

PROJECT CITY MALL - Weekly Business Site Meetings

All businesses - Every Wed 2.30pm @ In Italia Guthrey Centre

# Centrestage

Keeping you up with the play in Central City

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CENTRAL CITY BUSINESS ASSOCIATION



CCBA  
CHRISTCHURCH

# Increase Your Value

(A quote from R. Sharma)

"In the new economy you now find yourself in, you will be compensated not by how hard you work but by how much value you add to the world around you. Think about it. If you are currently paid \$20 an hour, this money is awarded to you not simply because you showed up at your desk for 60 minutes but because you added \$20 worth of perceived value during that time. The monetary reward you receive is determined not by how long you work but by how much value you add.

specific know-how than the McDonald's employee.

There are far fewer people who can do what the brain surgeon does and, as a result, the brain surgeon is perceived as far more valuable to the market place. That's why the brain surgeon is paid over 10 times more than the person who flips burgers. Money simply becomes a symbol for how much value each person has added to the world at large.

"This is why a brain surgeon is paid much more than a McDonald's empl. Is the brain surgeon a better person? Not necessarily. Is the brain surgeon a harder worker? Probably not. Is the brain surgeon smarter? Who knows? However, one thing is certain, the brain surgeon has accumulated far more specialized knowledge and

"So, to be paid more for your work, you must add more value to the world. And the best way to begin adding value is to start becoming a more valuable person. Acquire skills no one else has. Read books no one else is reading. Think thoughts no one else is thinking. To put it another way, you can't have everything you want if you remain the person you are. To get more from life, you need to be more in life."



Paul Lonsdale  
Central City Manager  
Business Association

## ADVERTISING TERMS

Today our customers are savvy, smarter and not as easily fooled by advertising slogans.

You need to be careful how you present your new products. Below are some humorous examples of how new features could be perceived.

**NEW** - We changed the colour from previous design.

**ALL NEW** - Parts are not interchangeable with previous design.

**FOOLPROOF OPERATION** - Not adjustable.

**ADVANCED DESIGN** - The advertising agency doesn't understand it.

**REDESIGNED** - We think we fixed the flaws.

**YEARS OF DEVELOPMENT** - It took that long to get one to work.

**MAINTENANCE FREE** - Impossible to fix.

**MEETS ALL STANDARDS** - Ours, not necessarily yours.

**SOLID-STATE** - Seriously heavy.

## City Mall Upgrade - Looking set to finish on time

The City Mall upgrade is on target and works are expected to be complete by December this year. Tram tracks are still to be laid in High Street but the High Street businesses were promised a two-year break from works. The laying of tracks down High Street, City Mall, will be complete next year.

We are still waiting for confirmation of the proposed tram extension and are looking forward to a positive result. The Council will reach a decision this month.

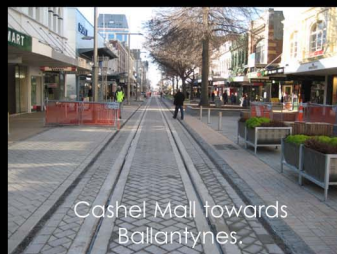
Please remember that for those of you who would like to be kept up-to-date with progress, there is a site meeting every week on Wednesday 3.30pm at In Italia in The Guthrey Centre.



Cashel Mall looking down to Westpac



Cashel Mall towards Colombo Street.



Cashel Mall towards Ballantynes.



works now at the Bridge of Remembrance



Cashel Mall, looking towards Oxford Tce.



Tiles being laid between the tram tracks