

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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CCBA
CHRISTCHURCH

CENTRAL CITY BUSINESS ASSOCIATION

Your Business Health depends on your PEOPLE



We are fast approaching a new quarter and naturally most of you want to lift your performance compared to last year. How big a jump that's going to be will depend on the overall goals and objectives of your business. Whatever the number is, reviewing the fundamentals of your retail operation is in order.

When all things are equal, people make a big difference. In fact, even when things are not equal, people make a huge difference. I have seen stores out-performing others located in larger market areas

with higher average income levels, within the same retail chain.

I have talked about this issue before and cannot stress the importance of hiring well. Therefore, my first recommendation is to take a close look at the people oriented aspects of your operation.

Hiring: Hiring the right calibre of people is crucial to your success in retail management, perhaps more so than in any other industry. Every one of your hiring decisions as a store manager, district or regional manager or business owner will speak volumes about your organisation, personal values and abilities. In retail there is no such thing as hiding behind a desk or a cubicle for an employee or the manager.

A simple but effective way of hiring the right people is modeling. Develop a detailed profile of your most successful person and hire people who fit that profile as closely as possible, even if it means paying more. You will be rewarded many times over with better performances and fewer headaches. Pure and simple.

Training: One of the main reasons for a high degree of customer dissatisfaction and resulting lost sales in retail is poorly trained staff who don't have a clear understanding of what is expected of them.

Performance Evaluation: If you have installed the performance expectations correctly, then evaluation of staff performance is a simple and straightforward process. If your staff are performing above expectations, all you have to do is stretch the expectations a

little and support them with a pat on the back, prizes and other monetary and non-monetary rewards to keep them going higher and higher.

On the other hand, if they are not performing, there are usually two fundamental reasons: **a.** Lack of skills or **b.** Lack of the right attitude.

Lack of skills is easy to deal with - it means they have to go back to training but dealing with a bad attitude can range from difficult to very complex. If you followed our advice on hiring, you should not be suffering from bad attitude disease. In any case, here are possible dimensions of an attitude problem:

a) Management-induced dimensions: incompetent managers usually create an atmosphere where staff do not care anymore. If manager to staff communication is poor and/or too seldom, the staff will feel neglected and if the situation continues for any length of time, the feeling will turn into a bad attitude. Another management-induced dimension occurs when a manager doesn't know how to motivate or doesn't want to motivate staff.

b) Lack of self-motivation: Some people suffer from chronic lack of self-confidence, often because of poor upbringing and lack of education. Unless you are a psychologist or have a ton of free time, this is a tough nut to crack.

c) Personal issues: these can be anywhere from physical convenience issues like living far from the workplace and not having dependable transportation to personal dramas that may affect the individual's focus, devotion and behaviour, resulting in under-performance.

Your all-around high performers are your most valuable asset.

They are your goodwill ambassadors, your spokespersons; they create your image and fine reputation. They build relationships with your customers and they can turn them into customers for life. They sell your products. Because of the impact they have, you owe it to yourself and your business to hire, train and evaluate people with the utmost care and attention.



Paul Lonsdale
Central City Manager
Business Association



City Mall works have been progressing well with minimal disruption to business. Pavers are being lifted and Tram rails fitted through the East side of Cashel Street, City Mall. Great communication from the works team to affected businesses. Keep up the good work.