



Molo unjani

We thought we'd greet you in 'Xhosa' (a traditional indigenous South Africa language) this week, due to the fact that last weekend we launched the first Sirdar Business Summit on the African continent, in Cape Town, South Africa.

Sirdar has had a fantastic month globally and have expanded into some interesting new ventures in both New Zealand and South Africa. Our next newsletter will have all the exciting news, so watch this space.

Business Tip of the Month

Right now, more than ever, clarity of vision is critical for business owners and entrepreneurs. Understanding where you are headed and being able to see through the haze that you may be facing is the only successful way to navigate through what will otherwise be a challenging and uncertain year.

Having clarity of your vision also includes the need for there to be a reason **bigger** than yourself for why your business exists!

It is difficult for the team to focus around a low-key, unclear or

uninspiring end-goal. Without a goal that brings together the organisation, something that everyone is clearly keen to be a part of, it is unlikely that you will achieve what we call *Extreme Business Success*.

I recently read this in the Chartered Accountants Journal, "Now more than ever organisations need their leaders to remain calm and focus on the most important things whilst bringing their people through the period intact. Strong leaders manage to build their organisations even in the times of financial stress! They nurture talent, foster innovation and act decisively knowing that there is an opportunity to surge ahead of the pack and grab competitive advantage by being ready when the good times return.

Compare this with a leader who cuts expenditure across the board, diminishes customer service, stops investment in their people and is risk adverse, avoiding change in a challenging period. When the good times come they face a situation where they lose customers as well as their talent pool, and are back at the beginning when it comes to implementing new ideas to keep up with the market.

What are you doing in your enterprise right now to position it for a successful year and make sure your entire team has clarity on an inspiring vision for 2009?

Carl Bates,
Global Chairman



Case Study Of The Month

What opportunities are passing you by?

As business owners, too many of you allow the opportunities that will literally transform your businesses to pass you by. Golden opportunities pass you almost on a daily basis.

In the last month, Sirdar in New Zealand has worked with a particular business owner to take up an opportunity to move the

business owner from *owning a job* to owning an Enterprise.

About six months ago an opportunity presented itself to this business owner, who could not see the possibility of the business opening in another geographical location. Not seeing the opportunity, or having the self belief in the business' potential, no action was taken.

In February the opportunity re-presented itself, this time with the support of Sirdar Team, it was identified as a golden opportunity, and the owner was encouraged and supported through the decision making process, including the negotiation of a favourable lease rental, resulting in the new location being launched.

Literally in a period of six weeks the new location was opened! A new revenue stream and employment created. For a business with an already significant revenue, this has been a strong addition to the business' future viability and profitability. The point is that they could have missed it again.

If you are not in the mind set of looking out for the opportunities they will simply pass you by.

What opportunities are possibly passing you by?

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

Family in business.

In reading a recent article which questioned whether family boards are too familiar, I reflected on this from both a client and personal experience. Given my experiences on both of these fronts, I decided that overall I would have to agree.

In my experience there are three key interlinking roles that affect the growth path of the AME (aspirational medium enterprise) entrepreneurial family business. These are;

1. Shareholders who want a return on investment
2. Directors who are liable for the performance of the company
3. Operation Manager who manages business on a daily basis.

Family companies often develop from an informal husband and wife partnership, which in the majority of cases means that the same person/s wear all of these 'hats'. As the business grows, one partner naturally tends to develop a veto power over the operation of the business. This often leads to conflict in their personal relationship. The family grapples with the thought of involving an independent director, which as noted above, is critical to stabilising the family's business and ensuring it is well managed and governed at every level.

However, the concept of bringing in an external independent director who will have 'power' over the decisions made in the business is not easily accepted by the partner 'leading' the operation of the business itself.

The result is inefficiencies and slower or stalled growth prospects. Personally, I am convinced that a company will achieve in 30 years what could have been achieved in 10 years or less with an effective board.

A family AME business that has a strategic vision driven by an effective board with independent directors, who hold the management team to account, will have a growth pattern that will excel over a family business that just continues to do what they do. These latter family businesses are just not challenged about the separation of the three interlinking roles that affect the growth path of any company.

New Zealand - Local News

This month sees the next Global Sirdar Business Summit, being held in Wellington 22nd-23rd May. This powerful 2 day Summit is a golden opportunity for entrepreneurs around New Zealand to gain key insights into stepping themselves and their business up in 2009.

Upcoming Sirdar New Zealand Events:

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

CONTACT US:

 +64 4 473 2555



Sirdar South Africa

Brian Barense - Chief Executive

I have recently been so inspired by a book entitled "[The World is Flat](#)" by Thomas L Friedman. In this thoroughly researched and comprehensive exploration of the great influences that have "flattened" our world, thus opening up doors to global commerce. Friedman explores the impact that the Berlin Wall had on international economics when it was pulled down. Besides jump starting India's economy and playing a pivotal role in the growth of Eastern Bloc regions, it also changed the way we see the world - as a seamless whole and not divided by a symbolic scar of separation. In South Africa we experienced our own "wall" through our Apartheid era when our local economy was blocked from significant international trade and exchange as a result of the discriminatory government.

This got me thinking about the walls we adopt and build in our own business. Some of the walls are created by others. Some we build on our own. Where are the walls in your business? Where are there schisms that keep your flow blocked and your key components of success separate from each other?

Do all your directors and team know their [Wealth Dynamics profiles](#) Is everyone in their flow? Does your business' culture support openness, dialogue, collaboration and unity? Where within you are there "Berlin Walls" that need to be torn down? Are all the parts of your nature being effectively used to deliver your promise?

What if you committed to bringing down one "wall" in the month of May?

I would go as far as guaranteeing, that a World of possibility would open up for you and your Enterprise!

South Africa - Local News

Last week we held the first South African Sirdar Business Summit in Cape Town. We had over 60 attendees and the feedback we have received on the value and inspiration of the Summit, has been overwhelming.

Delegates from start-ups, small business and established enterprises were all able to benefit from the Global Chairman of Sirdar, Carl Bates', crystal clear awareness of what business really needs to do to achieve extreme business success.

I would like to share with you a testimonial from one of the delegates:

"The Sirdar Business Summit was exactly what I needed in order to get all the bits and pieces together for taking my business to the next level. At times I felt like I was attending a Harvard MBA crash course. The delivery of the content was always gettable and most exciting. A 'must' for every entrepreneur!" Marc Steinberg, [Creative Consciousness Coaching Academy](#)

We are now looking forward to the Sirdar Business Summit in Johannesburg later on in the year. Please contact [Lisa Gering](#) for any details.

CONTACT US:

 +27 21 5315737



Sirdar Australia

Rozanne Brown - Chief Executive

To market...or not to market?

Some businesses are thriving, whilst others are really struggling. There are many reports stating that these are times of doom and gloom, and just as many counter reports with the view that right now is time a great opportunity! So who is right? Both: depending on how you react in your own business!

Those that are thriving understand that increasing market exposure is crucial right now. We all know sales is just a numbers game, so the more potential customers that know about you, the higher your sales are likely to be. So now is the time to spend more on your advertising, not less. However, be sure to spend effectively, getting maximum exposure to your biggest target markets.

Marketing does not have to be expensive and there are many ways to 'market' your business without spending thousands of dollars.

A recent article by [news.com.au](#) mentioned that Google Adwords is currently offering \$75 worth of free advertising for Australian businesses as part of their very own stimulus package. Can Google really increase your sales?

In the aforementioned article, Michael Wilcocks from [Café in a Box](#), says that for every \$1 he spends on Google AdWords, he receives at least \$50 in sales. You would have to agree that a 500% return on your advertising dollar is indeed, effective advertising!

To find out more about Google's offer go to www.google.com.au/stimulus

Or, speak to a representative from [Sirdar Australia](#) who can help your business thrive in the sea of opportunities present in our markets.

Sirdar Australia - Local News

Sirdar Australia is definitely establishing itself Australia-wide with clients now in Sydney, Perth, Adelaide, Brisbane, Sunshine Coast and Gold Coast. Interestingly, while our clients all have vastly different businesses, from construction, retail, education, office services to accommodation, they all experience a similar challenge: Getting the right team on board in the right roles.

This is where the power of Wealth Dynamics comes in. Understanding the huge value the Wealth Dynamics Profiling can bring to your business, could transform your business over night!

To find out more about wealth dynamics profiles, how they can affect your team and your business results, contact [Sirdar Australia](#)

CONTACT US:



+61 7 33498011



Sirdar United Kingdom

Gawain Blizzard - Acting Chief Executive

In business - The Governance of your astute business expedition is paramount if you are looking to achieve extreme business success.

Business owners often go into their particular business because they are passionate about it or are very good at doing it. They will know anywhere from 'a little' to 'a lot' about actually running their business, the particular industry and the roles and responsibilities that will be required to achieve success. Among this group of business owners, governance is not a word used frequently or is a formal governance structure a consideration for these companies. Generally this is because the term [governance](#) is misunderstood or avoided due to the fear of change and unwillingness to complicate life and accept accountability as a critical factor for success.

Having some kind of governance structure in a company is critical to the growth and development of any successful business. And while it can be a scary and frightful thought for some; there is a clear and seemingly rational argument for doing it.

To prove my point start with try to find a company that has achieved long-term growth, profitability and success that does not have a board of directors. Indeed the companies that we all deem as being successful, such as Microsoft, Google, General Electrical and Fletcher Construction, all have highly effective governance structures. So why is it that you do not provide yourself with the same opportunity if you know it is the formula for success?

Herein lies the problem; governance isn't simply for multi-national, multi-billion or multi-million dollar companies. It can be a key driver, a key tool and a key component of any business - be it a business with one employee (maybe you) to a company of a reasonable size. The role of the Board is critical in any business that wants to have serious growth and take their business to a whole new level

If you would like any help, assistance or advise in this regard, please contact a [Sirdar Representative](#) and we will gladly assist.

CONTACT US:



+44 208 1445652



SIRDAR AND SOCIAL ENTERPRISE

by Greer Blizzard

The power of Transactional Giving:

What if you constructed your businesses financial system, so that every single transaction made in your business made a positive difference in our world? How would our world look 10 years from now? A fantastically inspiring vision I'm sure you would agree!

This transaction-based giving movement is now inspiring and transforming our world. It is a new and immediately effective form of philanthropy, serving the world's underprivileged with practical and sustainable upliftment from every sale in every business globally.

The Sirdar South Africa team are honored to be partnering with [Ikamva Labantu](#) for their transactional giving in South Africa.

Ikamva Labantu which means "the future of our nation", delivers education, self-sufficiency awareness, enterprise creation and community support in the Western Cape.

This ties in very powerfully with the vision of Sirdar Global - "To grow businesses and empower communities through enterprise."

Ishrene Davids, CEO of Ikamva Labantu, was deeply grateful for Sirdar's support for their worthy cause. The donation presented to Ikamva Labantu translated to each attendee of the Sirdar Business Summit feeding a child for two and a half months.

Thank you to everyone who attended the Sirdar Business Summit in Cape Town. It is you who made this happen!



Carl Bates (Sirdar Global Chairman) and Alan Ipp, Formerly Managing Director, currently PKF Consultant, handing Ishrene Davids (CEO from Ikamva Labantu) a cheque in support of their youth enterprise development. Standing to her right is Brian Barenche (South African CE) and George Zacharias (Sirdar Legal).

Subscribe to the [Sirdar Newsletter](#) | Visit us on



Sirdar Global Group
[visit website](#)

Copyright © 2009 Sirdar Global Group Limited