



**CCBA**  
CHRISTCHURCH

# Centrestage

Keeping you up with the play in Central City

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CENTRAL CITY BUSINESS ASSOCIATION

## CCBA Website - *Live & Well*

We went live with our website on Monday 17th August. I would like to thank all those who have sent in positive comments and suggestions. Over the week, we have made some subtle changes to the site adding in some of the suggestions that have been made.

I would also like to reiterate that we have SALE, EVENT & PROMOTION pages set up and they are there for the businesses' benefit. I encourage you all to use them. If you are going into sale, holding an event or promotion, please let me know and we can load the details to give whatever you are doing an extra push.



**Paul Lonsdale**  
Central City Manager  
Business Association

### What do I do if my business is not on the CCBA website?

If your business is not represented, then you may not have filled out the appropriate forms and sent them back to us.

You can now download these forms from our website. Please go to **CCBA** on the main menu bar, scroll down to **CONTACT US** and download the membership form and a business detail form. Fill them out and return to us. Once I have received the information, I will load your business onto the site.

<http://www.christchurchcity.org.nz>

## Concentrate!

Time management expert Edwin Bliss wrote in his book Getting things done, "Of all the principles of time management none is more basic than concentration. In counselling people who are having serious time management problems I invariably find they are trying to do too many things simultaneously".

When Thomas Edison was asked the secret to his

extraordinary success, he thought about the question and replied, "The ability to apply your mental and physical abilities to one problem incessantly without growing weary. You do something all day long he asks, everyone does, if you get up at 7am and go to bed at 11pm, you have put in 16 good hours and it is certain that people have been doing something all that time. The only trouble

is they devote their time to a great many things, while I devote mine to only one. If they took the time in question and applied it to only one object, they would succeed."

Getting to personal and professional mastery requires concentration; focusing on your most important priorities; 'sticking to your knitting', and saying a giant NO to less important things.

## Balancing Spontaneity and Efficiency

A great life, a life well lived and leadership is about balancing the tension between being remarkably efficient and being in the present and spontaneous.

Let planning be your spring board so spontaneity can be your splash.

It is important to balance being efficient and well

organised with creativity, spontaneity and being 'in the moment'

Source: R. Sharma

**"So much about life and leadership is about a balance... spontaneity and efficiency."**

