

Sirdar Expedition Journal



Good Day

The Sirdar Business Summit season occurs twice a year; in April and May (the same time of year you can climb Mount Everest) and October and November. Having just successfully completed the Sirdar Business Summits in both Johannesburg, South Africa and Rotorua, New Zealand, the Summit season comes to a close this weekend in Gold Coast, Australia.

As our Summit season comes to an end, so does 2009 starts to draw to a close. A big year for businesses around the world. Challenging, yet full of opportunity.

At the Sirdar Business Summit in Rotorua, New Zealand last weekend, our Global Chairman, Carl Bates, recommended that attendees start to plan for 2010 to ensure that they climb to new heights during the coming year.

We suggest that you start your planning now as well. Have a terrific and successful November.

The Sirdar Global Team

Business Tip of the Month

Use your 'Traders' in team selection....

As you may be aware, Sirdar is the global leader in the practical application of [Wealth Dynamics](#) in business. This position has been built up over a number of years of studying, applying, reviewing and improving our use of the Wealth Dynamics profiling model both in our own business and in that of our clients.

One of the key challenges that we all have is building an effective team.

Whether it be by luck or good management some of us bring together extremely powerful teams, while others of us continue to struggle to find the right people - 'every person we seem to appoint just does not fit the bill'.

Wealth Dynamics provides us with a key insight in this regard. Traders are the best decision makers when it comes to recruitment and, in our opinion, must be involved in the interviewing process and the final decision making process when it comes to the appointment of any member of the team.

Traders see black and white, as well as seeing what others do not see. The more experienced your Trader is in making recruitment decisions, the more effective they will be at team selection.

If you do not have a Trader on your team, then an Accumulator or Dealmaker can substitute for this function, however ideally you want a Trader's involvement.

Trust me on this one. It does not matter how good you think you are at picking people, I can guarantee you that having a Trader involved in your recruitment decisions will lift your team to a new level.

Carl Bates,
Global Chairman



Case Study Of The Month

Expedition Governance, without a doubt makes a difference

We often say that you cannot manage what you do not measure. Governance is a key element in assuring the right activities are measured and more importantly the appropriate decisions are made on the back of this information.

A governance client of Sirdar New Zealand, from the healthcare sector, has taken action on growth opportunities via challenges that were made by their new directors.

The first step was implementing 'Expedition Updates' (attend a Sirdar Business Summit to find out how you can use this yourself to grow your business) and reviewing market opportunities. A process that the board lead, in its first two months of

establishment. Through the Expedition Updates, the client can see a clear path for the growth in patient activities and usage of this key service has increased since June 2009 when they implemented Expedition Governance.

The second step occurred when the Board asked the management team to review funding opportunities and consider different ways that they could enter the market and in so doing improve awareness. Both steps found fantastic success and the business is now reaping the benefits.

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

Dave Jaques - Chief Executive

"What did you hear me say?"

A couple of years ago I participated in a very powerful personal development course, known for the very intense way they challenge the core of who you think you are, and of course who you actually are.

One of the things that really struck me on this course was 'communication' and the often quantum gap between what someone actually thinks they are saying compared to what the other person thinks they have just heard them saying (and my use of 'thinks' here is deliberate).

The classic example is you invite me to dinner and all I say back without hesitation is 'No'.

No more and no less.

The instant reaction can be: 'Why not!?!'; 'What is wrong with me!?' and 'I cannot see any reason you would refuse'.

Did you know I 'actually' said: No [thanks, I cannot make tonight as I have a prior engagement, but can we do tomorrow?].

In business our internal [team] and external [client] communications can be exactly the same. Have you ever really thought about what you might actually be 'saying', and even gone so far as to ask the listener / receiver of your message, what they have just heard you say? Translated into English this means: 'are you comfortable you can buy it for \$100 now or come back to me later?' for example

Local New Zealand News

The New Zealand team is on a major high following the Sirdar Business Summit held in Rotorua from the 5th to 7th of November.

The Summit far exceeded all our expectations, not only the insightful and powerful presentation of Carl Bates, our Managing Director but the quality of the participants and the candid discussions that occurred during, between and after the sessions. It was easy to see that all participants got more than they imagined when they committed to attending the Summit.

It was wonderful to see, while sitting at our board tables, discussing and debating the information that was fed to us, the change in thinking and perspective over the two and a half day process. It was inspiring to see the insights shared, give clarity to the actions needed to achieve extreme business success. All of this linked together with the practical application of wealth profiles and real examples - amazing. The success of the summit was due to all our delegates who attended and our team who made it happen. Thanks everyone.

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Sirdar South Africa

Brian Barendse - Chief Executive

In the Johannesburg Sirdar Business Summit, we were extremely privileged to have [Ronnie Muhl](#) as our guest speaker. In 2007 Ronnie summited Mount Everest via the North-East Ridge, after having to turn back excruciatingly close to the summit in 2006. He shared some inspiring parallels between climbing Mount Everest and the high risk sport of being a business owner.

A few things that really stood out for me:

- In order to survive the mountain you have got to have a great plan and a checklist of everything you need to focus on along the way. Ronnie would write down critical information on laminated cards (as when you are at such high altitude there is no guarantee you can even remember your own telephone number, let alone when to change an oxygen tank).

Do you have plans and checklists in your business that will help you get safely to your business Summit?

- Your equipment is critical and shirking on high-quality tools can cost you your life when facing such a daunting challenge. You need to know what tools you will need for your expedition and then acquire the capital to invest in them. What tools are you missing in your own business expedition?
- You cannot get safely up the mountain without your team of sherpas. Their knowledge of the mountain and their natural acclimatisation to the conditions is a key ingredient in your successful summit. The sherpas in Ronnie's 2007 team, collectively had in excess of 40 summits between them - invaluable knowledge and experience. Do you hire high quality professionals for your team with more experience and knowledge than you have?
- And lastly, when the going gets tough, you need something deep within you that keeps you taking the next step. Is your business promise big enough, that it keeps you focused on the vision through the celebrations and the challenges?

Local South African News

Looking at recent events in South Africa, it makes me extremely proud to be surrounded by a team of astute team members who together produced an amazingly successful Sirdar Business Summit in Johannesburg. The event can surely be described as the most professional business event held in South Africa.

The testimonials received bear testimony to the high quality of delivery by Carl Bates who tore away the myths that business owners become accustomed to owning. I am indeed privileged to pay a special thank you to Lisa Gering, our Johannesburg Business Development Executive, whose keenness and determination ensured that new heights were reached and who has created a challenge for future Sirdar Business Summits in South Africa to follow. We look forward to partnering with the many new business owners who have joined Sirdar on their journey to extreme business success.

Upcoming events in South Africa:

- "Governance: The Foundation for Extreme Business Success", Monday 23rd November, 09:00-11:00, Entrepreneur.Co.Za premises with Brian Walsh - 17 Autumn Road Rivonia.
- "Governance: The Foundation for Extreme Business Success", Tuesday 24th November, 07:00-09:00, Greenfield's restraint - corner Lenchen Ave and Jean Ave.
- "Governance: The Foundation for Extreme Business Success", Thursday 26th November, 16:00-18:30, Regus Office, 1st Floor, Foyer 3, The Colloseum, Century Way, Century City.

If you would like to find more or book for any of these events, please contact:

Johannesburg: [Lisa Gering](#) / 082 441 9419

Or

Cape Town: [Karen Barenche](#) / 082 461 1418

CONTACT US:

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Sirdar Australia

Rozanne Brown - Chief Executive

The market is always right!

Neil Shoebridge recently wrote in BRW - [17th September, 2009](#) about how we ignore history lessons too often in the business world. In this article, Shoebridge tells of the Swan Gold, the brewer who launched a national women's beer in 1986, yet the market never wanted the product in the first place. Alarmingly, he tells of a different brewer who today has decided to launch a similar product, believing that women are forgotten in this market. Swan Gold spent over \$6 million in research, packaging, advertising and distribution to achieve sales of approximately \$2million for the year, before they scrapped the idea. What's interesting here is that the market research actually found women didn't want their own beer, yet the company launched it anyway.

So how do we ensure our ideas are bankable and the market does really want it?

1. Firstly define who and where your target market is. In the story above the new brewer has researched the beer offerings and 'decided' there is a gap, they haven't researched the intended customers. Additionally, if your product will span different regions, ensure you understand the differences in your target market between the regions.
2. Next, conduct the product research in your target market and LISTEN to the results. Invest with a professional researcher rather than ask colleagues. The biggest mistake is to believe that you cannot afford this research. In reality, you will spend much more if you find out you were wrong after the launch. Again, ensure your research has a local component so that you know which regions to launch in sooner rather than later, and which regions you may decide not to launch at all.

Of course once you do hit a winning idea, then you can proceed with confidence and launch away. The key here is to then explore expanding on the idea and expanding the reach of the market, but always remembering to repeat the steps above. Our fast food chains are experts at this game. New products are offered with a starting campaign that introduces a limited release product. After a month or so, they remove the product, measure results and measure the requests from customers who are still requesting it.

The hardest part of all is to let go of your ego and accept the results if the research shows it isn't the great idea you thought it was. Rather than get hung up on the disappointment that 'your idea' was so good yet the market cannot see it, you must remember the market is the buyer, so the market is always right, whether we like it or not. Far better to celebrate the fact that you can now open your mind to newer, brighter ideas instead!

Local Australia News

Team Australia are excited with our Gold Coast Sirdar Business Summit kicking off this week at the beautiful Sea World Resort. The content has lifted to a whole new level plus we have two amazing guest speakers and an inspired team ready to assist you (including our Adelaide crew).

Upcoming events in Australia:

- "The Art of Transactional Giving", Wednesday 18th November, 19:30-21:00, Opportunity International Event - 19 Young Street, Adelaide.

If you would like to find more or book for this event, please contact: [Judy Hamilton](#) / 0418 821 974

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Sirdar United Kingdom

Gawain Blizzard - Acting Chief Executive

All business owners strive to have a successful businesses, most owners are however unprepared for what to do to manage even moderate success. The key to managing growth is to revisit and adapt the tools that were used to establish your business and then use these to help the business continue on its journey of extreme business success.

Writing a business plan will help you stay focused on the tasks at hand. A business plan is the most important thing you can do to manage the growth of your business, this 'business expedition guide' if already written must be re-evaluated to see how well the business is doing in following the plan and how and where it can improve.

Hire more employees who fit within the company's framework and organogram. Do not hire people, and then make up positions for them. It is vital to hire the right people - for the right position description (not visa versa), the most effective way to do this is by utilising Wealth Dynamics. To find out more, please [contact us](#).

Define the roles for your team. Each employee should have a clear position description that includes specific responsibilities, procedures and requirement. As your company grows, team responsibilities need to become more focused and the growth of the team must be managed and planned for the same way you would plan your financial projections or budgets.

Create well-defined policies and guidelines. Having a list of written policies that are well defined can help protect your business from accidental problems and stream line employee routines and tasks. For example, you can create policies for your business that will ensure your employees know how to act in order to keep the business out of legal trouble, or how to act if there is a PR emergency, etc.

It is important to seek out professionals / mentors who can give you information and support as your business grows. These are valuable resources, as many of them are either going through the same growth you are or have already gone through it and can provide valuable advice. As one at Sirdar might say, 'In elite business climbing there is only one thing more important than you... the team that climbs with you...'

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SIRDAR AND SOCIAL ENTERPRISE:

by Greer Blizzard

[About Chimwemwe Footprints Project](#)

You are about to read a very inspiring story, written by two incredible young men. Two very young men. Two men who have taken the philosophy of making a difference in our world (a core belief of ours at Sirdar) to new heights. The [Sirdar Adelaide team](#), project managed by Meshach (11) and Josiah Lindqvist (8), two of the sons of Sirdar Adelaide's Regional Directors Scott and Karen Lindqvist, have been very busy these past few months and it gives me great pleasure to have them share their story...

At the end of 2008, our Aunty, Sue Davis, met a lady called Virginia Kachigunda when they were both studying international health at Flinders University (Adelaide, South Australia). Virginia is from Malawi, Africa. She told Aunty Susie that there was a problem in Malawi; there were no shoes for the people in her small village called Makuluni (which is at the base of Mt Mulanje). People were getting infected feet from cuts when walking and working and were getting sick and sometimes dying.

We decided to help them by sending lots of shoes. We got all the people at our school to donate unwanted shoes. One of our friends got the people at her school and church to donate some too. It was a really big job. We collected almost 2,000 pairs of shoes. That is about 5 cubic meters of shoes.

Global Dialogue Foundation helped us make a video to send to Melbourne and they showed it (and other people's videos) on a big screen on the outside of a building in Federation Square.

We also had to find some money for freight. Mum and Dad invited friends and family over for a "Feast For Feet" and some of our friends from Africa cooked some traditional African food. We asked people to donate money; about how much they would have paid for a dinner. Aunty Susie did the same thing at her house too. Our friend also had friends who did some fundraising as well. Sirdar Australia donated some money and so did two of Dad's clients. We raised nearly AUS\$5,000; enough to get the shoes to Virginia's village. A company called ["Pack and Send"](#) at Marion are helping us a lot with packing the shoes tightly at a good freight price.

"The shoe project showed us how to care for others, and about another country, and how poor Malawi is. It taught us that it is good to help other people, and that trust grows when people do what they say they will."

The shoes have now left Adelaide - about three weeks ago - they should be there in about 3 weeks time. This has been a very inspiring experience and we would like to thank everyone who has been involved to make this happen.

by Meshach (11) and Josiah Lindqvist (8).



Meshach (11), Josiah (8) and Malachi (3) Lindqvist playing with all the shoes that they have collected.



Shoes, shoes, oh so many shoes.

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