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BDC May/June 2009 Newsletter

www.bdc.net.nz

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Our Ear to the Ground

There's no doubt that we are seeing the impact of the recession on business. Although it can seem overwhelming, there are strategies you can use in your business that will help. A recession can also be a time of opportunity, a time where flexibility and innovation are required.

At the recent economic summit, organised by the EDA in conjunction with NMIT, Roger Wigglesworth from the Ministry of Economic Development talked about focussing on the seven 'S'

- **Sales** - monitor these daily, look at your sales mix
- **Sundry debtors** - pursue overdue accounts and develop an aged debtor register for monitoring, don't offer credit
- **Spending** - monitor this against budget, look for where you can reduce expenditure
- **Stock** - sell things you don't need, use 'just in time' inventory reporting
- **Staff** - communicate with them, engage staff in the business
- **Supporters** - talk to your accountant, bank manager, IRD and business support services
- **Sustainability** - don't cut back on advertising, go green

This month we are pleased to be launching our 'Riding the Wave' series of workshops to help small and medium enterprises in the region. The workshop presenters, Sharon McGuire, Sari Hodgson, Ross Newman and Denise Hartley-Wilkins are experienced, knowledgeable experts – just what you need at a time like this. The workshops will be practical and focussed on active management of your business.

We are also pleased to announce a series of workshops for the tourism sector in June, to be delivered in both Motueka and Nelson. These workshops will help tourism based businesses to manage those dual factors of the recession and seasonality which affects them. Check out our website in the coming weeks.

Our key message to you is this: if you are struggling, then get assistance. Make the most of the services available- whether it's attending our training courses, engaging a business mentor through the Nelson Tasman Business Trust or finding out about resources available from BIZ Info at the Nelson Tasman Chamber of Commerce. Complete a business health check- the link is on our website, to find out about the health of your business.

"Even if you think you're on the right track, you'll get run over if you just sit there" (Will Rogers)





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Meet the Experts



Denise is a Human Resources and Organisational Development consultant with 17 years experience gained internationally in the private, public and not-for-profit sectors. Passionate about the link between effective people management and business success, her interest centres on creating high performing workplaces. As she puts it “you don’t have great organisations, you have great workplaces”. An extract from Denise’s article in Employment Today, May 2009

“... employers are considering the future of key talent in the face of economic downturn – talent they can ill afford to lose if they are to maintain a competitive advantage for the long term.

For many businesses, the changing economic environment requires a new map of working. If they can adapt to the downturn and recognise and capitalise on emerging opportunities, they will move into a stronger market well-positioned for the future. A key factor is how businesses leverage their people capability and maintain a competitive edge through managing and engaging their talent. This means a focus on workforce planning, performance and development..”

Denise is delivering the “Staffing” workshop as part of the Riding The Wave series on Tuesday 9 June.

Enterprise Training Programme

Riding the Wave – a series of workshops has been developed to assist you in managing your business through a recession. The key messages in these will be looking for opportunities

- Pre-Launch Check (28 May 6 – 9pm) Presenter – Sharon McGuire
- Sea Worthiness (4 June 6 – 9pm) Presenter – Ross Newman
- Staffing (9 June 6 – 9pm) Presenter – Denise Hartley-Wilkins
- Cashflow Cruising (18 June 6 – 9pm) Presenter – Sari Hodgson



The **Enterprise Training Programme** is for business owners and managers of small to medium sized businesses, fully funded by New Zealand Trade & Enterprise, to ensure that strategies and process are in place to develop and grow business. To find out more visit our website www.bdc.net.nz and go to the Enterprise Training tab

From One of Our Own...

Training has been a powerful tool in helping Birgit Neumann grow her successful tourism business – Nelson Tourism Services - into an award winning company.

Birgit attended her first Enterprise Training workshops in 2006. At that stage, Nelson Tourism Services was a company with a number of business units. It was through the Accelerated Business





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Growth Programme that Birgit and her business managers were able to develop their skills and to identify more efficient and effective ways of operating the company as a whole. Birgit says that “the training has been invaluable and empowered managers to become more self sufficient, plan strategically and accept further responsibilities. This in turn resulted in all business units becoming financially stronger and reaching their potential.” Birgit was also able to complete a succession plan for her business.

As a result of this process, the original business has been divided into three companies – On Cue, Study Nelson and a tourism venture. At present Birgit is a director of On Cue Conferences + Events and remains at the helm of Study Nelson, an international education agency that is going from strength to strength. Birgit is enthusiastic about the future and expanding her business skills further.

The Long Vision and Communication are the Key to Success

Lesley's comments

“Profit is an opinion: cash is fact” Kevin McCaffrey tells us in NZ Business, March 2009 (p 31). He goes on to remind us how important it is to keep our sights on the future and complete a cash forecast looking forward 30-60 days.



Susan and Peter Glaser also give us some data on the link between communication and financial performance (Be Quiet, Be Heard, 2006 p. 23):

- “A significant improvement in communication effectiveness was associated with a 29.5% increase in market value.
- Organisations that communicate effectively were more likely to report employee turnover rates below or significantly below those of their industry peers”

Effective Communication is a skill which needs to be practised. BDC puts a strong focus on the practice of communication skills within a safe workshop environment before using the skills in the workplace.

Recently a conference for Nelson Marlborough Medical Centres was held in Nelson with the theme “What makes a Happy Practice”. BDC was approached to arrange a session and as a result “Positive Relationships in the Workplace” was presented by a bdc presenter Kathy Jamieson. This covered passive/aggressive behaviour, empathetic listening, constructive feedback and practising scenarios. Jo François of Wakefield Health Care Office says that feedback has extremely positive and has, among other things, made people consider workplace personalities, their interaction with each other and methods on how to deal with conflicts.





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BDC Courses coming up

Course	Date	Investment
Coaching Conversations for Performance – Managing the performance of others	Four sessions -8 June, 16 June, 30 June & 21 July	Early Bird \$650 Full Rate \$740
Time Management Managing your time, desk, paper and email	23 rd June	Early Bird \$195 Full Rate \$240



Straight to Work Programme.

BDC is facilitating and matching employers with skilled staff and at the same time providing training and support to people wishing to return to the workforce. We have recently completed a workshop and if you have an administration vacancy and would like to find out more please contact Di Baumgart on 03 548 1363 or email s2w@commerce.org.nz

Home Ownership Education Programme

This is a series of free workshops, delivered by bdc, aimed at first home buyers

- ◆ Is home ownership right for you?
- ◆ What to look for in a home
- ◆ Budgeting and goal-setting
- ◆ The home buying process
- ◆ Securing a home loan
- ◆ Maintaining your home and building a new home.



The next series is on 27 May, 3 & 10 June. For more information go to www.newhomeowners.org.nz or contact Erena on 545 6566

Upcoming Events

- ✚ **Aspire 09** Half day Chamber of Commerce conference “Positioning your business to face current challenges and maximise future opportunities” 21 May info@commerce.org.nz
- ✚ June is **business** month. Look out for the array of events planned including a business expo.
- ✚ There are a number of **full time and part time courses** that can be started mid year at NMIT. Many are offered flexibly, and some can even be studied online. For a copy of the mid year brochure call 0800 422 733 or email info@nmit.ac.nz
- ✚ **2009 Business Awards** – Start preparing your entry now! Contact the Chamber for more information ph 548 1363

Best wishes from the BDC team - Julie, Lesley and Erena

