

Inspiration ~ Information ~ Motivation
Connecting you with ideas, tools and
techniques for success.

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Inaugural Issue - Welcome

A very big Happy New Year to everyone and welcome to the inaugural issue of our newsletter, Concepts.

We are extremely pleased to launch this newsletter to bring you ideas, information, tools and techniques to help you maximise your business and personal success.

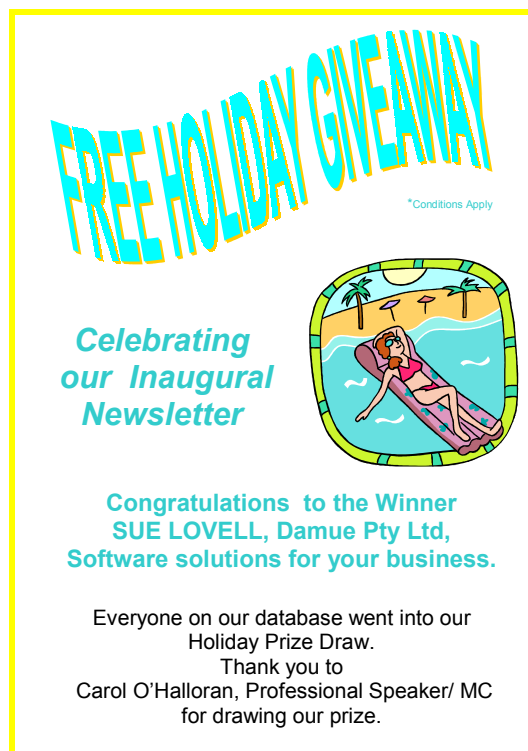
Our aim is to provide you with a valuable resource - all the essentials of the best information available from around the world made easily accessible to you without having to find time to go to all the seminars and read all the business books on the bookstore shelves yourself.

As many of you already know, we have also recently launched our website. We are working to make this a useful tool for you to quickly access information on an ongoing basis. You will find articles, book recommendations and useful website links, so check back regularly for new information.

So, lets get started on some tips for the new year .

We wish you all lots of success in 2005.

Ingrid Postema
Director



FREE HOLIDAY GIVEAWAY
*Conditions Apply

**Celebrating
our Inaugural
Newsletter**

**Congratulations to the Winner
SUE LOVELL, Damue Pty Ltd,
Software solutions for your business.**

Everyone on our database went into our
Holiday Prize Draw.
Thank you to
Carol O'Halloran, Professional Speaker/ MC
for drawing our prize.

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Driving Your Business To Success in 2005

Half way through the financial year and the start of a new calendar year is a great time to review where you are at. While many businesses are shut down, and everyone is in holiday mood, this is an opportunity to review and set your plans and goals and get ahead of your competitors.

We are not talking about a few new year's resolutions here which are usually soon forgotten. This is the time to unite, inspire and motivate the team, set out the playing field and tone of the year ahead. So how do we do that?

Lets start with the year just past - ask yourself and your team these questions:

- What did we do really well.? Celebrate these!.
- What did we do that we would like to, or need

to, do more of? Put this on your agenda to plan the year ahead.

- What did we do that didn't work. ?
- Why didn't these work?
- What can we learn from these?
- What would we do differently? Put these on your agenda.
- What should we stop doing. Work out how to eliminate them from your business.

You will now have some items on you agenda to work on, and ideas for business improvement starting to happen. Before you start planning though, lets take a further look at your business now.

Lessons of the Past

- Learn valuable insights from the year just past.
- Involve the whole team in the review
- Involve the whole team in the planning
- What are you going to:
 - Do more of
 - Do less of
 - Start doing
 - Stop doing.

Driving Your Business To Success in 2005

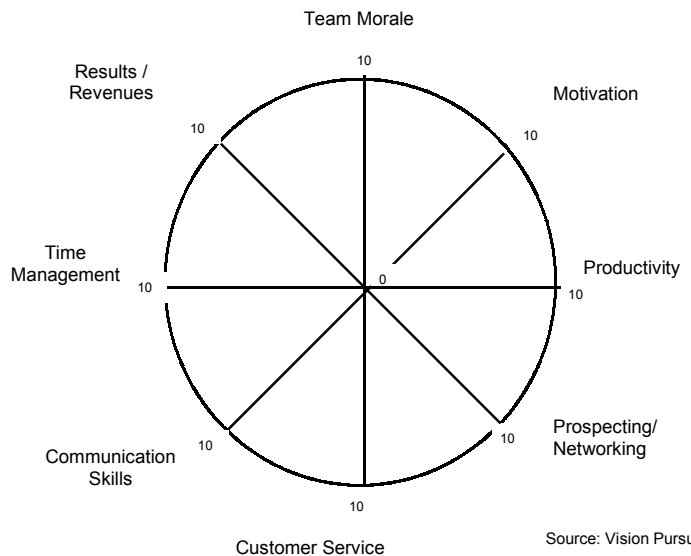
Business Snapshot

Now lets take a snapshot of a number of aspects of the business.

On the wheel on the right, consider each of these areas of your business and rate how satisfied you are with them on a scale from 1 - 10. Mark the score on each line, then join up the dots.

You could do this yourself, or as a team exercise, or ask each person in your team to do it separately then compare the results. You may find interesting differences in perception on how well some things are working!

Some areas will be better than others. You are aiming for a balanced wheel. If there is an area that rates less than others, this indicates an area to take action on so put it on your planning agenda. If the wheel is fairly balanced, improving each area a little, say 5%, will have an exponential effect on overall results.



So you reviewed 2004 & took a snapshot. So Now What?

Now's the time to sit down with the team and plan the year ahead.

- Review your mission and vision and update them if necessary. Ensure you have buy-in from everyone.
- Decide what the company should look like and where it will be in 12 months.
- Decide on how you will measure this so you will know whether you have achieved it or not.
- Now set your objectives - what is needed to get where you want to go?
- Look at the different strategies which might achieve each objective. Decide on which strategies to implement.

- Now plan each strategy and devise an action plan to implement it.
- Use the lessons learned from 2004 to start the planning of your strategies and action plans.
- Consider the areas for improvement indicated by the business snapshot wheel above and incorporate these in the plan.
- Include goals along the way which are aligned with the objective, are specific, measurable and have set dates for achievement.
- Regularly check progress during the year using the agreed measure.

Decide what the company should look like and where you want it to be in 12 months.

- Above all, enjoy the process and the journey in 2005.
- And, remember to celebrate the successes along the way!

A Staff Luxury or Good Business Sense? Are you providing the latest staff benefits?

Question: How do you:

- provide a staff benefit
- improve morale
- increase productivity
- decrease stress, &
- reduce workers compensation claims all at the same time and in 15 minutes?

Answer: Corporate Massage!

Yes, that's right. Introduce Corporate Massage. Corporate Massage has been around for a while but businesses are now realising the benefits and are flocking to introduce this service for their staff.



Businesses such as Simply Massage provide a qualified massage therapist on site. Advice on ergonomics is also provided.

Staff get to take a 15 minute break away from their work, relax, reducing tension and fatigue, have muscles aches and pains relieved and then feel rejuvenated when they return to their work.

Massage programs can boost morale, increase productivity, reduce sick leave, reduce workers compensation claims and hence increase your bottom line.

Its also a cost effective strategy to retaining and attracting high quality staff in a competitive market.

For more information contact Michelle Becroft, Simply Massage telephone (0438) 043 438 www.simplymassage.net.au

Why Has Coaching become so Popular?

BUSINESS COACHING

According to a recent article in BRW

40% of the 100 fastest growing small and medium size businesses use business coaches.

BRW Oct 14—Nov 10, 2004

If you are competing with them or want to compete with them, you need to understand what coaching gives them.

Coaching provides business owners with

- External support, advice and feedback on ideas and strategies.
- Guidance in setting and monitoring personal & business goals
- Accountability to produce high performance
- Inspiration, motivation, a fresh perspective on issues
- New ways of thinking about problems
- Personal breakthroughs where they did not realise they were holding themselves back.

Coaching helps improve performance so business grows more quickly.

Coaching is not about telling you how to run your business and does not need to be industry specific - it is not business advice.

It is about maximising your success by helping you realise your full potential and that of your business. Most people already have all the skills they need. A coach can help them realise these and utilise them effectively as well as build on them.

Coaching is also great for your key staff or staff that have potential which has not yet been realised. Many larger businesses are providing coaching programs for staff combining coaching and management / leadership development.

Providing a coach for your managers will help them achieve more, gives them an external sounding board for issues and support in their career and role in the business. A manager working at peak efficiency and effectiveness will do a lot for your business, your team and the bottom line.

Providing a coach to your staff is also a staff benefit which will help you retain and attract quality staff in today's highly competitive marketplace.

PERSONAL COACHING

Personal coaching is about personal fulfilment and achievement.

Coaching helps you create the life you desire. It:

- Empowers you
- Expands your capabilities
- Helps you transform your life
- Helps you achieve personal breakthroughs
- Helps you achieve career and financial success



People achieve more with a coach than they do on their own



CONCEPT CONNECT

COACHING ~ CONSULTING ~ TRAINING

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Dynamic and powerful Coaching, Consulting and Training for development of business, leadership, management, team and personal excellence.

Concept Connect is a boutique professional coaching, consulting and training business providing quality information and skills to individuals and businesses.

We connect people and businesses with information, skills and tools to maximise both personal and business success.

We assist you to realise your full potential and that of your business, staff and resources.

- Unlock the potential of your business.
- Maximise growth.
- Improve operations.
- Increase sales, cashflow and profits.

Our services include:

- Personal success and breakthrough coaching.
- Business Success Coaching
- Mentoring
- Business Consulting
- Training and Development

FREE Holiday* for you

- ✓ Simply refer two likeminded business people to us.
- ✓ If they sign up for a series of session you are eligible for a free holiday.

* Conditions apply