

**FREE  
SEMINAR**

## Three “Mission Critical” Strategies to Drive Competitiveness and Profit in Your Business

7-9pm, Thursday May 26. 1<sup>st</sup> Floor, Youell House, 1 Hutcheson Street, Blenheim

**“Mission Critical” = critical to the business's mission which is taken to be optimising the return on investment of money and time given the constraints under which the business operates.**

Brought to you by *Forté Management Business & Economic Development Consultants* and *Fanselow Bell Human Resource Consultants* in association with the *Marlborough Chamber of Commerce*.

### Bookings:

Book your place by phoning Fanselow Bell on 579 4794 or emailing the names of those attending to [tony@forte-management.co.nz](mailto:tony@forte-management.co.nz)

### About the Seminar:

In New Zealand people have to work half as long again to create the same amount of value as their equivalents in Australia. We don't think that's good enough and it's time to do something about it. This seminar, brought to you with our compliments will help Marlborough businesses optimise their performance without having to work even longer and harder.

We've spent a lot of time and effort reviewing hundreds of reports and articles, conducting our own research and talking to more than a thousand entrepreneurs, managers, policy makers and academics here and overseas. As you might guess there are many things that come between us and achieving the optimum performance we seek. We've identified three things that appear to have a major impact on the productivity and profitability of Kiwi businesses AND that we can all do something about:

- We tend to think for our customers. We need to think like them. This is all about providing the ultimate customer experience – because we know people will pay us more when we do that. This is important in the domestic market but it's critical in export where it is very easy for us to make invalid assumptions about what our customers really value and want from us and our products and services.
- We manage people performance poorly. By implementing some quite straightforward strategies to adjust the way we manage people we can achieve truly dramatic increases in productivity and capital utilisation.
- We are clever people, constantly inventing things, figuring out new ways to solve problems. Then typically we use those to drive down the cost of production. “We embed our clever intangible or intellectual assets in products that are often of lesser value.” By identifying our intellectual assets, managing and developing them, we can lower our risk profile and at the same time create new revenue and profit avenues.

Each of these strategies is within the reach of every manager, entrepreneur and owner and can be implemented without dramatic new investments – they are more about how we think about our management than how much money we spend.

### A Bonus:

The NZTE Management Capability Development Voucher scheme can provide most businesses with a 50% subsidy up to \$5,000 in any one year to put towards learning more about and implementing these strategies. Accessing the money is very straightforward – there are not even any application forms. The scheme is administered by the Marlborough Chamber of Commerce and General Manager Brian Dawson will be present to provide information on the programme and help businesses access the funding.

### Presenters:

#### Tony Smale

Tony is Forté Management's principal consultant. He is considered New Zealand's leader on the role that national culture (our Kiwi mindset) has on the business and economic outcomes we achieve. Tony is a highly experienced business and economic development practitioner across a broad range of businesses and organizations in both the private and public sectors. For the last five years he has been researching the question “*Why does a country as innovative as New Zealand produce such mediocre economic performance*” – or put another way “*Why do we have to work so long and hard to make ends meet?*” The answers to that question form the basis of this seminar.

#### Michelle Connor

Michelle is Fanselow Bell Human Resources' Blenheim Branch Manager and Recruitment Specialist. Michelle brings with her broad experience in People and Performance Management and an extensive working knowledge of Marlborough's key export industries. Prior to joining Fanselow Bell Michelle was Branch Manager for Aotearoa Seafoods.

#### Brian Dawson

Brian is the Marlborough Chamber of Commerce's General Manager. Brian has wide experience in banking, business ownership and management and business promotion and development.

### **What people say about Forté Management's work and seminars:**

#### ***"Excellent, relevant, timely and important"***

Peter Townsend, CEO, Canterbury Employers Chamber of Commerce.

#### ***"A different and great slant" and "My favourite presentation"***

Participants feedback, "Incite 2010" Christchurch.

#### ***"I thoroughly enjoyed yesterday's seminar and found you to be an excellent presenter"***

Unsolicited feedback, "Improving Performance Workshop" 2010 Blenheim.

#### ***"Thanks again for a really interesting talk!"***

Unsolicited feedback from media professional, "Thinking about how we think about innovation" Ministry of Research Science and Technology *Chatshop* 2010 Wellington.

#### ***"You did a great job at the conference. It was most appreciated."***

Unsolicited feedback, Chairman, Australasian Industrial Research Group, 2011, Melbourne, Australia.

#### ***"On behalf of SCNZ, I would like to offer my thanks for your superb contribution. My best wishes to you and Forté."***

Unsolicited Feedback, Conference Manager, Steel Construction NZ Inc, 2011, Wellington.

### **For more information on Forté Management and Fanselow Bell Human Resources go to:**

[www.forte-management.co.nz](http://www.forte-management.co.nz)

[www.fbhr.co.nz](http://www.fbhr.co.nz)