

Sirdar Expedition Journal



Kia ora

Rather than just using the traditional greeting of 'Dear', last month we greeted you in Xhosa. This month, is "Kia ora", straight from New Zealand. Sirdar is not a traditional company and neither should our introductions be.

It is important in business to always be considering why you do what you do and what you are doing to improve. Too often people in business say "I know the solution," or "I know the answer." The question really is, do you? The moment that you think you do, you close off the possibilities to improve. This month, like always, we are sharing our knowledge and learning of how to grow your business so you can take it to new heights.

Enjoy your reading!
best regards,
Sirdar Global Team

Business Tip of the Month

Email Overload! How to manage this new disease...

In this new age of information technology, communication and emails, we are spending more and more time responding to one-liners, as well as short and unnecessary emails. Furthermore we are expected to always be available to respond.



The masses of emails we are receiving, costs us time and therefore money. Reducing this increasingly bigger impact on our daily business activities is critical. If you think that the average email takes 3minutes to respond to, every response has a cost to your business.

And it is becoming an increasingly more significant issue for management teams around the globe. Indeed Sirdar's own management team has had to address this issue in recent weeks. In doing so, we came across this [article](#) by Stever Robbins, Harvard Business School, which has enabled us to reduce the impact of email overload.

Here is one easy example of how to reduce email overload: Use your subject line to summarise, not describe.

For example:

BAD SUBJECT LINE: Deadline discussion

GOOD SUBJECT LINE: Recommend we ship product 25 April

We highly recommend that you invest some time in considering how to reduce your email overload and in turn improve the productivity of your business in 2009.

Carl Bates,
Global Chairman

Case Study Of The Month

In the last month there have been several new companies begin an astute business expedition with Sirdar and commence the process of monthly board meetings. The focus of these is to ensure the effective oversight and growth of their enterprise.

These first board meetings are always interesting - A mix of education, agreement on the future process and discussion on some fairly significant issues that are critical to their business right now.

One of these companies made sure that they put the preparation into the first meeting to set the bar at the level they wanted to progress forward from. They reviewed their business plan, budget, strategy and what was critical in 2009 and 2010. After attending the [Sirdar Business Summit](#) in Wellington, which was prior to their first board meeting, they realized how seriously we take governance and the energy our team puts behind the board meetings we lead. The business owner said to me "Carl, we have a bit of work to do prior to the meeting!"

The key is that they did it. They sat down and actually formulated key ideas into the discussion papers the board required. The issues were discussed and then referred back to the management team for further consideration. After the management team has considered the board's questions, these issues will no doubt be taken back to the next board meeting for a formal decision.

While the board meeting process can seem too formal, it is this formal structure that forces us to actually think and prepare the questions your directors will ask. It is this formal energy that creates the environment for accountability and the responsibility required to drive the momentum for management to achieve the desired results for the business.

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We look forward to seeing the progress of these companies throughout the rest of 2009!

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

The three hats in business.

The Sirdar Business Summit was held in Wellington on 22 and 23 May. It was a timely reminder for many business owners that they actually often wear three different hats in their business as a shareholder, director and manager. From the feedback received, the five key insights for many of the attendees were:

- The responsibility, accountability and legal liability the director of a company has. It was noted that this is particularly relevant in these economic times;
- That many attendees actually own a job rather than an enterprise, because they are not applying the distinct separation between the roles noted above;
- That the use of Wealth Dynamics profiling to ensure "ACE's are in their Places" and improving team outputs is critical;
- The importance of actually understanding "why you do what you do?" and what is meant by this question; and
- That the impact transactional giving can have on your business is enormous.

A significant number of small to medium business owners do not understand their responsibilities as director. It is not simply about signing the compliance documentation at the end of the year with your accountant. Institute of Directors around the world have codes of practice for their Directors. The New Zealand [code of practice](#). It provides clear guidance on understanding the expectations and responsibilities of a director.

Upcoming events in New Zealand:

"[Sirdar Business Summit](#)" - Friday 5 - Saturday 7 of November, Rotorua

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In last month's newsletter we explored how influential the pulling down of the Berlin Wall was for our world economy, inspired by [Thomas L. Friedman's](#) "The World is Flat". Did you manage to identify any "Berlin Walls" within your business that could be torn down? If you leveled the blockages the next step is to rebuild better walls.

A wall is a boundary built for protection, to segment areas of a building, and to create form and function. Any business needs the right walls in the right place to achieve extreme business success. These boundaries steer us in the right direction and protect us from going too far when we are not ready for it. Yet often we perceive boundaries as a constriction or limitation.

[Molly Gordon](#) insightfully asks "What if boundaries were not last-ditch protections against marauders? What if they were lovely, sturdy fences defining a spacious and resource-rich territory in which you can do your best work? What if boundaries created a pasture rather than enclosing a cell?"

Here are a few examples of the right boundary walls you need:

- A clearly defined vision and strategy that helps keep you focused on what is really important
- Clearly defined roles and responsibilities within your teams
- Governance and accountability to make sure the vision and promise is always held in sight
- Setting clear expectations with customers and suppliers on services rendered and received
- Knowing what you are good at and how others should support you

So here is the challenge for June 2009 - take a look once again at your leveled playing field and choose to put one healthy business boundary in place. How does having greater structure and order in your business help you build the next storey?

South Africa - Local News

It was with great excitement that we moved into our new offices at the Convention Towers, Heerengracht Street, Cape Town in June and we are looking forward to welcoming many of you there in the coming months.

We have expanded our footprint in the Gauteng region by creating a presence there with [Lisa Gering](#) our Johannesburg Business Development Manager.

The very first [Sirdar Elite Climbers Club™](#) (ECC) is confirmed for launch in South Africa on Monday 15th June in Cape Town. Carl Bates has been successfully delivering the ECC around the globe for over two years and now South Africa will get a chance to experience it.

The Sirdar Elite Climbers Club™ is a professional business development programme that will challenge business owners to really step up and take their businesses to new heights. Through regular engagement (three hours monthly) with your fellow business mountaineers, you will be supported to focus on key aspects of your enterprise which will literally impact your bottom line after each session. (Sessions include; Customer Experience, Team Building; Cash Flow; Sales; Governance; Management and more...)

This 12 month process is limited to 10 Elite Climbers - you really cannot afford to miss this! There are two places still available, if you are interested in joining us please [click here](#)

Upcoming events in South Africa:

We have an exciting line up for all entrepreneurs in South Africa when Carl Bates tours in June. His thought provoking workshops in June are aimed at supporting business owners to maybe change the way they're currently looking at their business. Given all the negative things we're hearing in the media about the recession and world economy, it's very easy to "give up" or blame the recession as an easy excuse for our businesses not flourishing. Ironically Carl believes this is probably a period in history filled with the most business opportunities - just depends how you choose to see it

Johannesburg

["How to Succeed during the Recession - What Recession?"](#) - Thursday 11th June, 12:00-14:00, Bryanston

["How to Succeed during the Recession - What Recession?"](#) - Friday 12th June, 08:30-10:30, Bryanston

Cape Town

["How to Succeed during the Recession - What Recession?"](#) - Wednesday 17th June, 08:30-10:30, Cape Town CBD

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I read with interest a recent BRW Australia article (BRW Flagship Edition April 30-June 3, 2009 Australia) about the links between team satisfaction and business performance. The Great Place to Work Institute conducts a survey each year of employees to determine the 100 best companies to work for.

Whilst the article mostly referred to international organisations, here in Australia Hewitt Associates conducted a similar [survey](#) for 199 organisations in 2008. The organisations that ranked within the top 9 generated twice as much revenue and almost four times the profit.

So, what makes an organisation a 'great place to work'? In the same BRW edition, the top 50 organisations were listed along with some of the benefits of working for such companies.

Things that showed up consistently were:

- Strong focus on professional development
- Rewards/recognition for achievements/contribution
- Open communication and respect
- Flexible working hours
- Fun and social aspects

All pretty simple you might say. Yet, in our own businesses, we get so focussed on our bottom line that we forget what actually feeds it. Sales cannot occur without the team to make it happen and deliver on results. More than anything, I suspect the great profits stem from the fact that these 'top' employers see their human resources as real people and part of the 'team' that they are all playing on...not just 'staff'. So when you are looking at your bottom line and wondering how to make it grow, I suggest you ask yourself..."How can I make my enterprise a great place to work?"

Australia - Local News

Sirdar Australia is growing! This month we welcome Jaqueline Whyte (aka 'Jac') to our team as our Office Administrative Assistant. Jac is studying Business Management, is super organised and efficient and is already affectionately referred to as 'Wonder Woman' amongst the Australian management team.

Upcoming events in Australia:

Carl Bates will be touring Australia towards the end of June sharing his key insights into how business owners can turn the doubt of the world economy into perfect business opportunities.

JUNE

Gold Coast

["How to Succeed during the Recession - What Recession?"](#) - Monday 22nd June, 08:30 - 10:30, Surfers Paradise

Brisbane

["How to Succeed during the Recession - What Recession?"](#) - Tuesday 23rd June, 08:30 - 10:30, South Brisbane

Sunshine Coast

["How to Succeed during the Recession - What Recession?"](#) - Wednesday 24th June, 12:30 - 14:30, Bokarina

JULY

Gold Coast

["How to create a dynamic and highly effective team"](#) - Monday 6th July, 08:30 - 10:30

Brisbane

["How to create a dynamic and highly effective team"](#) - Tuesday 7th July, 08:30 - 10:30

Sunshine Coast

["How to create a dynamic and highly effective team"](#) - Wednesday 8th July, 09:30 - 10:30

Adelaide

["How to create a dynamic and highly effective team"](#) - Thursday 9th July, 16:00 - 19:00

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Sirdar United Kingdom

Gawain Blizzard - Acting Chief Executive

Managing Management

Early twentieth century scholar [Mary Parker Follett](#) defined management as the "art of getting things done through people". It is the ability to perfect this art that distinguishes any business from a successful business. Management's role is to measure the actions taken to reach the companies intended goals.

At Sirdar, we believe that there are four key areas to perfecting the art of management. They are not complicated, nor highly strategic, they are however reflective of managements functionality and are embedded in the aim of managements over all goal. This month we will explore two of these areas;

The ability to plan ahead, plan for the unexpected and follow a plan are all foundations that will support the art of management. This concept planning, or the process of setting goals and deciding how to best achieve them is so often pushed aside as management become engrossed in the menial deliverance of the role. Does the company have a vision and/or mission that can be portrayed and communicated through management to the team? Simple tools such as policies and Key Performance Indicators support the planning process and measure how truly effective it is. Measurement is the

key in unlocking your businesses success.

After the planning is established and, our 2nd point, is setting a direction for the company, the organising of allocating and arranging resources so that these plans can be carried out successfully. If the business is well managed, in other words resources are allocated as best as possible, the team will be well prepared and on track to achieve the company's goals and vision. Never underestimate the power and the influence that team 'buy-in' can have in the overall effectiveness of a company.

Next month I will outline leadership and the regulation of organisation activities - the final two elements of a truly effective management system, process and team. All working in combination to create extreme business success for you, in your business, today!

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