



Centrestage

Keeping you up with the play in Central City



CCBA
CHRISTCHURCH

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CENTRAL CITY BUSINESS ASSOCIATION

What Makes Great Leaders

You do not need a title to be a leader and below are some of the personal habits of people who are great leaders.

1. They ask brilliant questions.
2. They are fit like athletes. Your number 1 business asset is your health.
3. They are direct/clear/authentic communicators.
4. They read (The best leaders have the biggest libraries!) Read to Win.
5. They keep journals to record good ideas, lessons learned and dreams to be executed on.
6. They run their own race. Leadership isn't about following the mob and being like everyone else. That's followship.
7. They are ethical - maintaining good reputations.
8. They lead wherever they are, understanding that leadership is a way of behaving not just a title on a business card.



Paul Lonsdale
Central City Manager
Business Association



Leadership

Shrinkage

Something worth keeping your eye on



Shop theft: Research shows that over 1-2% of turnover is lost through shop theft (shrinkage) but it may be even higher. It is the 4th biggest industry in New Zealand and equates to over \$760 million of loss to our economy. As the economy continues to decline and unemployment rates increase, we will see this industry continue to grow so the most important thing for any business to do right now is acknowledge it and put in place systems to minimize it.

Store layout is one of the easiest things to remedy. Remove blind spots in your

store where thieves can disappear from your line of sight.

Training Staff: Invest in training your staff to prevent, detect and apprehend shoplifters. Staff need to be know what is expected of them and what powers they have under the law. Your focus on shoplifting will make a difference to your profit.

Employee theft: Studies in New Zealand have found that employee theft is just as big a problem as shoplifting by customers.

Statistics show that stores

which actively train and have a focus on shoplifting notice a reduction in employee theft. A holistic approach to theft is required with zero tolerance for both customers and staff. It is important to have ongoing train for staff so employee thief does not become a major problem in your business. Like the old saying...

"If you do nothing, nothing will change."

The CCBA would be happy to assist businesses by organising training sessions for staff for staff. If you are interested, please let me know.

Great Quotes

It's amazing that the amount of news that happens in the world every day always just exactly fits the newspaper.

Jerry Seinfeld

He can who thinks he can, and he can't who thinks he can't. This is an inexorable, indisputable law.

Pablo Picasso

There is a crack in everything, that's how the light gets in.

Leonard Cohen

The Day Competition Died



You hear so much talk about "our competitors" and "how hard it is to win in these tough times" and that "the market's shrinking".

Here's a great take on competition: **there is none.**

In The Greatness Guide I quote comedian Steve Martin who said: "be so good at what you do that they can't ignore you". Love it.

Every minute you spend worrying about your peers is a moment you could have spent creatively; building a better team and growing your own brand.

A waste of time, completely.

The Japanese sometimes give away their trade secrets to their competition. That way, while their peers are studying them, they are working on their next Wave of Excellence. Smart.

This philosophy can be applied here in the city. We should stop worrying about our suburban counterparts and concentrate on delivering our customers unrivalled excellence. We should aim to have our customers walk away from their shopping experience wanting to do it again - and soon.

I have had good feedback from stores saying customers are loving shopping in the city and the new-look city mall.

Word is getting out.