

A photograph of a young green plant with three leaves growing out of a crack in asphalt. The plant is the central focus, with the asphalt surface in the foreground and a blurred background.

Growing your Business During the Current Economic Climate

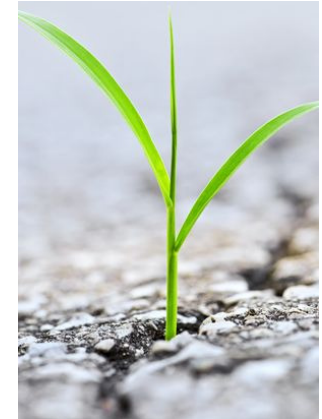
Corporate Edge
Business Breakfast
Friday March 13, 2009



CORPORATE EDGE

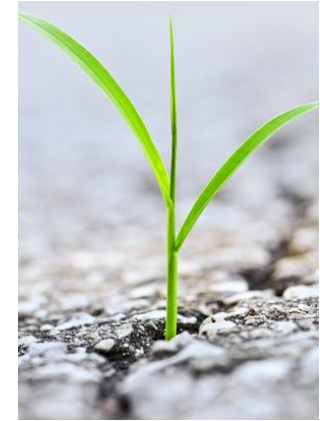
Ten Tips for Growth

1. Be clear on your purpose and vision.
2. Remember that your culture made you great.
3. Create a Culture of Thinking.
4. Look for the opportunities.
5. Have an Abundance Mentality.
6. Build Raving Fans
7. Create seeds for future growth.
8. Stick to your Knitting.
9. Get lean not skinny.
10. Nurture Relationships.

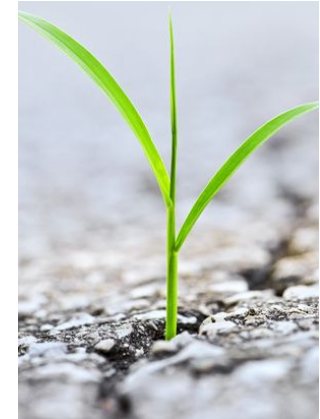


1. Clear Purpose and Vision

- Understand your Purpose and Vision.
 - Why do you exist?
 - What is your end game?
- Provide Leadership and inspire your team
- Align your Vision and Purpose with your clear strategic intent of the field in which you wish to play.
- Ensure your Vision is inspiring and compelling – focus on “Outcomes not Incomes.”
- You cannot over-communicate your Vision in tough times.



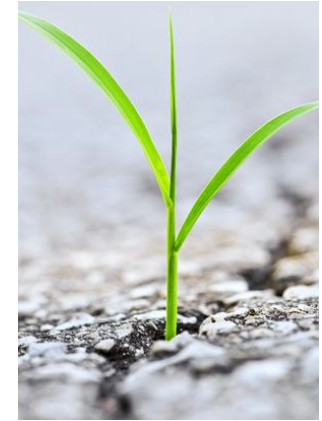
2. Your Culture made you Great



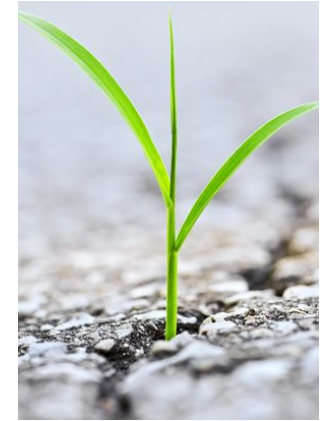
- Create a High Performance Culture which is based on “People not Product.”
- A High Performance Culture has 5 drivers:
 - Leadership
 - Ownership
 - Relationships
 - Innovation
 - Achievement
- The most successful period of an organisation is when the culture of the company was at its best. Get back to your best, focus on creating the culture that made you great.

3. Create a Culture of Thinking

- High Performance = Innovation.
- Culture of Thinking is about “Creativity not Productivity.”
- In what ways does your company genuinely Nourish New Ideas?
- Move from “Yeah but...” to “Yes and...”
- Engage your team

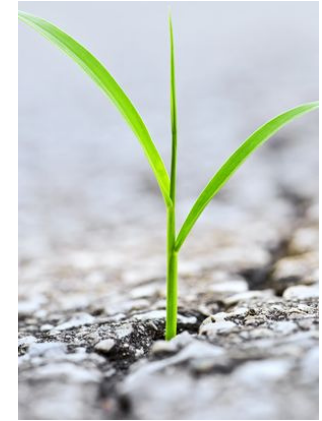


4. Look for the Opportunities



- What is the Reality vs. Myth regarding how the current Financial crisis is really affecting your specific business?
- What beliefs are being fed into your subconscious? If you see danger and risk in the market, you will be cautious and restrained.
- If you see opportunity in the market, you will be creative and entrepreneurial.
- You must move while the others are distracted, confused and playing it safe.
- Tough times create new opportunities, you just need to look for them.

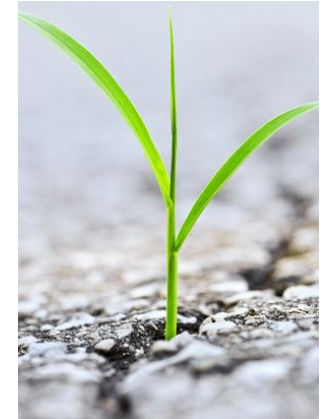
5. Abundance Mentality



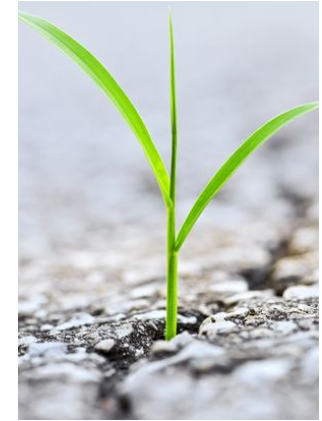
- Do you, or should you, have an Abundance Mentality?
- Do you believe there is an abundance of opportunity for all players in your market.....is there plenty out there for you to get?
- What is your current share of the pie and what is your true upside for growth?
- Does your current approach to business development and growth reflect the reality of the opportunities which exist for your business?

6. Build Raving Fans

- Your current customers are your greatest marketing weapon.
- Make your customers raving fans!
- Driving your referral business is the most cost effective marketing strategy imaginable and is the most effective way of attracting committed new clients who will trust you.
- Engage your current customers as much as possible – protect them and make them loyal.
- Get closer to your customers, how can you help them more?



7. Create Seeds for Future Growth



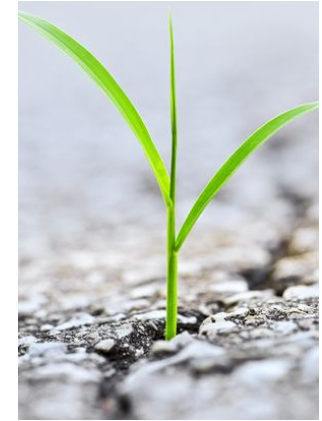
- The decisions you make today are the results you will get 2 years from now.
 - What type of decisions are you making today?
- Invest in your best people, focus on their growth
- Grow Market Share Now
- Create a strategy (have a plan).
 - What are the two to three words that encapsulate what you must stay focused on?
 - Service and Efficiency
 - Relationships and Growth
 - Expertise and Service

8. Stick to your Knitting



- Know what you do best and keep your focus on exactly that.
- Be outstanding at your core competencies.
- Have ownership of the key things which make you great.
- Do not spread your focus too thin and try to be all things to all people which can dilute the value you are providing by complicating your business.
- Be fantastic at your core proposition.

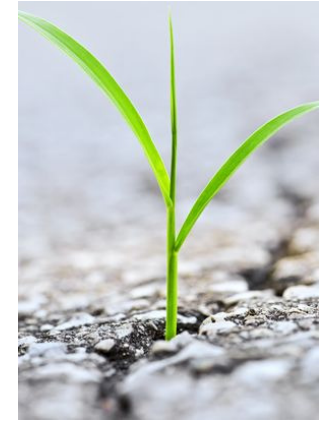
9. Get Lean not Skinny



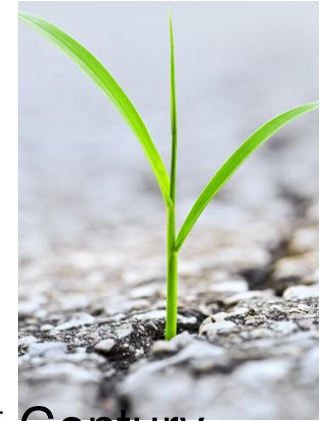
- Do not cut and slash costs in areas which are performing.
- Avoid the downward spiral of cutting costs in areas which impact execution and therefore can erode customer experience (i.e., sales and income).
- Continue to invest in marketing your business and investing in your people – this will drive customer and staff engagement.
- Tighten the belt in areas you have been lazy in during good the times, get lean and trim but fit and strong in core areas which will be critical for the next growth phase.
- Commercial Property leasing/buying, IT and Supply Chain are key areas for improving capability in order to be more efficient.

10. Nurture Relationships

- Create “Connections not Transactions” through your entire organisational value chain (Customers, Team, Suppliers).
- Understand the value of outstanding relationships.
- Build Trust and Loyalty.
- Understand that it is people that make the differences in life and how you interact with them dictates the results you get.

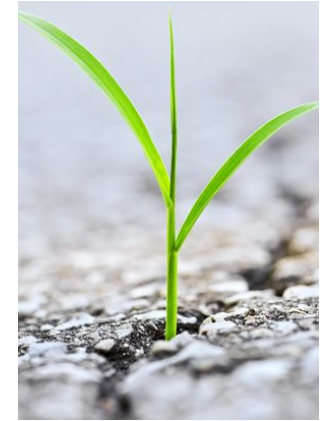


The Four Pillars of Smart Growth



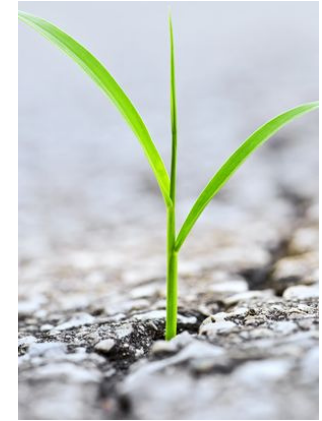
- Moving from 20th Century Thinking (“Dumb Growth”) to 21st Century Thinking (“Smart Growth”).
- This required transformation in thinking has been highlighted by the Global Economic Crisis , the failures of Global Capitalism 1.0 and the success stories of High Performance Organisations.
- Traditional Financial and Economic Measures are no longer relevant.
- Dumb Growth is unfair and therefore is unsustainable. Smart Growth is about:
 1. **OUTCOMES** not Incomes
 2. **PEOPLE** not Products
 3. **CONNECTIONS** not Transactions
 4. **CREATIVITY** not Productivity

1. OUTCOMES not Incomes



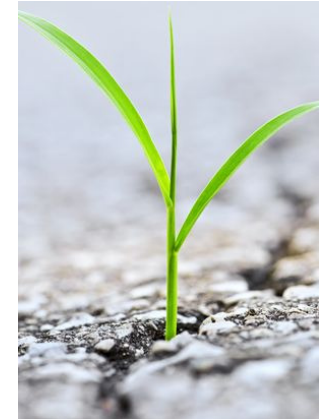
- Are we richer today than we were yesterday?
- Smart Growth is about people and how much better or worse off they are, not merely about how much income and business or economy can churn out.
- Smart Growth measures people's outcomes, not just their incomes. Are people happier, healthier, fitter, smarter?
- Economic and Financial measures often fail to be meaningful .
- It is the tangible human outcomes that are the arbiters of authentic value creation.

2. PEOPLE not Products



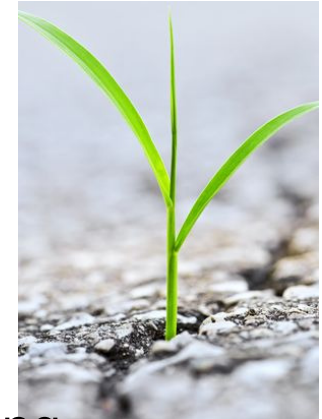
- Old thinking (Dumb Growth) is about pushing product.
- Smart Growth is about the skill, dedication and creativity of people.
- Smart Growth is not about the globalisation which aims to deskill and consolidate (“McJobs”) but about entrepreneurship, venture economies and radical innovation.
- Dumb Growth is about seeking lowest-cost labour. People not Product is about a renewed focus on labour mobility, human capital investment, labour market standards and efficiency.
- Smart Growth is powered by giving labour the power to seek the capital with which they can create, invent and innovate the most.

3. CONNECTIONS not Transactions



- Dumb Growth looks at what volume or trade is flowing through the pipes of the economy.
- Smart Growth looks at how pipes are formed, why some pipes are more important than others: the quality of connections.
- Dumb Growth focuses on measuring how trade transactions have grown but Smart Growth looks at how global relationships are contributing to powering innovation and invention.
- Smart Growth seeks to amplify connection and community because the goal is not just trade, but cooperation and collaboration.

4. CREATIVITY not Productivity



- Because Creativity is hard to measure, manage and model in an economic manner, Dumb Growth focuses on measuring Productivity instead.
- Smart Growth focuses on economic creativity because Creativity is what lets us know that competition is creating new value right now, instead of just shifting old value around.
- Economic Creativity is beyond being productive, it is what will power a continual increase in new industries, markets, categories and segments of New Age Economies and Businesses.
- Examples – Apple and Google.