

Sirdar Expedition Journal



A fine day to you

Another month has rapidly passed - soon enough the tinsel will be out and we will all be humming Christmas carols. This is the perfect time of year to give your business that final kick to position it on a firm footing for 2010. Build your foundation today and reap your rewards tomorrow.

For Sirdar this has been a month of technology - we are embracing the information age and surging forward with new system and process initiatives and sales and marketing channel development. The learnings have been profound and what is available on the market today is quiet astounding. Embrace the evolution or get left behind - unfortunately it is as simple as that.

Read below for news on our upcoming regional events and our new complimentary webinars - we have some fantastic things planned this month and would love for you to join us. [CLICK HERE](#) to find out more.

Yours in Extreme Business Success,

Sirdar Global Team

Business Tip of the Month

Company Directors: You too have a job description!

There was an interesting article in the Australian Financial Review in August about directors and their roles and responsibilities.

It started off by saying that "Company directors are used to dishing out orders, not being told how to do their own jobs".



The article then went on to discuss how the Australian Federal Government wants to "give directors a helping hand to make sure they know how to carry out their duties". Specifically they are examining providing directors with clearer guidance on how to undertake their roles and responsibilities.

Corporate Law Minister, Chris Bowen said: "Being a company director has many rewards, and the Rudd government is keen to ensure that the bright and entrepreneurial minds that lead Australia's companies, both large and small, are fully informed of the responsibilities that come with their role."

We know it is critical in any business to have a board of directors in place and that the directors are actively engaged in the governance of the company. As part of this process, all directors having a clear position description, which is personally signed, is critical.

Make sure that if you are a director of your own business, you are investing in understanding what your role is. One way to get clear on this is to attend Sirdar's webinar in September on the difference between your role as a shareholder, director and manager. Click here for a complimentary invitation.

In the meantime, it will be interesting to follow the development of the Australian Federal Government's thinking.

Carl Bates,
Global Chairman

Case Study Of The Month

The value of patience

Within Sirdar we understand the value of using [Wealth Dynamics](#) in selecting our team members. You may have been at one of our presentations entitled "How to create a dynamic and highly effective team" and therefore understand the power behind this policy.

As part of our internal use of Wealth Dynamics, we only select team members after considering both their hard and soft skills and only employ the appropriate Wealth Dynamics profile for any given role.

Not to say that we always get it right! We have been through our own learning cycles to get to the point where we have a very strong understanding of Wealth Dynamics and how to utilise it practically in business.

It can sometimes be extremely frustrating trying to find that perfect person with the right profile for the role. Selecting an individual with the right Wealth Dynamics profile for a specific role is, in our view, critical to achieving extreme business success.

Over the last four months, I have been working with one business who has struggled to find that person. After an extensive search, a variety of online job search website promotions, an email campaign and some 20 plus interviews, they finally got there.

Appointing this individual with the right hard and soft skills, as well as the appropriate profile for the role, is already starting to deliver the results.

Patience in selecting your team is critical. Momentum comes from having the right energy involved in your team. In our view, Wealth Dynamics, provides the ability to test this.

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

Women on Boards

There is an increasing awareness of the importance of having women on boards and the Institute of Directors in New Zealand supports this view. Research demonstrates improved performance as a result of having a mixed gender board.

McKinsey's study found the largest gap in poor performance existed in the corporate sector where there were no women on the board versus those with three or more women on the board. McKinsey considers that women apply five leadership behaviours linked to innovation and staff management out of the nine that correlate with organisational excellence.

Women drive 80% of consumer decisions in the household, which increases the depth of understanding from a customer's view point.

The benefits are confirmed by a Canadian study that tracked corporate performance between 1995 and 2001 and found those boards with two or more women were more likely to be industry leaders in their field.

The London Business School study indicates that companies need a mix of men and women as a balance on their board to achieve the best results.

In the Catalyst Report, an international study on the Fortune 500 companies, companies were ranked by the number of women board members they had in 2007. The results indicated that for companies in the top quartile the return on equity was 53% higher, return on sales was 42% higher and return on investment 66% higher than for the companies in the bottom quartile.

Consideration should be given to how you apply this information to your small to medium enterprise board to ensure that your board has a complimentary range of gender, skills and diversity to support the growth and performance of your business.

Sirdar considers that combining the above with our natural energy profiling system is the combination required to drive the results of your small to medium enterprise board.

Upcoming events in New Zealand:

New Plymouth

"What it means to be an Effective Business Owner?", Wednesday 30th September 18:00-19:30, Powder Room, 108 Devon Street West, New Plymouth.

Organised by newplymouth@herbusinessnetworks.co.nz or contact Louise Oskam louiseoskam@sirdargroup.com.

"[Sirdar Business Summit](#)", Thursday night 5th, Friday 6th and Saturday 7th November, Rotorua.

Complimentary Webinar

"Governance, the foundation for Extreme Business Success", Wednesday 16th September, 20:00 Wellington, please [click here](#) to register to join our webinar.

Complimentary Webinar

"How to Create a Dynamic and Highly Effective Team", Thursday 1st October, 20:00 Wellington, please [click here](#) to register to join our webinar.

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Sirdar South Africa

Brian Barendse - Chief Executive

In South Africa, [Ryan Sandes](#) became a local legend in the sporting world when he won every stage of the 7-day Gobi Desert Race in March 2008. He achieved this astonishing victory with only 2 years of running experience—unheard of for such a challenging and competitive race.

What was the secret that contributed to Ryan's Gobi success and to later race victories? Ryan incorporated into his training programme a significant amount of time in an environmental chamber to simulate the conditions he would face in the actual race. What he may have lacked in experience he gained from being ready for the environment he would race in.

There is a lot of insight we can take from Ryan's approach to challenging cross-country races. In our businesses, our vision, mission and goals are like races we train for in our daily activities. And although we should always keep the vision in mind, do we really train in the environment we are aiming for? Do our business surroundings and approach to business reflect the level of quality and success we aspire to? Do we think of ourselves as being part of an enterprise or are we still thinking in the environment of self-employment? Are we surrounding ourselves with the high-calibre people and resources we need to get there? Do we have a guide to show us what kind of environment we should inculcate into our culture and business ethos?

We have seen this shift in "environmental thinking" in so many of our clients as we introduce them to Sirdar's governance, accountability and extreme business success approaches. Instead of a business our clients begin to think and act in the framework of an enterprise model, equipping them with the training they need to become astute enterprise leaders.

Local SA News

It gives me great pleasure to welcome Karen Barendsché to our Cape Town team. Karen is joining us as our new Business Development Manager. Congratulations Karen! We all look forward to exciting developments from you.

We had a very interesting Elite Climbers Club meeting in July focused on Team Building and it was interesting to observe how the different profiles responded to the task of erecting a tent. The competition was indeed fierce!

Sales for the Sirdar Business Summit in Johannesburg in October continue to grow and there has been a sharp increase in the number of enquiries around Sirdar's Governance Programme. Under the most capable hand of Lisa Gering, Johannesburg is rapidly getting ready for its Summit in October and all hands are on deck as we prepare for this prestigious event. Lisa reports that "the Johannesburg Summit will set new standards in terms of client growth for Sirdar South Africa".

To book your place at this event, please contact [Lisa Gering](#)

Upcoming events in South Africa:

"[Sirdar Business Summit](#)", Thursday night 15th, Friday 16th and Saturday 17th October, Johannesburg.

Complimentary Webinar

"Governance, the foundation for Extreme Business Success", Wednesday 16th September, 10:00 South Africa, please [click here](#) to register to join us.

Complimentary Webinar

"How to Create a Dynamic and Highly Effective Team", Thursday 1st October, 10:00 South Africa, please [click here](#) to register to join our webinar.

CONTACT US:



Sirdar Australia

Rozanne Brown - Chief Executive

Cutting Profit to Increase Sales

As we work with business owners finding themselves in challenging financial situations, we are continuously asked: "Should I cut my prices (or profit margin) to be more competitive?" The answer, regardless of market conditions, is: "No! Build value and market relationships instead!"

Most business managers fail to understand the 'real' effect on their business when they cut profit margins. Assuming your business runs at the industry average of 30% profit, a cut of just 5% broadly means you will have to sell 20% more product or service to deliver the SAME bottom line profit dollars. How certain are you that it will generate 20% more business simply by shaving 5% off prices? If you get caught in the price war with the competition, this equation becomes significantly tougher. Increase to a 10% cut and you will have to sell 50% more! Quite clearly then, price cutting is not the answer.

The real keys to financial success on your bottom line are:

- Make sure you know both your gross profit and net profit EVERY month.
- Ensure you understand all outgoings and cut excessive expenditure.
- Build wider, stronger and better networks with customers, alliance partners and complementary businesses.
- Strengthen your brand in the market.
- Deliver increased value rather than decreased price.

Building your network:

To do this effectively, answer questions such as: "Who else does my customer come into contact with?" Then, consider how you may add value to those contacts—it could be rewards for referrals, cross promotion, sponsorships, etc. The important point here is to create a win-win scenario—don't just expect all the favours to extend in one direction.

Strengthen your brand:

Visit customers if appropriate, send newsletters, run promotions regularly. Ensure you maintain absolute consistency with the niche you represent, in every single way you present it in the market.

Increase the value you deliver:

Create a WOW factor to prevent being compared on price. When you differentiate yourself in the market, price becomes a secondary reason that your customers buy from you. Consider mobile phones: how relevant is the price of an iPhone compared to the 'wow factor' that they sell? The iPhone is not necessarily the best business mobile phone available, but Apple have absolute clarity on how to create market desire.

There will always be a portion of the market that buys on price. However, if we first increase our market share by implementing the tips above, those that buy on price become less of our overall core customer base.

Local Australia News

This month Sirdar Australia welcomes Liz Grant to the Brisbane team as our local Business Development Manager. Liz brings great strength to the team with her vibrant 'people' energy and a marketing history spanning 25 years, not to mention her great sense of humour. Having been a small business operator and growing a small business into a very successful franchise, Liz certainly understands the keys to effective business growth.

Upcoming events in Australia:

Fitzy's Loganholme

"Changing the Game to Achieve Extreme Business Success", ('Breakfast Presentation') Friday 11th September, 07:00-09:00.

Woolloongabba

"How to succeed during a Recession...What Recession?", (2hr Workshop) Thursday 10th September, 07:00-09:00.

To secure a booking at any of these events please email [Jaqueline Whyte](mailto:Jaqueline.Whyte@sirdar.com.au) OR call 07 3349 8077 OR Register [online](#).

"[Sirdar Business Summit](#)", Thursday night 12th, Friday 13th and Saturday 14th November, Brisbane.

Complimentary Webinar

"**Governance, the foundation for Extreme Business Success**", Wednesday 16th September, 17:30 Adelaide / 18:00 Brisbane, please [click here](#) to register to join us.

"How to Create a Dynamic and Highly Effective Team", Thursday 1st October, 17:30 Adelaide / 18:00 Brisbane, please [click here](#) to register to join our webinar.

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Sirdar United Kingdom

Gawain Blizzard - Acting Chief Executive

A look at management and the Power of Now!

In the economic good times effective management consisted of focussing on rapidly increasing sales. Bottom line profits would be sure to follow suit in a well behaved manner. Over the last two decades management focus has shifted from managing ones entire cash earning model to not having to manage where you made your bottom line due to the fact that the economy was generally rather healthy.

The remarkable boom time we have experienced has resulted in many of the management practices that were necessary in flat economies to have become forgotten in the dusty annals of management best practises. In the future the margin for error will shrink and non-profitable products, services or clients will need to be eliminated from your business immediately.

Take this agenda point into your next board meeting: Where exactly do we make our profit! Then task your management team with making this a conscious practise and building it into your daily management deliverables.

Another critical factor of success is going to be in evaluating and responding to the global cost increases—have you evaluated whether:

- Your costs have increased?
- Where they have increased?
- What cost trigger points are you going to do something about?
- What is your plan around doing something about them?

To be effective, return to the old-school management style of the last generation. We can no longer manage with our blinkered focus on increasing sales volumes. In the new paradigm of business we all need to adapt and effectively handle the entire system. As in life—the only constant we will ever experience is change—so embrace it!

Upcoming events in The United Kingdom:

Complimentary Webinar

"Governance, the foundation for Extreme Business Success", Wednesday 16th September, 09:00 Unite Kingdom, please [click here](#) to register to join us.

"How to Create a Dynamic and Highly Effective Team", Thursday 1st October, 09:00 Unite Kingdom, please [click here](#) to register to join our webinar.

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