

## PROJECT CITY MALL - Weekly Business Site Meetings

Cashel Mall West - Every Wed 11am @ In Italia Guthrey Centre  
Cashel Mall East - Every Thurs 11am @ Starbucks, City Mall

# Centrestage

Keeping you up with the play in Central City

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January 25th 2009

CENTRAL CITY BUSINESS ASSOCIATION



**CCBA**  
CHRISTCHURCH

## Motivate



Achieve sales targets through staff motivation

For shop owners or managers there is a huge opportunity to motivate your people 'on the go.' This is the kind of motivation that comes from comments and recognition that is informal in nature and not necessarily expected by the recipients.

The little things you say and do every day can have a huge impact.

If done properly, motivation on the go drives them to push for more, even if the effect is only temporary. Generally, sustained motivation best but you need to have many different things in place to achieve that.

Do not underestimate the power of motivation even if it is temporary, because it has a big impact on results and morale.

How does it work?

Say you get mid-day sales reports and see that someone who has been having difficulty reaching targets is having a better day - in fact if they push a little harder they may reach the day's target - you praise, challenge and encourage them about the possibility they can do even better. Then publicly acknowledge their achievement.

Clearly the motivational comments worked that day and in that instance. It was temporary but fruitful; a fast and simple solution that didn't cost anything.

If you do enough to inspire people to moments of great achievement, perhaps they will start to self-motivate (which, of course is what real motivation is all about) and their moments may grow in to hours and days of great achievement.

So, motivate your people on the go as often as you can. If it works, you will get higher achievements and if it doesn't work, you are no worse off.



**Paul Lonsdale**  
Central City Manager  
Business Association

## DID YOU KNOW?

**Consumer spending** by those aged 65-74 is predicted to increase by 40% by 2017.

Ref: Verdict Research (UK)

### Clean City Law

The city of Sao Paulo has banned all outdoor advertising including posters and flyers on city buses and trains in an attempt to reduce 'visual pollution'. 70% of local residents agreed with the ban in a recent poll.

Ref: Monocle (UK)

There are 26 million businesses in the US and 20 million of these have no employees.

Ref: New York Times (US)

### QUOTES OF THE MONTH

"The question is not what you look at but what you see."

Henry David Thoreau

"If it's so great to be smart, why have most animals remained dumb?"

Tadeusz Kawecki (evolutionary biologist)

## COLOMBO STREET KERB REALIGNMENT AT THE BUS INTERCHANGE

### START WORK NOTICE

The Council has recently let a contract to Downer EDi Works to install new pedestrian barriers and street furniture.

This work will involve the removal of bus shelters and rubbish bins, installing new barriers and realignment of existing kerb.

Works started last Sunday night/ Monday morning and is expected to be completed over a four week period possibly less according to the project manager.

It will be done at night between 7pm and 6am to avoid hurting day time trading.



Fri - Jan 23



Mon - Jan 26



Mon - Jan 26

## ELLERSLIE INTERNATIONAL FLOWER SHOW AND SHOW WEEK DISPLAY COMPETITION

We have extended the close off date for entering the window competition for the Ellerslie International Flower Show until **THIS FRIDAY - 30 January**.

Get your registration in (see attached) to ensure your business is looking its best while the city is on show. All finalists of the competition will be showcased on page 2 of The Press leading up to the show and through other publicity.

