



FEBRUARY 2012

Business THE NIFNEX REVIEW

MANAGEMENT COPY

CREATING SMART BUSINESS CONNECTIONS

ATTENTION BUSINESS OWNERS!

IN THIS EDITION

FIND OUT :

HOW TO GET
OTHERS TO
SELL FOR YOU

HOW TO
CHOOSE
THE RIGHT
ACCOUNTING
SOFTWARE

THE 3 GOLDEN
KEYS TO
SUCCESS

HOW TO STOP
THE DRAIN ON
TIME

Model
Competition
page 10

Model: Melissa

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Nifnex turns 1

Editor's Welcome

The buzz begins in the head. Then it spreads right through the mind, body and soul. That's when you reinforce to yourself "Let's do it, let's make this happen!"

This is exactly what I did in the middle of November 2010. Within a matter of 4 weeks, we had the first edition compiled, edited, designed, published and hand distributed to 10,000 businesses door to door. There has been a huge transition from the first edition to the one you're currently reading.

Nifnex went from being an Employment paper to Employment & Business publication to a purely Business publication. What has been a constant is that we still believe we need to help small to medium businesses grow. We have always focused our efforts on bringing businesses especially the SMEs inspiration, positivity and knowledge.

I am thankful to everyone who has supported us in this challenging and fun year. My wife has been a rock solid support. She wears multiple hats throughout the day from being a mother of 3 boys, wife of an entrepreneur to being a team member of Nifnex. I am thankful my 3 little boys adapt well to my odd working hours. Every entrepreneur needs an understanding family.

We are very excited on reaching our first anniversary. It has been a positive learning curve and we are confident this is going to be a great year. We have come so far thanks to our well wishers, loyal readers, advertisers, contributors and my fabulous team. Wendy and Bruce, thank you for believing in us. Special thanks to Yunhi Mook, we couldn't have done this without you!

On behalf of the team I hope you enjoy reading this edition. We hope to inspire you with more ideas on how to grow your business. Any feedback you have is much appreciated.

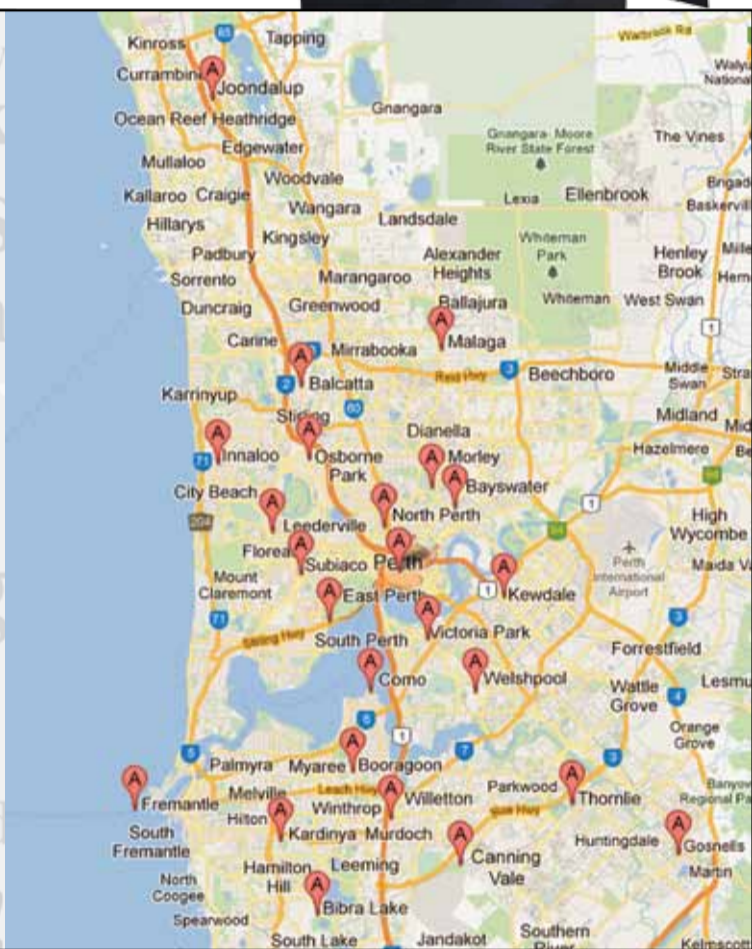
Zeeshan Pasha
 Founder / Managing Director



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THE YEAR OF EXHILARATION.

From all at Auto Classic and Westcoast BMW, we would like to take this opportunity to wish you and your family a very happy and prosperous Lunar New Year. Celebrate the exhilaration, excitement and good fortune of the Year of the Dragon which promises to be a great year at BMW. In February we launch the all new BMW 3 Series Sedan and you will love the way you move in this Ultimate Driving Machine. Test-drive an Ultimate Driving Machine at Auto Classic and Westcoast BMW today.

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Auto Classic

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 Finance
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The Ultimate Driving Machine

What's *Inside?*

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How to manage your cash flow



Dinesh Aggarwal,
Noble & Associates

Dinesh Aggarwal Director of Noble & Associates is highly qualified and has a wealth of business and tax knowledge secured over fifteen years in both commercial and Public Practice environments. Dinesh was awarded the coveted Order of Merit for his result in the Chartered Accountants tax module. With a powerful, analytical mind, Dinesh excels in providing solutions to even the most complex tax & business problems.

Dinesh can be contacted via his email: dinesh@nobleaccounting.com.au

Managing cash flow is a critical business skill, especially in seasonal industries. Cash is king and that is a universal phenomenon in the business world. Irrespective of your top and bottom line, if you can't pay your creditors when they're due, then you won't survive in business for very long. You can avoid the potential pitfalls with some good planning and management techniques as stated under:

Improving Receivables – You can improve your cash flow by managing your receivables as follows:

Offer discounts to customers who pay on time.

Ask for deposit payments at the time of taking orders.

Require credit checks on all new non-cash customers.

Issue invoices promptly and follow up immediately if payments are slow.

Identify slow paying customers and implement a policy of cash on delivery as an alternative to refuse doing business with those customers.

Managing Payables:

Take full advantage of the supplier payment terms.

Use electronic funds transfer to make payments on the last day they are due.

Don't always focus on the lowest price when choosing suppliers. Sometimes more flexible payment terms can improve your cash flow. Negotiate better buying terms such as bulk discounts, extended payment periods, or a sale and return.

Stock:

Get rid of old, outdated inventory for whatever you can get.

Analyse the slow moving inventory and don't overstock it.

Saving – It seems obvious, but don't forget to put aside money from peak periods to cover dry spells. Instead of letting funds sit in a bank account, look at options like high-interest accounts, or even term deposits if you know exactly when you'll be needing the funds.

Spreading – If you use an overdraft or loan facility to help with cash flow, check the repayment terms and make sure they suit you. Some banks offer loans that can be paid back flexibly, when you have the cash.

How to choose the Right Accounting Software



Colin Atkinson
CA Management
Services

Colin Atkinson - BSc, CA, MACS, is a chartered accountant who also holds a degree in computing. Colin founded of CA Management Services in 1986 and has led the company to be the leading accounting software support organization with a proven history of successful installations in a wide range of systems. Colin can be contacted via his email: colina@caman.com.au

packages that are most likely to fit the needs of your business. Higher level integrated packages offer anything from stock control and sales order processing to specialised reporting, e-commerce, multi-user, foreign currency and web based order entry and expense tracking.

General Requirements/Budgetary Constraints

Draw up a fairly comprehensive listing of the unique features your company requires and specific tasks that must be managed, along with initial budget limitations. You should consider preferred hardware platform, system interfaces, technical capacity of staff, financial resources, and time available to make the migration.

Vendor Demonstrations

Make sure to apprise them of your most serious concerns and don't hold back asking them the tough questions. Good resellers will be quite thorough in their inquiry about your company's business practices and your objectives with the new software system.

The Reseller

The implementation consultant should be chosen with care, as they are the key to a successful project.

References

An effective way to evaluate a particular software solution is to talk to a current end-user.

Talking Dollars

When evaluating the total costs of a new system, compare costs for hardware, software, training, annual support and maintenance, data conversions as well as implementation costs. A rule of thumb for estimating training and installation costs is to double the price of the software. The most expensive costs of new accounting software are found in the learning curve and the time required getting the staff knowing and accepting the new system.

As you can see, making a buying decision requires close investigation of many diverse areas. It's critical that you evaluate your requirements and go beyond the immediate future. Businesses grow – and so do their accounting software needs.

There is no such thing as the best accounting software – no single product suits every business. But there are probably several that suit one company's specific needs. The goal is matching software products to a user.

Choosing a new software package is a daunting task, filled with uncertainty, and one that will test your patience. Just knowing that a wrong selection can be an expensive mistake for a business is enough to send shivers through most of us.

The benefits of accounting software are obvious – analysing sales and expenses, planning more effectively – but sometimes otherwise smart people reach their accounting software purchase decision based on price, short term needs, and marketing hype.

That's the bad news. The good news is that through careful preparation, due diligence and flexibility to make adjustments during the process, there is a very good chance that you will make the right choice and save yourself the dreaded consequences.

There's more good news – Most accounting packages have improved over the years, and it is now easier than it used to be to select a product that will provide the right fit for your business. Here are a few tips to help you achieve success in this challenging process:

Gather Information

Start by familiarising yourself with the software

BMT Tax Depreciation
QUANTITY SURVEYORS



PAY LESS TAX!

What is tax depreciation?

As a building gets older, items wear out – they depreciate. The ATO allows commercial property owners to claim this depreciation as a deduction. Depreciation is available to any property owner who earns income from that property; this includes business owners who own their building or the fit-out in the building.

DEPRECIATION FACTS:

- Claim depreciation on any new or old building.
- Adjust previous tax returns - get your money back from the ATO!
- BMT work with your accountant.
- Commercial tenants can claim depreciation on items they have purchased to fit-out the building.

BMT Tax Calculator App



To estimate how much investors can claim back each year, try our FREE application. BMT Tax Calc is now available for both Android and iPhone.
www.bmtqs.com.au



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Leave it to the experts at APL Accounting

Advertising Feature

By combining cutting edge technology with old-fashioned quality customer service, APL Accounting can take your business to new heights by lightening your workload.

With ten years experience in public practice, principal Kelvin Ang and his team apply their in-depth superannuation knowledge to help you to save on taxes whilst working toward building a significant retirement fund.

APL Accounting specialises in tax and accounting services for small businesses, self-managed superannuation funds and individuals.

By providing tax planning and advice, accounting and book keeping services as well as preparation of tax returns and business activity statements, APL Accounting has your business, and the paperwork that goes with it, well and truly covered.

The company's commitment to innovative technology has seen the business recently venture into new and inventive avenues of online accounting.

APL have partnered with Xero – an in-the-cloud online accounting program which revolutionises the accounting process entirely by reducing reliance on paperwork.

The program works by enabling both accountants and clients to access their business accounts and prepare invoices anywhere, anytime and from any computer or even a smartphone.

Kelvin defines his personal business motivation as assisting clients with their accounting affairs by utilising technology and providing the highest level of customer service, all at a reasonable price.

APL Accounting's focus is ultimately on minimising your own valuable time spent on preparing those tricky Business Activity Statements and tedious annual tax returns; thereby letting you spend your valuable time on the most important thing – your business!

Crucially, the APL Accounting approach ensures that while the clients' short-term needs are met, there is also a long-term vision for the future by building up a valuable retirement fund.

The company therefore enables you to invest in your business' present and your personal future all at once.

A new business, Kelvin explains the acronym 'APL' stands for Attention to detail, Professional service and Lasting integrity.

So if saving taxes, saving time, saving money and building up your retirement fund, while avoiding the time consuming paperwork appeals to you – what are you waiting for?

APL Accounting can provide you the attention, professionalism and integrity that both you and your business deserve.

Contact Kelvin and his team at APL Accounting on:

APL Accounting

PO Box 205, Bull Creek WA 6149

M: 0401 677 988

F: 08 9332 8737

E: kelvin@aplaccounting.com.au

W: www.aplaccounting.com.au



Increase Your Building's Cash Return

There is a mechanism available in the Australian taxation system that enables every commercial property owner to claim a deduction related to the wear and tear on the structure of a commercial property and the plant and equipment items it contains. Depreciation is available to any property owner who earns income from that property; this includes business owners who own their building or the fit-out in the building. Ensuring that these deductions are maximised will result in more cash at tax time.

Bradley Beer (B. Com. Mgt, AAIQS, MRICS) is a Director of BMT Tax Depreciation. Please contact 1300 728 726 or visit www.bmtqs.com.au for an Australia wide service.



Bradley Beer
BMT Tax Depreciation Pty Ltd

What you should know about depreciation:

- Your building does not have to be new: Most properties, both new and old, will attract depreciation deductions. A common myth is that older properties will attract no claim. Any property is worth enquiring about.
- You can adjust previous years' tax returns: If you have not been claiming or maximising your entitlements, the previous 2 financial years can usually be amended.
- You need a specialist to maximise your claim: Quantity Surveyors are recognised by the Australian Tax Office under TR 97/25 as appropriately qualified to estimate construction costs of a building for depreciation purposes.
- Business owners do not have to own the building: Depreciation can also be claimed on the fit-out of the building. If a commercial tenant pays to fit the space, they can claim depreciation on the items, such as alarms, office partitioning and computers.

The following example shows the difference that depreciation can make to a business's weekly cash flow.

Scenario – Commercial Property:

Darren owns a commercial office building, which was purchased for \$1.1 million. He leases it to a tenant for \$1800 per week (totalling approximately \$94,000). His expenses (including interest, rates and management fees) total approximately \$124,000 per year. A building like this would generally attract a \$40,000 depreciation deduction. The below table shows the property cost without depreciation on the left and with depreciation maximised on the right.

Calculations are based on the diminishing value method of depreciation.

Note: Pre-tax cash flow = income - expenses

By obtaining a BMT Tax Depreciation report, Darren has improved his post-tax cash flow position by \$231 per week.

It is important for owners to make their building work for them as effectively as possible. Obtaining between \$200 and \$300 extra per week through depreciation deductions will take pressure off the property owner. The above example highlights the importance of engaging the services of a qualified and reputable Quantity Surveyor, such as BMT Tax Depreciation, to assess a property and obtain the maximum depreciation deductions available to the owner.

No Depreciation Claim		BMT Tax Depreciation Claim	
Pre-Tax Cash Flow		Pre-Tax Cash Flow	
Loss	\$30,000	Loss	\$30,000
		Depreciation	\$40,000
TOTAL DEDUCTION	\$30,000	TOTAL DEDUCTION	\$70,000
Post-Tax Cash Flow (tax rate 30%)		Post-Tax Cash Flow (tax rate 30%)	
Tax refund	\$9,000	Tax refund	\$21,000
Net Cash Outlay	\$21,000	Net Cash Outlay	\$9,000
CASH OUTLAY PER WEEK	\$404	CASH OUTLAY PER WEEK	\$173

Calculations based on the diminishing value method of depreciation.
Note: Pre-tax cash flow = income - expenses

If you are interested in seeing how depreciation can improve your cash flow position, contact BMT Tax Depreciation and discuss your scenario free of charge on 1300 728 726 or visit www.bmtqs.com.au for further information.

The CFO Centre allows SMEs to access "big company" expertise

Advertising Feature



Rupen Kotecha
CFO Centre

The CFO Centre helps Australian businesses of all sizes to maximise profits, realise their goals and work through complex financial situations. It also offers support for, or even takes away completely, the running of everyday financial management. Every one of our Chief Financial Officers (CFOs) is used to "getting their hands dirty" and has life experience working as a CFO with specific knowledge of core sectors such as retail, professional services, technology, media, telecoms, services, manufacturing, mining, agriculture, distribution, travel and leisure, recruitment, Fast Moving Consumer Goods (FMCG), charities and many more. Our CFO's are not just number-crunchers, but work hand-in-hand with clients on finance issues and wider strategic activity.

OUR Services

While passion and commitment are undoubtedly key ingredients to successfully growing a business, they will only go so far before businesses reach a stage where the introduction of additional skills, experience and expertise is required to reach the next stage of growth.

When this situation arrives, the CFO Centre can provide the right people with the right combination of all these factors. Our CFOs hit the deck running, rapidly understand your key business issues and quickly and passionately implement strategies, planning and reporting systems to improve profitability and cash flow.

Put simply, they take the stress out of managing the financial side of your

business, so you can focus on what you do best. The CFO Centre can assist with:

- Analysing business performance and highlighting areas to improve
- Managing the entire finance function of the business
- Accessing funding and getting your bank "on side"
- Cash-flow management for growth and survival
- Developing and implementing business and financial strategies to drive success
- Increasing efficiencies by reviewing and fine-tuning procedures, processes and systems across the business
- Preparing businesses for sale to achieve maximum sale price focusing on commercial as well as the cultural assets
- Securing a business's future through turnaround, downsizing and recovery programs.

Your local CFO: Rupen Kotecha, Regional Director, Western Australia

Rupen Kotecha is a strategically and commercially minded, UK-qualified Chartered Accountant now based in Perth, where he heads up a team of highly skilled and experienced Chief Financial Officers. Rupen has extensive experience in the aviation and freight industries as well as in the field of logistics. He spent three years as CFO on the Board of British Airways Regional Cargo and has advised on restructuring, merger and disposal of businesses. Prior to this, he worked as CFO for an international logistics and supply chain company. He was responsible for running their UK, Hong Kong & China business units. This included setting up joint ventures in Hong Kong. During his career to date, Rupen has acquired invaluable knowledge and experience of the problems and opportunities facing large and small businesses in sales, operational and financial areas.

If you are interested in discussing how the CFO Centre can assist your business, please contact us on 1300 447 740 or email rupen.kotecha@cfocentre.com.au.



Adrian Stead, Accounts Receivable Solutions

Are you lending your customers money?

Accounts Receivable Solutions are experts in receivables management especially for small to medium sized businesses selling on credit business to business (B2B). Accounts Receivable Solutions also provides Training Packages tailored to your specific needs.

Adrian Stead, Accounts Receivable Solutions, email: adrian@arswa.com.au
Phone 08-9315 9464, web: www.arswa.com.au

When selling on credit you lend customers interest free money and risk losing it.

Businesses selling to other businesses have to give credit because their rivals do. Choosing not to do so can mean loss of sales, the passing up of new customers and reduced market share. Yet it means you are giving your customers interest free finance. So, which way do you turn?

Giving credit is so risky most banks only value debtors at 30% to 50% of book value, and they can be reluctant to place any value on them at all, which is hardly surprising when there is a 2% bad debt risk the moment you give credit, a 25% risk at 90 days, and a staggering 51% chance that you will never see your money again at 180 days.

It is imperative you develop a simple Credit Policy with key procedures to follow:

- Assess the credit-worthiness of new customers;
- Assess the credit-worthiness of existing customers seeking higher limits;
- Consider carefully what credit limits you want to allow;
- Make sure your Terms and Conditions of trade are up-to-date and expressly known to your customers;
- Establish, and stick to, good credit control and debtor management systems.

And remember we are not talking about Debt Collection here but getting valued customers to pay when the Terms and Conditions and invoice says they should.

So what are your options when it comes to getting paid?

1) Make a few phone calls and hope they will pay

Just making a few phone calls means being your customers' interest free financier and that creates bad debt risk – what would happen if a big customer went bust owing you three or more months' sales? Could you survive?

2) Make credit control a priority

It is easy for larger firms, but harder for small companies operating without a trained credit controller. Getting office staff to do it amongst other tasks can be ineffective and stressful unless they have been on credit control courses.

Doing it yourself is impractical and stops you growing your business, but if you are a small business you might have to.

3) Factor your debtors

If you want quick payment, factoring is an option. Factoring companies pay up to 90% of your invoices within days and the balance (minus 2 to 4% commission) when your customer pays them. But they often insist on factoring all your invoices, so you pay 2 to 4% on every credit sale you make.

The risk is if your customer fails to pay the factor you have to refund the amount advanced. To ensure they get it they require personal guarantees and/or other securities plus the authority to take the money directly from your account. If you do not have it, the guarantees will be exercised and if your personal assets are at stake, you have a serious problem. Speak to your accountant or lawyer before you even consider factoring.

4) Outsource your debtor management

If you don't have the staff or time, look at outsourcing your debtor management to a local, Australian company. This can free credit control, invoicing and other debtor chores away from your offices without customers being aware of it. It can improve cash flow, lower your costs, reduce bad debt risk and save you from being a source of interest free finance.

Whatever you chose, do something because unless you manage your debtors they can send you out of business. If that is easier said than done, then contact an outsource debtor management expert, such as Accounts Receivable Solutions. You will be surprised at how little Peace of Mind can cost.

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How to get others to sell for you?

Steve Tippett
Tippett Worthington
Group

Steve Tippett is a highly respected coach, presenter, trainer and co-author of "How To Get A Bigger Bite Out Of Life". Since selling his advertising agency he has been helping business owners, entrepreneurs and senior executives in Australia to achieve greater business success through improved personal effectiveness and superior leadership skills. To contact Steve please visit <http://twgroup.com.au>

Thinking back to when I first started running my own advertising agency I can recall that terrible feeling in the pit of my stomach only too well, and the sleepless nights brought on by not enough hours in the day and not enough staff to get it all done. That is because I was always conscious of costs, cash flow and trying to make a profit. We all think that if only we could make more sales the rest would take care of itself (well hopefully). So I was constantly on the look out for ways of increasing sales without having to put on extra staff or spend more money.

You name it, I tried it, from highly paid commission only sales reps to expensive (all care, no responsibility) telemarketers and none could produce the results I was looking for. I knew there had to be an easier way, you cannot just keep employing more and more staff and pay them wages until they come up to paying for themselves. This will just erode your cash flow.

Then after years of trial and error I found the solution, a way of getting other people to do the selling for me and they were 1000 times better at it than I was. The solution was right under my nose all the time. I was simply too blind to see it and that is what I am going to share with you right now.

The answer is to get other people, your customers and lifetime supporters of your product or service to become advocates, sales people and testimonial and referral sources for your product or service. Yes that's right it was as simple

as collecting testimonials from raving fan customers and using those testimonials as my sales agents.

Sounds simple? It is! All you have to do is get over a few minor hurdles and go and get them!

In my years of coaching I have come across a number of barriers to collecting testimonials that business owners need to overcome, so this is what you need to do.

- 1) You have to overcome the fear of asking for testimonials. You just have to take a deep breath and go and ask, that is the only way around this first hurdle. What you will normally find is once you do it a couple of times you enjoy being told how good you are.
- 2) Fear of getting a bad testimonial is a big hurdle, but think about it. Wouldn't you rather find out yourself what complaints your customers have about your business first hand? Then you can fix the problem and get a good testimonial the next time.
- 3) You are lazy and can't be bothered to ask or just plain forget. Place testimonials on your sales check list and make a point of asking every time.
- 4) If your testimonials are boring nobody would want to read them. And worse still they would not drive a sale for you. You need to learn how to get exciting, emotive, interesting testimonials. You also need to teach your customers how to give a testimonial that will sell for you.
- 5) Make sure you get variety in your testimonials; this is key for further forms of sales marketing using your collected testimonials.
- 6) If you have trouble getting customer testimonials, bribe them, make them an offer they can't refuse, help them and guide them through the process and use systems to make it easy for them and you.

Here is where the rubber meets the road. Clients we work with to develop testimonials as an important part of their marketing strategy increase their conversion rate on leads by an average of 30%.

Do the maths yourself. How much would an increased closing rate of 30% be worth to your business? Now, isn't it worth it?

By using testimonials in your marketing, you will soon discover that prize is taken way out of the final sale. Imagine how much easier that would make your 'closing' and what that would do to your bottom line.

Remember, what others say about you is 1,000 times stronger than anything you could possibly say about yourself. Make testimonials a part of your marketing, tomorrow!

Visit www.twgroup.com.au to request a FREE CD.

5 Great Reasons why small business owners should own their own home or premises



Peter Taliangis is a professional real estate sales representative working with Realty One. Peter is a veteran of sales and marketing with over 20+ years experience and holds a Master of Business Administration MBA, Post Graduate Marketing and a Bachelor of Business. For more information about Peter visit www.petertaliangis.com or www.linkedin.com/in/petertaliangis

Peter Taliangis
Realty One

A relaxing of interest rates by the Reserve Bank in recent times has provided added impetus for small business owners to own their own home or premises

It is well known that people who have a sense of belonging and quality relationships around them are happier than the average person.

Here's 5 Great Reasons to own your own home / premises!

1 Asset Growth & Equity: When you pay rent as a tenant, you never see that money again. Sure you get a tax deduction for your business, but otherwise you are simply paying for someone else to build their asset portfolio and cash flow. Buying your own home or premises will cost you a little more upfront, but ultimately you will be building your asset base and your equity.

2 Bargains: It really is a great time to be buying - prices across the board have dropped over the last 12 months and are now at prices in many places below 2007 figures.

3 Community Building: When you own a property you can develop a community around your property.

4 Budgeting Clarity: If when buying your property you make the decision to have a fixed rate of repayments for the life of your loan, you can then budget for this with certainty every month. You will also be able to predict with some certainty the costs of property maintenance and a replacement schedule for items that will suffer wear and tear over a period.

5 Control: When you own you can design and re-design the property as often as you like

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2012 Your Year Of Opportunities... When They Knock, Will You "Seize The Day"?



Sherryn McBride,
Marketing Talk

Sherryn McBride is a freelance marketing consultant, copywriter and industry trainer. Her knowledge is drawn from 25 years managing national corporations/consultancies. www.marketingtalk.com.au
sherryn@marketingtalk.com.au
or www.facebook.com/marketingtalk.

The quote below and the preparation for the start of a new business year both remind me of Robin Williams playing the English teacher Mr Keating in Dead Poet's Society. Mr Keating encouraged his students to "Seize The Day" so ... listen out for the opportunities when they knock.

"The reason so many people never get anywhere in life is because ... when opportunity knocks, they are out in the backyard looking for four-leaf clovers" Walter P Chrysler

Here are 3 thought provoking comments to prepare for your next business year:

1 Pull out your marketing plan and re-visit it

Does it include your online strategies? Does it include that new product/service you added to your marketing mix last year? If your business has morphed into more than you first predicted, is that reflected in your marketing plan and the way you interact with your target market? If you haven't written a marketing plan then "seize the day"; your business will be scattergun without it. Do I hear another business year, another New Year/New Yawn at the last remark! ... then contemplate the prospect of Leonard Lavin's quote "Winners make it happen and losers let it happen".

2. Your online presence is more important than ever

How many times last year did you open a phone book to find a product/service? How many times in the last month did you Google to look for a product/service? At the last networking function you attended, out of curiosity, did you visit the website of someone you met? (You can admit it - thanks to the internet we are all voyeuristic these days). Your website is your silent salesman and if you are not proud of it then it doesn't truly reflect your business. Keep in mind that a web visitor needs to find what they are looking for from your home page within 1 or 2 clicks - any more and the "impatience meter" kicks in (some people call it the back button or the delete key).

3. Seek out businesses to connect with

Have you reviewed the people in your circle of influence to see who might operate in the same markets as you? Arrange to meet and explore the opportunities together. Joint ventures and alliances represent quality marketing - the resultant referrals are pre-qualified and all that you generally associate with cold calling often doesn't come into the equation. Of course do your due diligence. Anyone you align with is a reflection of your business too, so check their service standards and business ethics before you JV together.

Will you seize the opportunities that come your way in 2012?

The boy in the Dead Poet's Society movie who says the line "The cat sat on a mat" was a St. Andrew's student at the time.

He earned more than his teachers that year.

Here are two practical business resolutions so you have time to "seize the opportunities" before 2012.

1. Don't let your Inbox rule your world.
2. Weigh up your hourly rate, and then see what others can do for you. Think seriously about outsourcing what you hate doing, because let's face it you never do it as well as someone who LOVES to do it for you for a fee!

Making a BIG Difference to Small Business

Advertising Feature



Achieving sustainable business performance is a constant theme in the mind of many business people, but it's not as elusive as you might think.

What would you say if I told you there were proven universal principles that are straightforward and simple to implement, and that you could apply to your business today to deliver higher profits, reduce waste, create more customer value, and improve staff engagement and retention?

If this piqued your curiosity then allow us to introduce you to The Corporate Strategist (TCS), a Perth based high performance specialist. TCS exists to help people, teams and organisations develop, grow and succeed. TCS assists business people who aspire to higher performance and shows them exactly how to change their business for the better.

TCS is run by management consultant, Craig D'Souza. He's been a practitioner of high performance for the past twenty years, and he knows his stuff. D'Souza gets results by combining real-world experience with professional education and practical expertise amassed from repeated instances of high performance.

He's been a Corporate Account Executive who ranked amongst the Top 10 Performers in the country consistently over a 10 year period, a Senior Manager in WA for a \$1B company, and a strategic consultant who has helped Perth businesses take their profits sky high. One current customer, RTV Computers, experienced explosive profit increases of nearly 250% in their first year under his guidance, which paid for the cost of his services more than seven times over!

Craig D'Souza
The Corporate Strategist



In accompanying you along your journey from good to great, TCS elevates your business by transferring the skills, knowledge, and expertise to improve it for the long term. With expert guidance, coaching and mentoring, you will be taught exactly how to achieve sustainable excellence in four key areas: Strategy and Marketing, Operations, Leadership and Teams.

Acting as a catalyst for constructive change, TCS uses a collaborative approach to boost businesses by applying simple and actionable principles to create lasting customer value. This philosophy, known as 'Lean', is the very same as used by Toyota which enabled it to become the number one car manufacturer in the world. Lean is about developing principles that are right for your organisation and diligently practicing them to achieve high performance that continues to add value to customers and society. This, of course, means being competitive and profitable.

D'Souza's unique leadership approach is one that is remarkably positive. He believes that each and every person has the potential for greatness, and that all people require is the right catalyst to unleash their potential.

With a new website under construction and going live by the end of the month, D'Souza is confident, inspired and energised about his own business, and about yours too!

Isn't it time you felt the same way? Contact The Corporate Strategist today to make some real magic happen for your business.

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Doing business in the Cloud is something that I have heard many times. It sounds fancy and I even get the gist of it. But, hearing Jeanne DeWitt (Head of Google Apps SMB, Japan & APAC) talk about it and seeing a 'LIVE' Google apps demo by the Fortix staff to schedule a meeting, invite attendees and form an agenda was an eye opener.

Most things in life are easier said than done however in this case it is easier done than writing about it.

Google's First Conference in Perth, which we were proud to be a part of saw numerous business owners attend. Organised by Fortix which is an innovative IT Firm based in Perth; one of the very few Google Authorised Partners. Mr. Paul Faix, the Director of Fortix says "We've helped many clients migrate or setup Google Apps. All of

them are successfully using this service and would never consider going back."

The guest speaker Jeanne DeWitt, from Google, gave a very inspiring and educational talk on the Google Story.

The event was an excellent opportunity for many small to medium sized businesses to learn about automating their business and also a great business networking opportunity.

If you would like to watch the insights of the conference, please contact Fortix at www.fortix.com.au or 1300 426 311. Another great opportunity to access first hand information on how to transition your business to the Cloud.

Mr. Faix and his team did a fantastic job organising this event and we look forward to another one very soon.

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Bankwest Network with SME

Business Development Managers Mo Tabbalo and Leigh Warner organised 25-30 local businesses to attend an SME Networking Function at the Thornlie Sports Club on 15th November 2011. A great evening was had which saw local business owners network with other owners within the same area. Guest Speakers for the evening included Ron Gibson from Go Networking and Mike Brewis, Chief Economist from the City of Gosnells.



Perth Business Networking with Host Peter Taliangis

@ Terrazzo Café Restaurant – 767 Canning Hwy, Applecross.



Terri Billington Interview

We were privileged to share a few moments with Terri Billington to first of all congratulate her on her new appointment as the State President of Local Chambers and also to find out more about her.

Terri, thank you for your time. Congratulations on being appointed as the State President for the Local Chambers of Commerce. Could you tell the readers a little about yourself and also the Local Chambers?

I am a business mentor, speaker, trainer and author of 3 books. I currently operate two businesses, one being my personally branded business mentoring and training business and the other a mechanical repairs business, which I own with my husband. I joined the Local Chambers of Commerce 5 or so years ago. At that stage I was a fairly new business coach and was looking for networking opportunities to expand my business network and lead sources. I chose the Local Chambers due to their friendly, highly professional and non-political culture. I love their mission to build business through strong and positive business relationships and to build a strong network of business leaders. This is absolutely what they do and I am constantly amazed at the caliber of business members and the opportunities are certainly plentiful.

After a couple of years of being on a Chambers committee and then onto President of South Perth Chamber, I now hold the exceptionally-privileged title of State President.

Who is a leader you admire the most and why?

The leader I admire the most is Henry Ford. He was an extraordinarily talented man who could openly admit that he didn't know everything but had a team of leaders working for and with him.

How would your co-workers describe you?

Hmmm, now that is an interesting one... I guess the first thing they would say is that I am fun to be around, and

have a witty sense of humour. Then they would say I am a make-a-difference person who is always stepping in to help when help is needed.

With around 4000 friends on facebook, what would you say people are still most surprised to learn about you?

Out of all the things I have done in my life I don't think there is anything that shocks anyone. I often have people say 'Yeah, that makes sense that you would have done that'.

What do you do in your down time?

I love being with my family. I have 3 grown up girls, with one living in London. I am so proud of all their achievements and being with them and my amazing husband sharing magic moments is my most special time. Other than that I love to travel and support my husband with his motoring hobbies.

Could you please name 3 people (anyone) that you have had the pleasure of meeting in this lifetime.?

I have met and written a book with the inspiring Jack Canfield, my mentor and someone I class as a friend, Roger Hamilton, and a man that I truly admire and is so accessible, the CEO of the Local Chambers – Charles Bellow. His unwavering belief in me, and continual support is a lot to do with why I now have the success I do.

If you were a car, what brand would it be and why?

Now that is easy, a 1969 Ford Mustang Fastback. Why, because it is a classic, it constantly increases in value, is sleek and so much fun...and most of all, my husband loves them.

Terri Billington



MCCC Christmas Drinks

The Melville Cockburn Chamber of Commerce (MCCC) is a proactive organisation that strives for excellence.

The MCCC Christmas Drinks late last year was a brilliant evening of business networking that was attended by a number of passionate and driven business owners. The event was sponsored by Bankwest at the Gateway Shopping Centre branch in Success. The lady in Red, Louise Towler who is the Marketing Manager for MCCC kept the place buzzing with her wit and amazing personality.

The next event being organised is the Titan Ford Motivation & Inspiration Evening hosted by Titan Ford on the 28th February @ 192 Leach Highway, Melville. Be prepared to be inspired by two amazing speakers; Phil Britten and Derek Fagan. Phil Britten is one of the survivors of 2002 Bali Bombing who has since triumphed over adversity to launch a successful career as a professional Muay Thai Kickboxing Champion.

Derek Fagan will share inspirational stories about the journey of this award winning project that supports and mentors young people leaving custody and helps them to gain meaningful employment.

The event is open to members \$30 and non-members \$45 which includes wine & cocktail food.

To register and to find out more please Visit <http://www.mccc.org.au/events/>



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Importance of Neck Ties in Business

Men have been wearing neckwear for two thousand years. The modern day silk tie is widely considered to be "the epitome of male self expression" and a sure way to express your individuality, style and attract the attention of women. So why do men choose not to wear ties?

As more and more women occupy executive decision making roles there are even more reasons for wearing a colourful tie. It will certainly break down barriers, open up conversation topics and position you, the sales person, ahead of the competition.

If you look and behave like a highly trained and well-groomed professional, you will win the respect and honor of valued clients.

First impressions count. A professional consultant who doesn't take the time to maintain a professional appearance presents the image of not being able to perform adequately on the job.

A fresh haircut, spit-shined shoes, a crisp suit and expressive silk tie go a long way in establishing a professional demeanor.

Taking the time and effort to dress out of respect for others reflects self discipline, self respect and a willingness to adopt gentlemanly conduct in business.

"Eat to please your self and dress to please others" (Mark Twain)

According to Dr. Jeffrey Magee, a consulting research psychologist who, in 1997 and 1998, surveyed 500 firms ranging from small businesses (100+ employees) to Fortune 500 companies, businesses that adopted business casual dress codes reported: Relaxed attitudes lead to relaxed performance.

- An increase in tardiness, absenteeism, and early departures.
- An increase in foul language and inappropriate conversation.
- An increase in provocative actions, which lead to more complaints to HR, and consequently, to more litigation.
- A decrease in polite, mannerly behavior.

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- A decrease in productivity and overall quality of work.
- A decrease in commitment and company loyalty.

Countless studies have shown that there's a direct correlation between how one dresses and how one thinks, feels, and acts or behaves, and how others react or respond. These results certainly attest to that fact, and are the biggest reason why many companies are returning to a more formal dress code.

Like it or not, you are immediately judged by your appearance.



PM
PATRICK MCMURRAY

Patrick McMurray is the Managing director of Patrick McMurray and has been involved in the creative industry for a number of decades. In 2006 he launched his own brand of designer silk ties and since then has built a loyal following from all over the world. His ties and cufflinks can be purchased online at www.patrickmcmurray.com or at local stockists Breathless in Claremont and Stepping up in Dunsborough, Devlins in Subiaco, Warrens and Love in Tokyo in Fremantle, Pajumi in Mt Lawley

Patrick McMurray



Friska Wirya
Business Development Director

Purpose of a Neck Tie? As a way to express personality and individuality into an otherwise generic corporate attire of suit and shirt

Do you see an increased number of corporate business women adopt the neck tie in the near future?

Yes, women have the luxury of being able to pull off traditionally masculine looks. Look what YSL

Purpose of a Neck Tie? It gives an instant insight into the personality of the wearer: the tie with beer cans tells us the wearer would rather be in the pub than at an important business meeting; the tie with "nil carborundum" or the like on it tells us the wearer has a quirky sense of humour; the loud tie with something obscene or seasonal (or both: for example Santa having a close encounter with a reindeer) tells us the wearer does not have any luck getting a girlfriend and cannot for the life of him understand why; the yacht club tie tells us the wearer is a man of a certain age and conservative outlook; the Patrick McMurray tie tells us the wearer is a sophisticated, intelligent, good looking and altogether delightful person!

Do you see an increased number of corporate business women adopt the neck tie in the near future?

Yes: why should men have all the fun? I would also like to see men wearing red stilettos.

A funny incident involving a tie that you are happy to share with us?


I cheated and got some cyberspace help here because let's face it, ties are (k)not inherently funny:

A guy goes into a nice restaurant bar wearing a shirt open at the collar and is met by a bouncer who tells him he must wear a necktie to gain admission.

So the guy goes out to his car and he looks around for a necktie and discovers that he just doesn't have one.

He sees a set of jumper cables in his trunk. In desperation he ties these around his neck, manages to fashion a fairly acceptable looking knot and lets the ends dangle free.

He goes back to the restaurant and the bouncer carefully looks him over for a few minutes and then says, "Well, OK, I guess you can come in -- just don't start anything."



Judith Fordham
Barrister


Purpose of a Neck Tie? For me a neck tie defines and projects the individual and makes a statement.

As a professional, I choose conservative, typically dark coloured coats, trousers and shoes. A good neck tie introduces the elements of colour, personality and vibrance.

Neck ties should not overwhelm nor dominate but rather, complement and enhance the desired presence of an individual.


A funny incident involving a tie that you are happy to share with us? On a flight from Sydney to Perth the aircraft Customer Service Manager approached me and said: "I remember you"

He went further, "Actually it's your tie. You spoke recently at a tourism conference and your tie made an impression".



Barry Urquhart
Business Analyst


Purpose of a Neck Tie?



Purpose of a Neck Tie? To complement an outfit, make a statement, it can be a good ice breaker, wearing a tie that you have picked puts you out there and lifts your spirit

Do Neck Ties form a topic of conversation when you are at a social or business occasion?

I recently brought 4 Patrick McMurray ties I have had compliments on all of them when they are complimented I tell the story, these are not just a tie these are an engineered product



Rob Butler
Senior Councillor

A funny incident involving a tie that you are happy to share with us?

I recall a funny story from the first couple of weeks in my first job as a cadet at the Australian Bureau of Statistics.


My boss Bill McLennan, a keen club rugby player with a fearsome reputation, summoned me to his office to show me some maps and how geography affected the statistical surveys they were conducting.

The maps had been placed across Bill's desk. As Bill and I leaned over them, he enthusiastically pointed out and explained features on the map.

It was at this point I realised my new tie was dangling in Bill's hot cup of coffee.

Luckily for me, Bill seemed not to notice and continued to point out contours and features on the maps.

As Bill moved to the other side of the map, still enthusiastically pointing out details, I used the opportunity to quickly slip my sopping tie inside my jacket.



Colin Barnett
Member for Cottesloe


Purpose of a Neck Tie? Coupled with a stiff collar and in a Windsor knot, the silk neck tie is an opportunity for a gentleman to display his creative side, his character, mood, success and how he sees himself.

Do you see an increased number of corporate business women adopt the neck tie in the near future? Yes, I know of 3 successful business women who are now wearing silk ties. Why? They look smart, impressive and helps create equality in the business world.

A funny incident involving a tie that you are happy to share with us? A good friend and business colleague was shredding paper... and yes it did happen. His tie got caught and this was a powerful shredder, which just didn't want to let go - he survived! His name was Les Mumme.

Do Neck Ties form a topic of conversation when you are at a social or business occasion?

I have the opportunity to attend between 3-4 business functions every week and I generally receive a compliment about the ties that I wear. A stunning silk tie can be the perfect ice breaker. Of course, it has to be a Patrick McMurray tie.



Gerry Doney
Financial Advisor

Australian Employment Market - Quarter 1, 2012

The beginning of a new year is typically when businesses re-assess their overarching goals and strategies for the coming months. In Australia, business sentiment is relatively optimistic with 66% of employers predicting business conditions will remain stable or improve in early 2012, according to the Michael Page Employment Index for Q1. For these companies, operations are expected to continue positively, meaning management can focus on building business activity and market share.

Alongside this focus on business development, employers need to consider how they will secure the best professionals with the skills to drive company activity. As industry specific skills and experience is required across all sectors, the first quarter of 2012 will see consistent hiring activity for white-collar professionals in Australia. With companies positioning themselves for further growth early in the new year, the majority of recruitment activity will be around securing professionals with the skills to achieve this.

"Overall, the Employment Index Report for quarter one in Australia reveals that employers have an optimistic outlook for domestic business conditions and this is being reflected in their hiring intentions in early 2012. The focus is shifting towards driving revenue-growth, with most companies (58%) now focusing on revenue-generating roles in the areas of sales and business development, up from 41% in

the previous quarter's results," says Mr. Phillip Guest, Regional Managing Director of Michael Page International.

The first quarter of the year is also the time when many professionals think about whether their current roles meet their career goals and objectives. For those that aren't satisfied with their position or employer, they will look for new career opportunities. Retaining the best staff will therefore be a key consideration for companies and over Quarter 1, 78% of employers will place a particular focus on keeping their most talented people, according to the report findings. As a result, businesses will be implementing strategies to help keep their top performers, with most (43%) offering training and development opportunities.

For employees remaining in their current jobs, employers will look to keep staff motivated over the coming months. Most businesses surveyed will promote non-financial incentives such as transparent communication (24%) and a supportive company culture (21%). Companies will also offer financial incentives including bonus payments (22%) and an increase on base salary (19%) to keep the best people engaged at work.

To view the full report, please visit the Michael Page News & Research Centre link on www.michaelpage.com.au.

About the Michael Page Employment Index

The Michael Page Employment Index provides a snapshot of hiring and business confidence trends for the white collar employment market in Australia. The online survey is distributed quarterly to a group of more than 1,700 senior human resources professionals and hiring managers who have agreed to participate in the research. The report is predictive and focuses on anticipated trends for the quarter ahead, rather than an analysis of historical employment data, such as job advertisement numbers. Respondents work across a broad range of professional sectors and are surveyed on a standard set of employment indicators, as well as a selection of topical questions to reflect current market developments.

Inspiration or Motivation – Becoming a Self Organising System



Robyn Moyle
A Corporate Decision

Robyn has had 20+ years experience in Corporate HR and has developed an understanding of what works and what doesn't in inspiring people to achieve the highest performance and contribution. If you would like to learn more about increased performance, inspiration and engagement, contact Robyn at robyn@acorporatedecision.com.au or visit www.acorporatedecision.com.au

People ask me; Robyn, how can I motivate my staff? My standard response is; why motivate when inspiration is sooo much more powerful?!

We are all humans who are more vibration than we are flesh and blood and any powerful leader has discovered that by inspirational communicating they can develop a business that becomes a 'self organising system'. Much like the way our bodies work, ie we don't have to consciously think about our heart pumping blood around our bodies, or digesting our food, or breathing; all these things happen effortlessly.

Through true inspiration your business too can be a self organising system!?

I remember sitting on my couch and watching, like many others, the floods in Queensland and, like many others, feeling rather helpless. Then, three days after the floods inundated Brisbane and the water began to settle, hundreds, if not thousands of people came out of their homes with gloves and boots, armed with brooms and shovels and whatever else they thought could help, they moved into the homes of strangers in the worst affected areas, and worked their butts off to help their fellow Aussies.

Again, like others, I was emotional watching this, and having always held the strong belief that every human being has a desire to be involved in something bigger than themselves, realised that I was witnessing not only a perfect example of this, but the true power of this statement. It also occurred to me that these people were more inspired to help than motivated. Motivation has more of a push effect whereas inspiration has a pull effect ... much, much more powerful.

These people in Brisbane were not being paid to assist, nor were they told to assist. They were inspired to assist, and I would hazard a guess, that if there were officials posted at the beginning of each street directing the crowds to this house and this house to do this and that, that the inspiration that was powerfully pulling the people assisting would have been somewhat diminished and the whole project would have been less than the success it was.

Instead, people saw what needed doing and did it!

So, what does this mean to business? Well for a start, don't let anyone say that you need to throw money at people to inspire them. Money is a 'hygiene factor' only. The real power is in the story of what your business is about, the inspiring story. I know, I know, I've been to many businesses and asked them what their vision/mission statement is, and they've jumped up and grabbed a plaque off the wall and proudly brought it back to me to see. And they've been somewhat surprised when I've said to them that they don't have one! Because if it's not something that you can talk about with passion, it's pretty much useless and you are selling yourself short. A really good in-depth exploration about why you went into business in the first place is needed because if it inspired you enough to start or lead a business, then

there may be something in there that will be inspirational to the team you have gathered around you.

Almost every internal problem that I see in a business is about miscommunication which leads to a perceived need to micromanage and in doing that, you strip away all inspiration from the people you are directing. The key is to inspire them to contribute; it's a human desire to contribute, you sometimes just need to get out of the way and allow it to occur.

When forward planning, take your 200 page document complete with spreadsheets and charts, and graphs and put some words around what it's going to deliver, and why that's going to be good for the company, and how and why that's going to be good for your customers, and how you are needing to rely on the great team that you have assembled to deliver it, and how you are confident in their abilities, and how much you appreciate their contribution. Time spent in this area will be much better spent than simply giving anyone that 200 page document, trust me, I've received these documents before ... not terribly inspiring, even though the person/s who've put it together are very, very proud of it. Have you been there?

When you are about to embark on a new project, let your team know, again, why and how it's going to be good for the business and customers and that you are looking for volunteers to be part of the project team; identify some of your potential future leaders in your business and give them the challenge of being a part of something bigger than themselves, the learning will be great for them and your business will benefit greatly.

Give power to your frontline. Let them make decisions for the betterment of the business and your customers. If you are directly or indirectly saying to your team "don't do anything unless you first check with me" that lack of confidence will become self fulfilling. People have a habit of living up to the expectations of others. By not giving power to your frontline, you are going to have to address every little issue that occurs at the front line; you'll be frustrated and think less of your frontline for bothering you, your frontline staff will be feeling useless and under valued, and your customers will be frustrated.

There are effective, inspirational ways to communicate where it is your business is headed, whether it be creating your vision/mission statement, developing value statements, creating an inspirational communication strategy for your forward planning and new projects. And, it's important that all of these resonate with people as human beings; meaning they resonate at the higher levels of the emotional scale.

Once you understand this emotional scale, you can apply this to your ad campaigns, annual reports, newsletters etc to ensure that they resonate with people at those higher levels and you will find that people will connect to your business.

It's about time, I think, that we humanise business.

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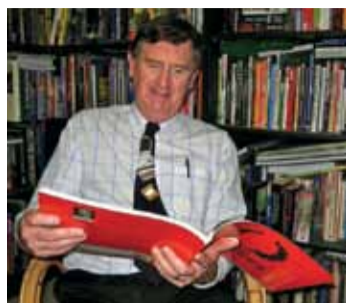
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Bob Campbell
Wordsmith and freelance writer

This is where you need to outsource the work to an experienced and skilled wordsmith.

Many web sites today are set up with a Content Management System (CMS) that allows you to create and update the content, add pages and blogs and generally become independent of the web developer. In spite of your best intentions, you might have found that there never seems to be time to enter the information on the website or to update it regularly as your business develops.

The solution is to outsource the creation and maintenance of your web content. Use an outside writer and editor who can take the basic information from yourself and your management team and create properly presented web content.

We all know that regular updating of your web site is beneficial in getting the best results from search engines. Outsource your regular updates to make sure they are done on time and that your website is working for you.

Outsourcing also applies to flyers, brochures, reports and proposals. You and your staff have more profitable things to do with your time than sitting in front of a computer keyboard. A great example of this is the two chartered accountants I spoke to who used more than \$700 in chargeable time to edit one letter. Outsourcing the job could have saved them hundreds of dollars.

We are told by many authorities that if you do not communicate with a client for more than about three months, you are likely to lose that client to a competitor. The obvious solution to this problem is to send out a regular newsletter, either by mail or email. Again, many businesses have set up a newsletter with great enthusiasm, only to find that it takes a lot more time and effort than they expected.

The logical solution is to outsource the writing and production of your newsletter. Set up a schedule so that your newsletter writer/editor knows exactly when to approach you and your people for information or the names of satisfied customers whose stories make good newsletter material.

Outsourcing – it has been around for a long time, and it is still highly relevant today.

Bob Campbell, wordsmith and freelance writer, has experience in producing all of the above written material for a number of businesses. He would have trouble finding you a fleet of warships or getting bronze pillars created for you, however. Contact Bob at bob@campbellfreelance.com.au.

Most of us have outsourced work at some time. It makes sense and is a common feature of modern business.

Outsourcing is not a modern phenomenon, however it has been used by many people through history.

Three thousand years ago King Solomon outsourced the creation of the bronze pillars and brass-work in his temple to Hiram, the son of a widow of Tyre who, if I might quote the New English Bible: "...was a man of great skill and ingenuity, versed in every kind of craftsmanship in bronze."

There is the essence of outsourcing. If you do not have the resources to do a job, outsource it. It will save you time and money in the long term.

Come forward two and a half thousand years or so to the great battle between the English fleet and the Spanish Armada. Only 34 of the English fleet were Royal Navy. The other 163 were privately owned. Out of the 130 ships in the Armada, only 22 were warships of the Spanish Royal Navy. In other words, both monarchs outsourced their fleets.

The English fleet was led by privateers while King Philip followed tradition and gave command of his fleet to the Duke of Medina Sidonia, an aristocrat with no naval experience. Queen Elizabeth entrusted her fleet to experienced fighting sailors Sir John Hawkins, Sir Francis Drake and Sir Martin Frobisher – three men named as pirates by the Spanish crown – which might have helped swing the balance in favour of the English. It appears that Elizabeth was better at outsourcing than Philip.

Another lesson in outsourcing: make sure that the people you select are competent to do the work.

Getting back to today...In the tight financial climate of today, companies are running lean. This leaves no fat in the system for non-core jobs such as web content, flyers, brochures and even annual reports.

Usher in a New Year and a New You at Renew U Support

Advertising Feature

Whether you've made inspiring New Years resolutions for the year ahead or you're reviving some old ones, you've taken the first step to finding the new you this year.

A new Perth business takes a holistic approach to help create the best possible new you from the inside out.

For high school graduates or university students seeking career guidance, those contemplating career changes, or those seeking an improved sense of self and social engagement, Renew U Support will assist you on every step of your journey.

Combining confidence-boosting activities, exercise and nutrition programs, counselling and workshops to address anxiety or depression and personal growth Renew U Support can help you find a brand new you, this brand new year.

They also offer personalised career-based support coupled with workshops focusing on the practicalities of entering a new profession, so you are ready to take on any future career changes with enthusiasm and energy.

The experienced team at Renew U Support include a registered psychologist, a counsellor, a naturopath and personal trainer, deep tissue massage therapist, a personal stylist and two beauty therapists to pamper your mind, body and spirit.

Pippa Spibey's goal was to establish a one-stop support centre providing a variety of support systems, all individually tailored to the client's needs.

Pippa says February is a very exciting month for Renew U Support with the introduction of a brand new workshop on the 16th February, that has not yet been offered to the public. This group therapy program runs for 6 weeks, one morning a week. This is the "Body Image And Self Esteem Development – or the BIASED program. The BIASED program is a psychoeducational group therapy presentation which encourages client participation and self discovery. It is based on the information from the Free to Be program offered by the Butterfly foundation and information from the Centre for Clinical Interventions.

The 'Bouncing Back' workshop focuses on resilience, or developing confidence and strength in the face of adversity. You will develop tangible strategies to use for recovery from trauma, coping methods and ways of improving inter-personal relationships. Pippa is currently taking Expression of Interest for this 2 day workshop to be held later in March 2012.



On the 29th of March, in collaboration with the MCCC Renew U Support will host a LOL (Ladies Over Lunch) event in Melville, hosted by comic 'MC' – Louise Towler (Marketing Manager Melville Cockburn Chamber Commerce) This event offers women an opportunity to meet other like-minded women in a fun, friendly and welcoming atmosphere. Pippa will also be giving a talk on goal setting and how to 'create your own future.' This will give you the tools to turn your dreams and goals into reality.

As business owner, counsellor, life and career coach herself, Pippa has had extensive experience in working with people with disabilities and people who are struggling with long-term unemployment and she has a special interest in working with clients undergoing either personal or career-based transitions.

She also specialises in working with new mothers who may be suffering post-natal depression.

Identifying a need in the Perth market for a one-stop support centre, coupled with her zest for life and a deep passion for helping people, Pippa opened Renew U Support's doors in September of last year.

Her enthusiasm, her team's extensive experience and her continued commitment to you will ensure your experience at Renew U Support will be one that is totally transforming both inside and out.

Is it time to review, renew and improve you? Then Renew U Support could be just the motivation you need to conquer those New Years Resolutions once and for all.

To find out more about RenewUSupport, visit www.renewusupport.com.au

Contact Details:

Email info@renewusupport.com.au

Phone 08 93983719

Mobile 0419 040 350



Difficult Customers? What's the Solution?



Jenny Towers
Customer Service Specialist

Jenny Towers is the Owner of Perth based business Customer Service Specialists.

Jenny's passion is everything customer service and she is a Customer Service Expert and Trainer. Her expertise is creating customised courses for your business.

For more information please visit www.customerservicespecialists.com.au

We all have customers and people in our business that seem to be difficult - but why is this? Is it the people or your business?

When I do difficult customer training for businesses I am often asked where's the magic potion to make them all disappear - and I can tell you I would be a really wealthy person if I could design that brew!

Most (and I say most - not all) people are not genuinely difficult! What causes them to be difficult is a situation they are confronted with.

Where they are out for dinner and there is an issue with their food, or perhaps being treated rudely by a staff member, or not receiving what they asked for- all of these are "situations" that inspire people to become difficult.

Training your staff to provide great customer service and how to deal with each situation with excellence will help to lessen the growth of the difficult people brigade.

Reassess your business...do you need to refocus to attract great customers rather than creating difficult situations?

POLYTECHNIC WEST NAMED BEST

It's great to be recognised as Western Australia's leading training provider... although there's so much more to Polytechnic West.

We proudly make it our business to prepare successful futures for our two student winners, Jonté and Ailin - and thousands like them.

Whether it's providing solutions for high demand sectors, or new and emerging industries, you can see why Polytechnic West is the provider of choice for over 35,000 satisfied clients.

Call us today to find out how you can be part of the future. Your future. Our business.

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POLYTECHNIC WEST
The Polytechnic of Western Australia

WA TRAINING AWARDS 2011 WINNERS

Polytechnic West - Large Training Provider of the Year
Ailin Gay - Apprentice of the Year
Jonté Pike - Vocational Student of the Year

If You Think it's Just About your Website – Think Again!



Nita Teoh is an online marketing consultant who specialises in helping businesses use the power of the Internet to attract more customers. You can connect with Nita at WiredWebWriter.

Nita Teoh, Founder of PerthWalkabout.com

It's a fact in today's environment that businesses need to have a presence on the Internet. If your business doesn't, you're missing out on a huge segment of potential and hungry customers.

Internet Sales are Exploding

Traditional retail shopfronts are suffering as consumers have been turning in droves to the Internet to do their online shopping. Consumers are busy clicking - in Australia, Internet purchases rose from 41% in 2007 to 68% in 2011, and the Internet industry contributed 3.6% or \$50 billion to Australia's economy in 2010. With the use of mobile technology such as iPads and iPhones by consumers, we are only just at the beginning of an Internet business revolution. At the moment,

three out of five businesses surveyed (in Australia) don't even have a business website!

Search Engine Marketing

If your business already has a website, you'll be wanting to ramp up the number of visitors and potential customers. Search engine marketing is a strategy of getting clients to find your website through search engines like Google and Bing using search terms that are relevant to your business.

The Yellow Pages have Shrunk

It's hard not to notice that the Yellow Pages have been shrinking each year as more businesses are turning to the Internet for their advertising needs.

Why? Because advertising, marketing and selling products and services online allows businesses to focus their advertising efforts on a select, targeted group of customers.

Need Ideal Customers In a Hurry?

Google AdWords and its competitors could be your answer. Literally within minutes, your business could be exposing its products and services to new and targeted customers by advertising via Google AdWords, YouTube advertising, Pay Per View (PPV) or cost per view (CPV) advertising.

Facebook This and Twitter That – What the #*!?

Advertising on the television has changed over the years. On TV

each night, advertisers entice us to connect on Facebook or on Twitter to check out their special deals. Notice recent billboard

advertising – more Facebooking and Twittering. Social media is everywhere you turn these days.

The Power of Social Media

Social media is here to stay. It is marketing that allows the individual to voice their opinions and thoughts about any topic, and about any brand. This is putting more power in the hands of the consumer, and they like it. On the other side of the corporate fence, reputation management for a business of their brand on the Internet is all important to convey the right image and marketing message.

Social media can be a powerful medium to reach your customers. If you haven't already done so, consider setting up a Facebook Fan Page and a Twitter profile for your business. It's not that hard - you really are only a few easy steps away from using Facebook and Twitter successfully, and the potential for returns is exponential.

Sources:

1. *Online Retail in Australia 2007-2011, World Internet Project, ARC Centre of Excellence for Creative Industries and Innovation (CCI) (September 2011)*
2. *Deloitte Access Economics – The Connected Continent, How the Internet is transforming the Australian economy (August 2011)*
3. *Source: MYOB Business Monitor Online Special Report (July 2011)*

Civitas implement the right systems in your business ensuring optimum efficiency and staff productivity.

Advertising Feature

Your team is probably your greatest resource; maintaining and improving productivity is the most likely path to improving profitability. The central role played by your information technology system is paramount in this process. Speed, motivation and productivity generally require a healthy well-managed environment.

After your team, it is probable that your most important business resource is information, and company wide systems all depend upon your IT infrastructure.

Christian Mueller, founder of Civitas sees them undergoing a growth phase with the arrival of Kevin who also has 15 years of experience as a Systems Administrator, Developer and Integrator.

30 years of their combined experience have propelled this company to great heights; still having the ability to provide a high level of service to clients with 5-100 staff needing access to computer systems from a wide field of professions, ranging from engineering, health and finance to legal.

Civitas is a Latin term, meaning: state, citizenship. Systems have to be put in place for cities to function properly and Civitas is there to put the right systems in place to make your company function as efficiently as possible.

Several companies offer similar services but Christian recommends that business owners think about staff productivity, callout turnaround time and check if an IT service provider can offer routine maintenance tasks outside business hours.

"We look at business needs closely, discussing future growth plans and potential, taking that into account when suggesting improvements," says Christian. "There is nothing more disappointing than having to tell a new client that the system they put in 12 months ago needs to be replaced, because their IT vendor did not have the foresight to plan for growth."

Civitas gets their clients back on their feet quickly by selling tried and tested quality products which enable them to fix computer issues efficiently.

"We run routine maintenance tasks out of business hours allowing us to increase the availability of your computer system, therefore allowing your staff to be more productive. By increasing productivity, we are increasing the ROI of their infrastructure" says Christian when asked how they actually solved customer problems.

Civitas recently invested in cloud services to provide high quality infrastructure at minimal upfront cost. Finance can be arranged for infrastructure installations, allowing clients to significantly reduce the upfront capital cost of

IT deployments, often including the labour component for installation in the term.

Christian, a dragon boating enthusiast for the Perth Pirates is also part of the WA State team.

He works because he loves what he does. "It is great to see customers improve their bottom line because they can rely on their computers."

In the midst of running this successful company, Mr. Mueller finds time for cycling, ballroom dancing, completing a MBA at Curtin Graduate School of Business and teaching part time in the School of Information Systems at Curtin Business School. He's certainly a man of many talents who takes time to enjoy life by doing what he loves.

"Our customers are our best example; we have been able to reduce their IT issues from at least twice a week to once every 2 months. These customers have not had a major outage since coming on board with us," comments Christian Mueller.

Now here's a business that delivers what it promises. Call Christian and never hate your IT system again!



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cm@civitas.com.au
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Inspired Events



EVERYONE needs a dose of inspiration and motivation – especially when routine threatens to swallow up creativity. Mabel Laidlaw of Keynote Events understands this and has turned that insight into a passion for bringing people together in a professional and friendly environment, creating experiences that inform, inspire and motivate.

Each year, Keynote Events holds 10 events where people share their achievements, inspiring others to strive for their goals, regardless of the challenges and obstacles they face. In 2012, the first of these events celebrates International Women's Day, with a two-course lunch and exhibition framing three keynote speakers.

The event will be held at the Gary Holland Centre, Rockingham on March 8 from 11am to 4pm. Guest speakers Dr Ann O'Neill, Janette Philp and Michelle Nazaroff will tell their stories about making a difference in their own lives and others.

Mabel said this year's speakers have profound stories of success through adversity.

"Dr Ann O'Neill survived what many would say is un-survivable – the

loss of two young children," she said, explaining that Ann's experience with a horrific crime resulted in her helping others improve understanding around the victims of crime.

Janette Philp is a born adventurer and co-author of the LiveLoveLaugh series, an Australian best seller.

At 40, she gained her private pilot's licence; at 50, she walked the Kokoda Track. A year later she climbed Mount Kilimanjaro.

In 2011, Janette led a group of women on the Kokoda Track, raising funds for



Breast Cancer WA.

"Michelle Nazaroff is a World Fitness Figure Champion, who at age 29, was about to be married, with plans to have children and win a world figure title," Mabel said.

But she urgently required open heart surgery and was told she would no longer be able to train, compete or have children.

"Against the odds, Michelle recovered, got married, won her world title and had a child. Her goal now is to educate, motivate and inspire people to reach for the sky while maintaining health and fitness," Mabel said.

"It is a pleasure to see many of our guests return each year to enjoy award-winning food, sitting down for lunch to meet new and exciting people and sharing a renewed sense of energy. These are the key elements that create an inspired event."

Tickets cost \$165 (inc. GST), \$1100 for a VIP table of 10. For a booking form, contact Mabel



Does Learning the Steps to Brand Building Appeal to You?

Advertising Feature

A Perth dance company knows just the moves that will have your business leaps and bounds ahead of competition.

Perth entrepreneur Jeremy Phillips grew tired of watching talented world-class dancers leave our shores for job opportunities, so he decided to create sustainable and satisfying career opportunities for dancers right here in Perth.

Contemporary dance company, Visible Dance began in 2008 and is an ongoing project dedicated to establishing and developing the art of dance in Perth, for both dancers and audiences; bringing the art of dance firmly back into the spotlight.

Phillips explains that for organisations and audiences, Visible Dance creates performances that are distinctive and dynamic, yet tailored specifically to Perth audiences.

"We are purely about delivering projects that please audiences and fulfil performers, so there's nothing pretentious and nothing obscure" he says.

The company is deeply committed to fostering viable and stimulating dance opportunities for world-class Perth dancers and has already electrified the vibrant arts scene.

Phillips has recently established ArtsPowered, a business running in partnership with Visible Dance, that is set to pirouette onto the Perth business scene this year by providing an utterly unique business networking experience.

The system enables Perth business owners to contribute financially to the Visible Dance company, in return for unequalled and unparalleled marketing and promotion services via the company's activities.

ArtsPowered offers business owners the opportunity to contribute to the cultural-scape in Perth, whilst being offered business opportunities through events where they could meet new clients, like-minded individuals and receive positive, progressive promotion through an arts medium.

One of the only of its kind in Perth, ArtsPowered offers you the chance to benefit your business with dynamic performance projects and

unconventional, unique advertising at an affordable price.

Phillips has designed his projects to engage dancers, engage community audiences, and engage businesses.

ArtsPowered, he suggests "creates a new dimension in marketing businesses both on and offline, therefore creating a new way for businesses to engage with the broader community whilst supporting something worthwhile" he says.

Phillips fosters world-class talent, passion and creativity, and you can do the same by supporting Visible Dance, or by promoting your business with ArtsPowered.

What could be a more perfect way to combine irreverent yet innovative business branding solutions and dynamic dance performances that support local talent? All you need to do is take the first step!

For more information of Visible Dance visit www.visibledance.com and for ArtsPowered please visit www.artspowered.net.

"I want to congratulate you, particularly, Jeremy, for the ideology behind Visible Dance in the beginning, but also now, this idea of ArtsPowered."

Rt. Hon Lord Mayor of the City of Perth, Ms. Lisa Scaffidi, who is the official patron of Visible Dance



Top 10 Questions to get you out of an awkward moment at a networking event.



Ron Gibson is Australia's leading professional expert in business networking and referral generation and over the past 20 years has built his own successful business, purely through the relationships and associations he has developed from his networking activities. To get Ron to speak at your next conference or sales meeting on how to increase business and referrals through better networking and deeper relationships email: gonetworking@inet.net.au

Ron Gibson
Go Networking

Good questions lead to better conversations. The best conversationalists are curious about everything. That's why they are good at asking questions. Questions allow you to find out about people. Questions help you establish a rapport with people when you meet them for the first time. Questions help people feel good about having a conversation with you. Questions build the "like you", "trust you", "rate you" factor.

Questions save you from those awkward moments of silence when conversations stall. Here are ten of the best questions you can ask to make your networking conversations more enjoyable and, ultimately, more profitable.

1. How far have you travelled today to get here?

This is a simple, friendly conversation opener that will work for you in any networking situation. And so is this one: **How's your day going? Or How was your day?**

2. What made you come to this event? Or, What is your reason for being here today?

This is a good early question that is easy for the other person to answer and it gives you context and purpose for their presence. It might also help you to find things in common. Everyone has a reason for going to a networking event. Maybe their boss insisted they go to represent the company, or they're looking for a job, or they're hoping to meet some potential customers or they're just tagging along with someone else. Their answer will lead you easily into the next questions to ask them.

It's a fact that others find you more interesting when you ask questions.

3. What is your connection with this group? Or, How do you fit in here?

Another good early question to get the conversation going. It might also throw up common acquaintances and interests.

4. How do you find this whole networking thing? Do you do much networking?

This question helps to break the ice during that awkward period right after introductions and offers the chance to talk about something common to both parties.

It's not about interrogation. You are not going to fire all off these questions at someone in the one meeting.

5. What is your particular area of expertise?

This is a better way of asking a person straight out "What do you do?" And it's the perfect question for just about anyone and any situation. It allows you to find out what the person is really good at and how their business compares to their competition. They'll be pleased you asked.

6. How did you end up in the "widget" business? OR What made you decide to become an accountant (or whatever)?

This question delves deeper, giving the person a chance to tell their "story" which could provide some insightful and valuable information for you. It also shows you are interested in the person and they will feel it.

7. What do you enjoy/like most about your business/job/what you do?

It's a question that elicits a good, positive feeling and leads to a more interesting conversation about the person's business or work.

8. What's the most important priority to you and your company right now?

This tells you what is taking up room in the person's diary and where they might be frustrated or challenged—this information comes in useful for follow up and might even uncover an opportunity for your services. It also gives the person a chance to talk about the "great" things they are doing.

9. How am I going to know when I meet a really good prospect for you? OR How would I recognise a good business opportunity for you?

Though there are many ways to help your network contacts, what you can probably provide most frequently are leads, referrals and introductions. This question and its variations helps you understand enough about the person's business to recognize an opportunity for them when you hear one. When you find yourself asking questions like this, you will know that you are networking rightly.

Questions assist us in establishing rapport and making connections because they oblige the other person to talk and open up.

10. How can I help you? or What can I help you with? You can't just ask this question. You have to mean it. And if someone does request your help, take action on it. By asking and not following through you will do more damage to your reputation than if you had just kept quiet in the first place.

Powerful stuff! The best way to start a relationship is to help someone. This question must be asked sincerely and only after a measure of rapport has been established. It is the one question that will separate you from the pack...and it will lead to more referrals and more business.

If you want to get something from someone you have to give them something first.

10.1 How do you feel about getting together next week for coffee? It would be great to learn a bit more about your business and see if we can help each other.

This is a terrific way to finish a conversation with someone you want to have in your networking circle. You have made a connection and now you would like to get to know the person better. You are asking for permission to follow-up. And how easy is it going to be to make that call: you have already agreed to a coffee catch-up. It is just a question of setting a date. That's why you went along to the event in the first place.

Networking doesn't stop with meeting people for the first time.

The rewards come from following up and staying in touch.

\$35 that could change your life

Debbie started Dare2Date, a singles networking business as so many people she knew and spoke to found it difficult to meet someone decent. The way we meet people has changed, years ago it seemed to be much simpler. Nowadays people are settling down much later or finding they are single after years of being in a relationship. The traditional ways of meeting people were through friends or when you are out at places like sports clubs and pubs but the traditional ways don't seem to be working anymore. A common problem many people experience is that most of their friends are in relationships and they have no-one to go out with, making it hard to meet new people. Dare2Date gives people the opportunity to connect with new friends and potential partners.



"I find it very rewarding to help people find connections that make them happy," says Debbie. Internet Dating according to Debbie can often prove quite frustrating and singles, especially people in business are time poor and don't have time to waste meeting people who look nothing like their pictures and who you have little chemistry with. Dare2Date events enable people to meet face to face and find out if there is any chemistry. You actually get to meet single people who are there to meet YOU! It is safe and the more people you meet, the more chances you have of meeting 'the one'. Dare2Date also caters for all ages, including those over 40.

"It is a fact that people who have a great relationship with friends and/or a partner are happier," says Debbie. Meeting someone and finding that connection can often help people communicate and share their emotions, worries, happiness, joys and sorrows. It's very important and especially when in business, a lot of the issues can be personal and confidential that you may not want to discuss with just 'any friend'.

Sharing such matters with people you see as a potential life partner or someone you trust can in many cases ease your worries and take some burden off your shoulders which can lead to you being happier. This in turn helps your productivity at work.

Productivity can lead to better management, work/life balance, staff retention and at the end of the day you continue to operate your business more successfully.

You may wonder if Dare2Date singles events really work. Debbie shared with us two of her favourite stories where attending a Dare2Date event has changed someone's life (without mentioning names!). The first one was about a woman who attended a Dare2Date event, didn't meet the man of her dreams but did meet her new best friend! She says it's the best \$35 she has ever spent and that Dare2Date has changed her life!

The second story is of a lady who was about to give up on ever meeting a decent guy. She had been on a number of bad Internet dates!! As a last resort she came to a Dare2Date speed dating night and six months later is still dating a great guy she met at the event.

Debbie says "The first time may seem a little daunting but it really is a fun, relaxed way to meet people.

From my experience at Dare2Date singles events, people don't only meet potential partners but new friends from both sexes. And really what have you got to lose as it costs less than a round of drinks. At Dare2Date events you get to meet a number of singles and as the events are run on weekends there is no need to rush off."

Dare2Date's next event offers a Valentine's River Cruise/Lunch on Sunday 19 Feb 2012 at 12pm. Enjoy a leisurely cruise to the Left Bank where you can enjoy lunch, then back to the city for a Sunday session at the Lucky Shag.

Visit www.speeddatingperth.net.au for more information and to book your next event.

Valentine's River Cruise/Lunch
19 February 2012 at 12 pm
www.speeddatingperth.net.au

7 Things You Can Do For More Happiness & Success



Dr. Timothy Sharp has three degrees in psychology (including a Ph.D.) and an impressive record as an academic, clinician and coach. He set up one of Sydney's largest clinical psychology practices (www.makingchanges.com.au), a highly regarded Executive Coaching practice (www.positiveld.com), and is the founder & CHO (Chief Happiness Officer) of The Happiness Institute, Australia's first organisation devoted solely to enhancing happiness in individuals, families and organisations. For more information please visit www.thehappinessinstitute.com

Timothy Sharp
The Happiness Institute

Based on several fascinating discussions I've had with clients over the last week or so I'm pleased to provide the following 7 simple (and hopefully not too clichéd) strategies or tips for living a life with even more happiness and success..

- 1 Graciously accept compliments and praise from others
- 2 Acknowledge (with modesty) your own strengths and accomplishments
- 3 Be honest about your shortcomings and faults
- 4 Do something constructive about your shortcomings and faults
- 5 Have a clear idea of what a great life would look like for you
- 6 Set specific and achievable goals for achieving this great life (and do something to ensure you move closer towards these goals each and every day)
- 7 Accept that life will never be perfect and that you can't please all the people all the time

When Wining & Dining for Business

Natasha Di Ciano is the Managing Director of professional image, style and career consultancy, EGAMI STYLE. In 2011, she became the first image consultant to be awarded as one of WA's top 40 under 40 business entrepreneurs. For further information and contact details please visit www.egamistyle.com



Natasha Di Ciano,
Founder of Egami Style

With the silly season of extended lunches, dinners and functions behind us for another year, now is the perfect time to start practicing and brushing up on your knowledge of business protocol and dining etiquette. For some, Christmas was a time to relax and wind down, but for others the socialising acted as great opportunity for business development and to establish good relationships with colleagues and clients.

While wining and dining takes centre stage during the festive period, business and socialising is still an important part of the rest of your year. In many cultures, business is conducted at the dinner table and it can play an important role in closing a deal.

Following etiquette and protocol is a persuasive trait as it projects a message of intelligence and success, and more often than not those you are influencing appreciate this fine art of communication. The way you dine can say a lot about who you are, so ensure that you follow in the traditions of dining etiquette and make it a consistent part of your personal brand.

Five simple principles that will see you succeed at your next business dinner are:

- 1 Create a great impression- if you are hosting you should know your wines and suggest wines for your guests.

- 2 Know the basics- with silverware begin at the outside and work inwards.

- 3 Be in control- stick to a limit of two alcoholic drinks.

- 4 Give your full attention- keep mobiles off the table. If you are waiting for an important call inform the other guests at the start of the meal.

- 5 Allow your guests to relax and enjoy their meal- wait until after the main course before discussing business.

Basic Feng Shui for Business or the Home Office



Create harmony in your Business and Home office

Feng Shui – (pronounced fung shway) is an Ancient Chinese art which is based upon the principle of arranging our surroundings to create harmony. By doing this we can maximize the Chi –the breath of life that runs through all things – and influence this energy to work for us rather than against us.

Most people already practice a form of creating harmony in their lives without being aware of it – for example you may choose to use a certain shape/colour coffee cup regularly or feel more energetic wearing a particular colour clothing. By having an awareness of these choices we can extend them into becoming a supportive process within our working environments.

Feng Shui is quite complex when practiced in detail but there are some basic steps you can put in place to improve harmony and success in the workplace.

1 The first basic rule which can be applied to any area of your life is to clear CLUTTER! Clutter creates negative, stagnant energy and chaos. There are many layers to clutter and that which can be seen at first glance can be easily tidied up. However, the more subtle, hidden layers take a bit more searching and attention. Take a look at these areas:

- Address books that hold entries that are out-of-date or that you no longer use.
- Desk drawers filled with bits n pieces all piled in together, old food wrappers, magazines etc.
- Out dated catalogues, training manuals, CD's shoved away in cupboards.
- Old office machines in storage areas.
- Electronic cords everywhere in visible sight or all tangled up. (creates chaotic energy)
- Old emails sitting in your inbox or files. Junk email that needs to be deleted.
- Old, useless files stored in your computer. (Be resistant to filing every document).
- A full recycle bin on your computer. (Empty this regularly).
- Out dated virus protection.
- Dead or drooping flowers and plants.

Eliminating clutter can automatically improve the Chi energy in any office or work space. Try to have a regular clear out at least once every 3 months.

2 When working from home it is important that your work activity support the energy in the home and that your home supports your workspace. For example a busy house full of noise would not be suitable for sitting quietly and doing design work. If possible try to have clients use a different door to that which the family uses and restrict access to the rest of the house.

3. In an office situation always aim to have a wall or cupboards at your back (not windows or doorways) and an open space in front of you. If your desk cannot be moved to allow for this then keep your desk as clear as possible and store anything that is not in constant use.

- If you cannot see who is approaching you then placing a small angled mirror on your desk, computer screen or wall will remedy this.
- Avoid hanging large mirrors in a reception area that faces the entry as chi will be reflected back outside.



- Avoid facing your desk toward stairs, closets, toilets, elevators or escalators.
- A work space that has windows, good lighting and good air is conducive to good Feng Shui.

4 Storage – store files behind your desk. Place new ideas and projects, marketing and sales to your left. Place invoices, accounts and administration files to your right and once again...keep the area in front as clear as possible.

5 Having a good attitude makes a big difference to the workplace so be aware of the dynamics and attitude of colleagues in your workplace. While you cannot always change another person's attitude you can change your own attitude and surroundings which can have an effect on others.

6 By putting together a portable Feng Shui Kit you can always influence the Chi in your surroundings if you move between various work areas – always use objects that are meaningful to you:

- A photograph of someone who loves you or a picture with an inspiring message
- Fresh flowers or a plant (regularly remove dead leaves and freshen water)
- A cup/mug that you really like or a nice drinking glass
- Crystals, essential oils or candles. (Be aware of anyone with sensitivities or allergies)

Some crystals and their properties that can be of benefit in the workplace are:

- Clear Quartz – creates natural balance. Can stimulate mental clarity.
- Amethyst – protection and clears negative energy. Balances the intellect and emotions; bestows stability, strength, invigoration and peace. Assists in the assimilation of new ideas
- Citrine – dissipates and transmutes negative energy. Influences in positive ways areas of education, business pursuits and inter-personal relationships. Also known as "MERCHANTS STONE". It not only assists in acquiring wealth, it helps to maintain the state of wealth. Try placing a cluster or crystal point in your cash box or till.

There are many Feng Shui figurines, statues and symbols available in the marketplace that is believed to promote good fortune. A few of them are:

- Dragon – wealth energy. Gives power to control situations and take control of your money.
- Career success – place behind you.
- Professional luck – place figurine on table or cabinet in east side of office.
- Good fortune; advancement in career; fame and recognition – place statue or image near an aquarium or fountain.
- To enhance career – place in a northern location in your work area.
- Born in the year of the Dragon – place on east side of work desk to promote good wealth.

Always aim to place the dragon at or below eye level so that you can keep control of its energy.

- Dragon-Turtle – attracts prosperity to your business. Place this parallel to where you sit or directly behind your seat looking sideways.
- Money Frog – brings money in by placing near the entry to your business facing inward.

7 Desk shapes – these can affect the type of work/business that you wish to achieve.

Large solid, dark desks are good for finance.

Rectangular, light coloured wood desks are good for new ventures.

Curved desks with soft colours are good for creativity.

Round desks or tables support mental activity and completion of tasks.

8 Computers – the majority of businesses now incorporate computers in some form. These do emit a negative energy that can be detrimental to the Chi in the workplace.

- Try placing some plants to the side and at the back of your computer and electronics. This softens the negative energy. The best ones are those that are alive (not artificial) and have thick rounded leaves. Some examples are: Jade plant – this is known as the money tree and is best placed near your front entrance; Spathiphyllum (peace lily) – this cleanses the air and neutralizes common retardants such as formaldehyde (found in carpets, paints, wood varnish and flame retardant materials which can irritate the throat, cause headaches and disturb sleep patterns); Philodendron – also a symbol of great abundance and believed to purify the air; Syngonium (white butterfly) – it also cleanses the air that you breathe. It is also best to use an odd number rather than an even number of plants.

- Whether you are using a laptop or a pc always try to place the screen so that your view of the door or entry is kept clear. Desktop patterns and screensavers can be chosen to enhance or promote a particular mood or feeling. Nature scenes can be quite relaxing; inspirational quotes or bright colours can be invigorating especially if you work in a high-powered environment.

- You can also use feng shui principles when placing your desktop icons. The top left corner represents Prosperity so by placing folders for important projects here it can encourage success. The top right corner relates to relationships so place personal files here and the lower left corner of the desktop represents wisdom, so by placing any files for problematic projects here can encourage success in the outcomes. Always aim to keep your desktop icons clear and tidy to prevent negative energy and stress.

By incorporating even some of these basic steps you will feel a positive difference in the energy flow of your workplace or business. To go further in-depth with Feng Shui there are many good books in the market and Feng Shui Consultants that will work with you personally to enhance success and harmony in your business.

7 "unknown-to-you" Business Efficiency Leaks and how to stop the drain on time!



Angie Speedy Spiteri is the creator of Time Equals Money. She runs workshops on Getting into Flow!, Time Management, Delegation and Outlook. To contact Angie, please visit www.timeequalsmoney.net.au email angie@timeequalsmoney.net.au

Angie Speedy Spiteri
Time Equals Money.

Do you ever get to the end of the year and wonder 'what happened'? When deciding on how you are going to improve results for 2012 examine these 7 areas closely...

1 Create systems that give you uninterrupted time to focus?

There are 2 systems every individual in your workplace needs to set up to enable them to focus... 1 relates to their responsibilities and the other relates to managing our workload. This "invisible system" is one that is always missing.

This invisible system will increase focus, reduce multiple handling and distraction and enable you to use your brain for doing rather than tracking.

2 Do you know how to quickly sift through what you have, to resolve conflicting priorities?

How much of your day is spent sifting what you receive to work out if something needs attention?

Isolate the sifting process to specific times of the day so that you avoid stopping and starting important work and always giving preference to the quick tasks regardless of priority.

To get to what is important faster and be able to concentrate longer you need to have a sifting system that enables you to work out what is on your plate QUICKLY and RELIABLY.

3 Have you tapped into the potency of Outlook?

The real purpose of learning how to use Outlook is for it to become your powerhouse for tracking and managing all you need to do, your information and your contacts.

Like you, I spent years using only a small % of what it could do. IT took me months to discover and formulate the best of the best from its potential.

Invest in some quality training so you don't spend months trying to figure it out and you start recouping what you've lost!

4 Formulate the BEST solutions to create a REAL sense of urgency.

Many of us don't stop and 'sufficiently' consider what we are truly trying to achieve before moving forward because we don't have simple techniques that are easy and inspire us to discuss concerns openly, manage conflicting opinions or innovate new options.

There are processes that are so simple that can help you create 100s of solutions in 8 minutes

that are just as powerful as ones that could take you days to formulate. Get these techniques into your tool bag. Help your people sufficiently think and formulate plans that move them forward in a straight a line to their quarterly goals.

5 Move in the direction of your targets (WITHOUT stress)

Many people have problems squeezing their strategic goals into what they do day to day. While creating Gant Charts, mind maps, project plans are necessary they are only half the story.

Planning your day to day workload is an art form that when done EFFECTIVELY can

- Identify bottle necks
- Enable meaningful discussions with your people about workloads
- Make you more responsive and spontaneous
- + more

Do you need to learn the tricks of planning?

6 Uncovering Personal Time Stealing Habits – and Creating Unique Solutions to Resolve Them

There are 17 habits that steal time and sabotage your results. Many of them remain concealed. **Become aware of what steals your time and then get up to the minute uncommon practical solutions to address these habits. The brain can be retrained to do things differently.**

7 Team habits that STEAL time and MONEY

There are 4 major activities we all do daily that cost you a massive amount of money & time and are slowly sapping the life of your business.

Emails and meetings are 2 of them.

You may rationalise that you've tried to do something but nothing works. We have grown so used to the way things are we don't rattle the cage and even if we did, we wouldn't know how to make things better. So everyone continues on making up their own rules, costing the organisation and each other HOURS of productivity.

Can you afford to allow this drain? Help your people elevate their results by giving them clarity, parameters and direction.

Where do you need to focus on to increase efficiency? Saving time does equal saving money. You save both significantly when you know where the leaks are and of course, how to fix them.

Peace of Mind need not be expensive



Conrad Francis,
Inspired Money

Advertising Feature

Inspired Money was born from the passion to bring information and awareness to all those seeking a fully transparent financial planning model. We specialise in Personal Protection in order to facilitate comfort and certainty in your Wealth Creation and Retirement Planning strategies.

At Inspired Money we believe that everyone is entitled to the best advice available. We also believe that without taking action any advice is worthless.

How would your family cope if suddenly you could no longer work?

With recent statistics revealing that Australians suffer around 48,000 strokes each year ...that's one every 11 minutes and the equally scary fact that one in three men and one in four women will be diagnosed with cancer before they reach 75 it is obvious as to why we believe that Personal Insurance is a necessity, not a luxury, for all of us.

No matter what the statistical data may indicate the truth is that most people don't think it will happen to them and don't arrange appropriate protection. The importance of personal insurance such as life, income protection and trauma insurance is tragically underestimated, which is why under-insurance is such a big problem in Australia.

In my 20 years in the financial services industry it has become obvious to me and my colleagues that people tend to insure

what they think is an important asset such as their car or home, but don't realise their most important asset is their ability to earn income.

Ponder on this: You insure your car because you might be in an accident but what about the driver?

It all comes back to having the security and power to survive financially if illness or sickness affects you or your family. Getting sick is an emotional time but to have financial difficulties further compounds the problem.

This year alone I have witnessed the death of an old schoolmate aged 39 years of age, leaving behind a wife and two young boys, as well as a friend aged 42 being luckily diagnosed with an operable prostate cancer. Both had personal insurances in place and as dire as their individual situations are the benefits of their policies will continue to benefit them, and more importantly, their families long into the future.

To facilitate all this we make it our mission to get access to world leading solutions that will assist us to work with you from start to finish and to hold your hand through the process.

With nothing more certain than the continual change in the world of finance, partnering with us at Inspired Money will ensure peace of mind for you and your family for any financial decisions. Now and in the future, we will inspire you to take action!

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The 3 Golden Keys to Success

There are countless authors, educators and courses all attempting to teach the golden secrets to success. So we asked our very own Perth based Mind Power Life Coach, George Helou what would be his top three?

"If you look closely at the personal development industry for the past 20 years, there are a few golden keys to success that are definitely stand outs," Mr Helou said.

According to Mr. Helou, the first golden key is Purpose.

"Much of our daily routine is often guided by obligations and habits, leaving very little of our time and energy to be available for achieving goals we are deeply passionate about," he said.

"Living with purpose ignites our passion so success can become effortless. Finding your purpose does not have to be difficult either. Laying the foundation for purpose begins with relationships, starting with yourself."

"Ask yourself what does your heart want out of this life, being here, existing in this space. What kind of a lover, father, mother, brother, sister, friend, community member, artist, athlete etc, do I want to be?"

"The more detail through values and desired experiences you can begin to imagine and express, the more the brain is being reconfigured to serve your purpose"

The second key Mr. Helou says is our Imagination. He believes imagination creates knowledge and is vital for creative problem solving, invention and innovation.

"100 billion neurons designed to associate ideas to one another means we are designed to think in infinite ways," he said.

"The imagination creates knowledge because any idea initially is conceived in the mind and therefore is not available to the senses for experience. Hence, everything we take for granted today as knowledge at some point only existed potentially in thought form."

"We need a balance between existing knowledge, which is the culmination of our past collective understanding through experiences, and what the future can bring to us next through our imagination."

"Growing up in the mainstream education system in many ways, quashes our imagination. It's too heavily focused on rote learning, that is, recalling correct answers to established questions."

"We end up unwittingly worshipping the current version of reality. We need to imagine what can be, rather than only relying on what has been."

The third key is Intuition, from gut instinct, telepathy to psychic

power, Mr Helou claims. He believes the full spectrum of intuitive thinking is within everyone's capacity to develop.

"I had virtually no intuition until I reached my late twenties. I did not believe in it and was annoyed at people that based their decisions on it. Today, my life is empowered and enriched by it," he said.

"Most of us are not aware that over a decade of results from science experiments have shown that the odds that humans do not have psychic power is 29 million trillion to 1."

"Bill Gates says, 'often you must rely on intuition.' You only have to look at elite performers in sport and business to show you what makes them special. It is their uncanny and consistent ability to anticipate and react perfectly to challenges in high pressure situations where analytical thinking is very limiting."

"Brain training, meditation, yoga and many other forms of discipline can increase your imagination and intuition. If you want to step up and perform at an elite level, this is where you need to start."

George Helou has 15 years personal development and life coaching experience and a two time best selling author. For more information on his 7 Step Empowerment to Live your Purpose Coaching System visit www.lifecoachperth.com or call (08) 6102 1055.

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Expo: FREE attendance - Open 8am to 5pm

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DYNAMIC SPEAKERS. SUBJECTS THAT MATTER.

STREAM A

STREAM B



8.15 am
"Business Software Comparison."
 Presented by **Colin Atkinson, CA Management Services**

Are you one of the many businesses that are outgrowing MYOB and Quickbooks. Where do you go? What do you need to consider in making this decision? To the Cloud or keep it in house? What bang do you get for your buck and how many spreadsheets will you get rid of. Colin can help you get a business improvement plan together.



9.15 am
"Making your business more profitable."
 Presented by **Simon Everett, Hayes Knight WA**

A hands on approach to improving business profits, complete with some easy to use tools to assess and increase the profitability of your business. This is an interactive session complete with simple case study examples and checklists to guide you towards your profit targets.



10.15 am
"Leverage your business with Personal branding."
 Presented by **Zeeshan Pasha, The Nifnax Review**

Find out key inexpensive ways to push your personal branding – YOU. Find out the importance of personal branding and how it will help your business grow. Zeeshan Pasha is the Founder of 'The Nifnax Review' the SME dedicated business publication in Perth. He has a number of years of experience working within the corporate & SME sectors all over Australia and has a passion for small businesses and their branding.



11.15 am
"Smarter Web Strategies For Your Business."
 Presented by **Richard Keeves, Smarter Web Strategies.com**

Business is being transformed as the waves of the Digital Economy roll along. Are you keeping up? How well are you growing and protecting your essential customer relationships? Richard will show you how to align your online business strategies with your Critical Success Factors so you get better results faster with less stress and waste.



8.45 am
"Recruitment & Retention in 2012. How to Win in the Battle for Your Most Valuable Asset – Your Employees."
 Presented by **James Fairbairn - Managing Consultant, Beilby**

The WA employment market is rapidly changing, and with the single most important asset your business has being its employees it is more important than ever to be ahead of the competition. This presentation will give employers insight into what is actually happening in the market; retention advice they can utilise to give them an advantage in the competitive HR battleground; and will demonstrate how to avoid repeating the recruitment mistakes that so many managers made in the last boom.



9.45 am
"Marketing – Relationships are Still the Way to Grow your Business."
 Presented by **Ron Gibson, Go Networking**

"Networking and referrals are the most effective drivers of new business, regardless of the economy. Ron will show you "How to network effectively to build your client base and your business", "How to increase your client referrals" and "How to build productive referral alliances with other professionals."



10.45 am
"Beyond MYOB."
 Presented by **Mike Macliver, Triumph Business Systems**

Looking for a system that will drive and manage your whole company and integrate all the business processes? Including full inventory control, 360° procurement, job costing, asset management, point of sale, branch reporting, consolidations, and CRM; and at a price you can afford? Then don't miss this presentation.



11.45 am
"Technology Update – National Broadband Network (NBN) and Cloud - what does this mean for your business?"
 Presented by **Matt Steedman, CA Management Services**

This is not a session for techs. It is aimed at the non-tech savvy business owners and helping you get the business ready. Matt will give you some practical tips to take advantage of this revolutionary change to business in Australia. He will discuss what it means to you, what to do before it comes, when to start getting ready, and what to do after you're on the NBN.

LUNCH TIME BREAK 12.00 PM TO 1.00 PM



1.15 pm
"Managing your team for results."
 Presented by **David Bush, ActionCOACH**

Every business owner dreams of a business in which their team are proactive, and ACCOUNTABLE – so why is it so hard to achieve? That's because most Owners "under" manage their team and manage in an ad hoc and inconsistent fashion. Unfortunately, without the right management processes and techniques the Owner will never "let go" with confidence and the business will only perform at a fraction of its potential.



1.45 pm
"How to build a \$250,000 online business for \$1,000!"
 Presented by **Chris Bjorklund, Crowdworks**

Chris Bjorklund is a world class web strategist and has created millions of dollars in online sales. His latest project is a new online profit formula that has outperformed other Perth companies by over 40%. Chris and his team of world-class experts will 'spill the guts' about this revolutionary new online development system they nicknamed: "The Agency Killer". You will walk away with new insights to the secret society of web development and how you can dramatically boost your profits!



2.15 pm
"If Your Website Were Your Employee, What Would You Say at Their Performance Appraisal?"
 Presented by **James Bull, James Bull Consulting Pty Ltd**

This presentation is non-technical and uses the analogy of an employee performance appraisal to bring the conversation about websites into a familiar context. The aim is to help you understand the importance of website planning, goal- setting and ongoing maintenance, and what these activities involve.



2.45 pm
"Job Costing - How to Work Smarter not Harder."
 Presented by **Colin Atkinson, CA Management Services**

Do you need to monitor branch, departmental or external projects; or create actual and estimated cost calculation for your customers? Managing your costs efficiently will boost your bottom line and reduce your stress. See the tools you can use to get your Jobs under control.



3.15 pm
"Maximising the daily efforts of employees."
 Presented by **Louise Kelly, ATI Mirage**

Are your employees aware of your organisations top objectives? Does their daily work directly link to your key goals? This seminar helps unlock your organisations performance potential through ensuring your staff better understand how their specific job/role contributes to achieving your real business objectives. You will gain ideas to inspire and engage your people and energise their performance. You will also appreciate the importance of tracking and monitoring their progress both informally and formally and celebrating your success.



3.45 pm
"Online Stores and Social Shops that talk to your customers and your existing business software."
 Presented by **Bruce Carr, Web Ninja**

Bruce will explain all about what you need to get a Web shop rolling, even how to have a web shop in Facebook. How to manage the processing and stock control? Is it linked to your accounting system? How do people pay for goods? Learn all of those practical issues that will make or break your web store.

This timetable is subject to change without notice. For confirmation of the above schedule please call 1300 666 777 or email seminars@caman.com.au

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