4.6% unemployment rate overall. Now, imagine the impact of a 10% change in the employment created by our small businesses. If this sector could create just 10% more employment then it would create 360,000 jobs, dropping our unemployment rate to just 1.4%. A move in the opposite direction however, would increase our unemployment rate to 7.8% and thus having a serious impact on our spending and economic health.

So in times when the media keeps hyping up our ‘economic downturn’, how do small businesses ensure they don’t contribute to the problem, but still stay afloat? Firstly, get clear on (and monitor) the exact \$\$\$ that an employee brings in, or saves your organisation versus the cost of employing that person. Next, set clear targets to increase that margin, and work with the employee to structure a rewards system for their efforts. It is quite common that many employees will only lift their work standard when;

- a) They know it is being monitored, and
- b) There is a reward for them to do so. However, be sure to only reward proportionately so that your overall profit grows. When this happens, you can identify the appropriate point for taking on more staff and applying the same principles all over again.

#### *Sirdar Australia - Local News*

Sirdar Australia recently presented their inaugural Sirdar Business Summit in Brisbane on March 6 and 7. Overall, a great range of businesses attended with many fantastic insights gained and challenges encountered. The Australian team were fortunate to have international representatives from New Zealand and South Africa.

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#### Sirdar United Kingdom

Jan Polak - Chief Executive

#### *Economic crisis as an opportunity*

We hear about it from almost everywhere. The world is facing probably the most severe economic downturn since the great depression in the 1930s and it is far from being over. Household name companies are struggling - some even face the threat of bankruptcy, investors have lost huge chunks of their asset and property value ([according to Reuters UK property prices fell by 17.7% year to year](#)) and individuals find it hard to keep their jobs and keep up with the debt they have accumulated.

Using the analogy of mountain climbing we can say that what we experience are thick mist, strong wind, and heavy snow and we are stuck in high altitude between camps with minimum provisions and a broken headlamp. What makes a difference in a situation where circumstances are severe and life is on the line? What can we take and translate into business?

Despite the severe conditions many entrepreneurs around the world are seeing these turbulent times as a great opportunity. They are keeping their feet on the ground, eyes on the summit and have their teams working together like never before. [Jim Collins, author of Good to Great and Build to Last](#), says “those who panic, die on the mountain.” The same is in business.

Surviving and thriving during these times requires sticking to your values and purpose, reigniting our resourcefulness and the people you trust and work with. So streamline, regroup, innovate and most importantly, measure and manage

everything you do. As other entrepreneurs who thrive in the current time, you can too re-discover your ability to use existing resources and provide great value.

#### **Sirdar UK - Local News**

Following the success of the evening workshop on Extreme Business Success led by Jan Polak and Gabriel Flores, Sirdar UK will be organizing a series of similar events for entrepreneurs and small and medium business owners.

#### **Upcoming Sirdar United Kingdom Events:**

Discover what lies behind astonishing business growth. Join Jan Polak and Gabriel Flores for an Extreme Business Success Breakfast, a conversation that is guaranteed to inspire, challenge and empower.

#### **Dates:**

[9th April, 07:45 - 10:30, London](#)  
[29th April, 18:30 - 21:30, London](#)  
[30th April, 18:30 - 21:30, London](#)  
[5th - 6th June, London](#)

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#### **SIRDAR AND SOCIAL ENTERPRISE**

by Greer Blizzard

Social enterprise is one of the core values in the Sirdar Group.

At the recent Sirdar Business Summit in Brisbane, which took place on the 6th and 7th March, Australia's Social Enterprise of choice, [Opportunity International](#) received a donation of AUD\$2100, with Sirdar projecting a further \$40,000 to be contributed to social enterprise and micro-finance projects globally in 2009.

Opportunity International provide loans to groups of entrepreneurs in West Timor (East Indonesia) under the group loan program. At an average loan of \$105 per individual, Sirdar Australia's contribution to this program has the potential to fund up to 20 businesses.

Every time Sirdar, Australia sells a product or service, it aims to commit a contribution to [Opportunity International](#) or a similarly aligned product/service.

This donation is Sirdar's first of what is expected to be many to Opportunity International.

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