

connect

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connecting businesses with the library

Finding inspiration somewhere else

In business people often have to think outside the square or beyond their personal parameters for inspiration and new ideas. Ants Parder calls himself a futurist – he is one of those people who looks to the past to predict future trends and advises people on business rejuvenation. We examine his philosophy for business.

As a consultant psychologist, clinical hypnotherapist, sociologist, development facilitator and tutor with the New Zealand Institute of Management (NZIM) Canterbury Inc he is well equipped to see businesses in a way others don't. "There's a current lack of awareness in management and decision makers, which I think stems from losing the capacity to research and think of good ideas. Whether it's because people get caught up in the nitty gritty of day-to-day life or in their personal agendas, I'm not sure. But, people seem to lose it as soon as they leave an educational institution like high school," says Mr Parder. "People

need to look at the big picture. If we don't look at the big picture we will be victims of other people's destiny and where they want to take us."

The big 'T' word or terrorism according to Mr Parder has been around for a long time, it's only now that people have taken notice. The parameters have been there for years he says. "It's just that secular scientific education has been

ignored, instead there has been huge amounts of research money spent on funding applied research, not pure which would be far more useful to society. More money must be spent on science-based research – mathematics, engineering, physics, astronomy, chemistry, biology and psychology."

Mr Parder believes that unless people further their general knowledge and develop a quest for learning they become stagnant and unfulfilled and this transcends into their business or working life. "People will find new ideas and inspiration by flicking through books and magazines, that's where a library is so good. You don't have to buy any of the books, just browse through something – learn something new everyday, gain a new insight. I really do encourage people to read more often and visit the library – it's amazing what you might find. Or even wander down the street and notice new things around you.

"New ideas often come from coincidence – the power

of serendipity is so great. All major breakthroughs eventuated this way. The printing press was developed because Guttenburg was at a winery, probably drinking too much, when he saw the grape presses in action and



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Ants Parder

thought to himself that that method could work if he could impress words and ink onto paper – then no force could resist the power of the press. The x-ray wasn't invented because someone thought it would be great to see right through a human, it was a fluke, as was texting on cell phones. Text was a by-product of the phone, when people realised they could text further ideas followed. The photocopier wasn't invented because someone came up with a selenium plate, it was a development. We have to do irrelevant work to find those pearls."

It's important that people need to be look at all things around them says Mr Parder, they need to ask what did we get from that, what was really produced, where do we go now. "What has happened is that people are computer literate, but it has been at the expense of their creativity and general knowledge. For example sales reps in the plastics industry should ask themselves, how do you make plastic, why do polymers happen?"

It's these questions Mr Parder asks when he is asked to help businesses expand, increase productivity or cope with change. "Sometimes people don't want to hear what they need to, yet it is often what is needed to rejuvenate a company." He is often asked to see a business through a new set of eyes and envisage the future in a new way.

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Brent Cairns

Profiling a Christchurch Business: Brent Cairns – Naked Art
Named finalist in the Canterbury Champion awards
 “Over the last year I have attended a variety of workshops which proved to be most valuable in terms of providing me tools to make my business better ... whilst I had good skills in marketing, I learnt a great deal about other aspects of our business to ensure a greater profitability.”

Business development

The Canterbury Development Corporation (cdc) continues to attract new and existing businesses to their locally managed Enterprise Training Business Development Programme. The programme acts as the catalyst to assist businesses to reach their capacity, with new programmes and services developed to meet and anticipate the changing needs of Canterbury businesses and sectors.

Clients are encouraged to participate in a range of short, concise and specific workshops designed to equip them with ideas, knowledge and skills they can implement in their business. Workshops are typically three hours and are conducted in a classroom setting. They aim to create awareness amongst SME owners of actions they need to take – which may include seeking further professional training and/or advice.

Workshop content is developed locally, within national specification in the areas of: marketing, business planning, finance, managing resources and business systems. Our presenters are professionals, with real business experience. What is even more valuable is the one-on-one follow-up coaching. All workshop participants have access to a free one-on-one follow-up coaching session. This is your chance to implement what you have learnt in the workshop and apply it to your own business – simple!

What is the cost? The programme is fully funded by New Zealand Trade and Enterprise. The only investment required from you is your time.

For further information regarding the programme and workshops
 phone Nicky Leadley on ph (03) 378 0097 or visit
www.cdc.org.nz/main/chch_timetable/ or e-mail: training@cdc.org.nz



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Career development

➔ *Career comeback* by Bradley G. Richardson (650.14)

➔ *Careers and motherhood, challenges and choices: how to successfully manage your career through pregnancy, birth and motherhood* by Karen Mitchell (305.43)

Investments

➔ *Smart women, smart money: live the life you want* by Joan Baker (332.024)

➔ *The winning investment habits of Warren Buffett & George Soros: what you can learn from the world's richest investors* by Mark Tier (332.6)

Leadership

➔ *A manager's guide to leadership* by Mike Pedler, John Burgoyne and Tom Boydell (658.409)

Management

➔ *The book of the board: effective governance for non-profit organisations* by David Fishel (658.048)

➔ *Firm foundations 2002: a study of New Zealand business practices & performance* by Stephen Knuckey, Hayden Johnston with Colin Campbell-Hunt and others (658.4)

Marketing

➔ *Don't think pink: what really makes women buy—and how to increase your share of this crucial market* by Lisa Johnson and Andrea Learned (658.834)

Personnel management

➔ *The HR answer book: an indispensable guide for managers and human resources professionals* by Shawn Smith and Rebecca Mazin (658.3)

Sales promotion

➔ *The power of promotional products: how to motivate prospects, reward performance and create targeted promotions with residual value* by Maria Carlton and David Blaise; edited by Tonia Cook Kimbrough (658.82)

Selling

➔ *How I raised myself from failure to success in selling* by Frank Bettger (658.85)

Standards

➔ *Classification of hazardous areas: AS/NZS 2430.3.1 – 9: 2004*

➔ *Design of reinforced concrete masonry structures: NZS 4230: 2004*

Wireless LANs

➔ *The book of Wi-Fi: install, configure, and use 802.11b wireless networking* by John Ross (004.68)

➔ *Wi-fi toys: 15 cool wireless projects for home, office, and entertainment* by Mike Outmesguine (004.68)

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“It is not fair to ask of others what you are not willing to do yourself.”

Eleanor Roosevelt

IdeaVirus a new marketing approach

Connecting with customers demands a fresh approach from marketers writes the latest *NZ business* magazine. Customers are becoming immune to traditional sales methods, which can turn some people off. The new approach *NZ business* suggests, describes a way in which ideas can spread rapidly like a virus – if they have the right appeal and connect with individuals.

IdeaViruses are spread by one-to-one contact through personal networks. This means the process is driven by a permission-based philosophy rather than an intrusive philosophy, which spam and mainstream advertising often use.

All those one-to-one channels that spread gossip, news and cool ideas are capable of spreading IdeaViruses. Word of mouth, group encounters, texting, email,

electronic photo and video communications are all vehicles for passing on the message.

A classic example is a short video clip of a man fishing for salmon. He catches a salmon and as he reels it in a bear comes along, kicks him in the groin and runs off with the fish. At the bottom of the clip is a can of John West salmon. The clip lasts for a few seconds and is able to be sent by email. As a result millions of people passed on this humorous clip to friends – and the message was sent around the world for little cost – just video clip production.

For the full article look at the August copy of *NZ business*. Also in the magazine is an article about promotional gifts and give-ways to entice new customers.

Preventing employee theft

Homebizbuzz.com has an interesting article about employee theft saying that it comes in many guises. Misuse of company credit cards, stolen petty cash, personal photocopies, borrowing software or personal use of e-mail. Even the Prime Minister's office is not immune; a staff member stole \$193.00 from petty cash.

Most people don't set out to steal from your business – the professional fraudster aside. Personal circumstances and opportunity generally combine to provide the environment in which it happens.

One client discovered that his accounts clerk had pocketed money over a six-month period. Their goods were delivered on a COD basis, the accounts were in arrears and no reconciliation had been done for some months. The employee was deeply in debt and the cash proved too tempting. Initially she took a small amount intending to replace it when she was next paid. She was just as strapped for cash the next pay day and so she never replaced it. Her personal debt and the readily available cash combined with poor process controls provided the right environment. Most situations have included an employee with serious personal debt. Checking an applicant's credit history is easy as long as you have signed permission. Baycorp offers a low cost service.

It may not be practical to split functions between two or more people, but make sure accounts are reconciled regularly to mitigate loss and have dual signatories on cheques. Don't forget the petty cash.

Should it happen, talk to an expert and make sure you follow fair procedure. 'Instant dismissal' allows you to terminate employment without notice for serious misconduct but you can't fire someone on the spot! Many employers have found themselves at mediation because while they can prove misconduct they did not use the correct procedure.

Book review: Better than sex: how a whole generation got hooked on work

Helen Trinca and Catherine Fox

Despite its racy title, sex does not actually appear in this book, except by inference when the authors bemoan the lack of children amongst their target study group. Instead this book puts forward the controversial idea that work has become more important than family, friends and religion in the lives of modern corporate workers.

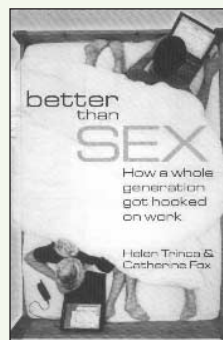
The authors look at various aspects of recent work history and culture, such as the hazards of leaving work before the boss. Their thoughts contain a healthy dose of feminist thinking and questioning, for example whether succeeding at work by working in the traditional male way is actually a win for women because of the lack of time available for family.

As you would expect for Australian authors the Australian working environment is the prime focus. Also this book restricts itself to studying those working for medium/large businesses or in large professional firms in the fields of law and advertising. This limits the focus and therefore there is a failure to acknowledge the large number of jobs and careers, including small business, that can be highly fulfilling without the type of work/life pressures that the authors discuss.

This book is technically well written and easy to read. Unfortunately the authors have tried so hard to be neutral in the presentation of their topic that the writing is often flat, lifeless and dispassionate – not living up to the expectations set by the title!

Hadrian Taylor
Computing Resource Centre

Reserve a copy of this book online
<http://library.christchurch.org.nz/Connect/>



www.homebizbuzz.co.nz/article.php3?ArticleID=905



<http://library.christchurch.org.nz/Resources/Business/Associations>



Business & professional associations

Christchurch City Libraries' Internet Gateway provides a list of relevant and authoritative websites. Each week we will look at a specific topic and review the range of websites offered. This week we have chosen business and professional associations.

In this section various associations can be chosen. From just a-i there were eleven associations including: agriculture, aquaculture and fishing, building and construction, chambers of commerce, computer associations, employers and manufacturers associations, finance and investment, forestry, horticulture, industry training organisations and insurance.

Links to various business, industry and professional organisations' websites can be browsed. This is a great opportunity to see what information is available from other associations/organisations and to gather new contacts. Business interests always cross to other businesses and it's important to know what is topical in their arena. Websites include: the Arbitrators' and Mediators' Institute of New Zealand Inc; the Book Publishers Association of New Zealand; Business NZ, which aims to represent the interests of New Zealand's employment and business sectors and promote business excellence. Business NZ was formed by the merger of the New Zealand Employers Federation and the New Zealand Manufacturers Federation.

Book review: The guide to successful business partnerships

Ian Brooks and Noel Davis

What a gem! Ian Brooks and Noel Davis leave no stone unturned as they pilot their readers from take off to landing, taking them through the intricacies of working a successful partnership.

The guide to successful business partnerships is reinforcing in content and basic in format. The strength in the book lies in the structure. From beginning to end Brooks and Davis capture an overall view of the essential ingredients required in any successful business partnership. The book is easily browsed and uses aphorisms effectively to reaffirm and highlight key points.

Whether you are considering a business partnership or are already involved in one, this text will guide you through the necessary steps to achieve a successful affiliation. From the outset the content is thought provoking. Each chapter builds on the last, covering key processes necessary to achieve a successful business partnership.

Ian Brooks is New Zealand's most published author on business management and Noel Davis was the 2003 winner of the Manufacturing and Distribution Entrepreneur of the year award. Combining their talents both authors pool a wealth of knowledge and experience to encourage their readers.

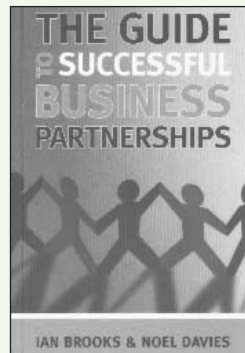
The guide to successful business partnerships is further complemented by the inclusion of appendices covering sample agreements, suggested house rules and a sample employment agreement. This easy to read, informative, and well-structured text is a useful resource for anyone striving to achieve a successful business partnership.

Sue Moore

Business Centre

Reserve this book online at

<http://library.christchurch.org.nz/Connect/>



“The roots of true achievement lie in the will to become the best that you can become.”

Harold Taylor

Book review: A bias for action: how effective managers harness their willpower, achieve results and stop wasting time

Heike Bruch and Sumantra Ghoshal

How many days have you had when you seem to have been busy every second, but end by having achieved little or nothing? In this book Bruch and Ghoshal describe the results of a study of managerial behaviour that spanned ten years. The key statistic is that only 10 percent of managers work purposefully to get important work done. The other 90 percent fall into one of three categories that squander their time in ways that may appear to be useful, but do not contribute in any real way to their main goals.

Fortunately the authors have some ideas for those who identify themselves in one

of the three non-purposeful categories. This is not a step-by-step programme, but a gathering together of observed solutions. Case studies illustrate problem behaviours and possible remedies, but Bruch and Ghoshal do not appear to advocate any specific action over another. Their emphasis is on finding one or two ideas that you can apply and going from there.

This book is about being active. It lays out practical alternatives for work patterns many of us are entrenched in and develops strategies for change. Not content with helping management to improve their productivity, the authors have devoted the second half of the book to ways in which managers can

lead people into new levels of effectiveness.

This does not look like an easy book to read, but it is in fact very down-to-earth. Some of the ideas may appear to be slightly too involved for the busy reader, but there are simple ones that can be used as well.

Kate Ogden

Business Centre

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