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## ReadThinkLearnLaugh

G'Day Dennis

This is the MAY issue already. What is happening? Stop world...

But then again, we both know it won't stop. All we can do is to try and stay on top of things. And I think this month's issue of RTLL will help you do just that.

Let me know if it does/did...

### READ

Actually, Dennis not 'read' so much as **check this out**:

1. [Brand new website](#), built personally without any outside help.
2. We have also created a [Youtube Channel](#). There are a handful of videos there, and more to come.
3. Boost Creativity: [7 Unusual Psychological Techniques](#)
4. Must watch: [A Collaborative animation](#)
5. His name is NICK - and that is all I will say. [Watch it](#) and then look at your own life.

### **BEST BLOG POSTS THIS MONTH:**

If you don't subscribe already, how about you check this out:

- [3 things about managing people that are the opposite of what you thought.](#)
- [Some stats that will scare you as a retailer](#)
- [Being different](#)
- [Re-defining customer service](#)

If you like it, subscribe via RSS or via email. Something as cool as the above, twice a week.

### **THINK: The First Step**

In this month's thinkpiece I don't to focus exclusively on retail/marketing, but something more important: Us and our Businesses and a vewry important **strategic first step** towards success.

I must start with a confession: I am usually very straightforward without careful regard for other people's feelings, or worse, without due consideration to the 'political' consequences of the answer. This can often be experienced as abrasive (as many of you would know).

I have always justified this approach; by (strangely) priding myself on my 'honesty'. So although it is a weakness that may hamper relationships, I did not *really* want to change it because I liked being seen as a straight shooter. It was part of my identity.

It is an ongoing journey, but I am learning to change. Slower than I'd like, but it is happening.

Sometimes I get asked questions to which I cannot truthfully answer. I have learned that the truth hurts, and

that no one loves you for it. But more importantly I have learned that my truth may actually just be me being perverse, and it is not really the 'truth'.

So I have learned to keep quiet. Not because I am smart enough to learn when to keep quiet, yet, deep down believing that I know better. I have really come to grips with the fact that I am wrong.

The reason why I am telling you this is because the same may apply to you and to your organisation.

Much like an alcoholic needs to start the recovery process with an admission of the fact that he/she is an alcoholic, so must we.

Figure out all the things that are wrong with you. Think about all the criticism that is leveled at you by colleagues and superiors, especially frequent criticisms.

THEN: Think through your response(s). Carefully evaluate your view/response to that criticism and evaluate it for all traces of 'justification'. Strip away all the reasons why you believe you behave in a certain way. Allow no excuse whatsoever and start from the premise that maybe it is true.

Try it on. Wear that truth for a while and feel how it fits. It may seem a bit tight or a bit loose, but gradually you may realise that it is actually perfect fit.

Then and only then can you begin the journey to recovery.

You don't really need a coach. You don't need someone to tell you the answer. You already know what needs to happen. It is up to you to choose to make it happen.

Is your company's response to the market a restructure? If sales decline, do you look at external environmental influences as the reason? Or do you admit that the product is no good and the competition has something better?

No improvement can start without that single step: THE FIRST STEP. And usually it is an admission of guilt.

But AFTER that, the sky is really the limit.

### **LEARN: This month I am still suggesting you [check out Dov](#).**

There is a wonderful comment from Russell, who owns a small window cleaning business, under Dov Gordon's Time Alchemy video. Clearly he has the vision and tenacity to take his business somewhere.

There's an important lesson in his comment.

Time Alchemy is chapter 3 of 4 in Dov's free series, "The Simple Secrets of Gordian Knot Management."

All chapters are free and no opt-in is required. The only exception is Chapter 2, which usually sells for \$149. Dov protects it behind a free registration. (After Wednesday, the price goes back to \$149. It's really worthwhile.)

The recording of Chapter 4, "The Critical 10% of Management Skills that Make You Look Brilliant 90% of the Time," is now online.

Above Chapter 4 you'll see links to all the other chapters.

Registration for The Alchemist Entrepreneur's Crash Course in Advanced Management Skills is now open. If you've benefited from any of Dov's ideas, take a serious look at the overview underneath Chapter 4.

And of course, we can continue to learn from each other.

Dennis:



Moonyeen:



So, Dennis , if you have a twitter page, let us know and we can connect...

## **RETAILSMARTRESULTS MEMBERS ONLY**

**The smart Master Students at University of Wollongong have uploaded many great white papers and contibuted to a blog on retail trends. Some interesting stuff [here...](#)**

### **Member-of-the-month: MARTYN LLOYD**

**Check out his profile. Check out his organisation. Can you maybe do business with him? Do you have something in common? Can you learn something from each other?**

All retailsmartresults group members can simply request information/ tool/ document from the admin team and if we don't have it, will find it for you.

## **LAUGH/ENJOY**

### **Prison Versus Work**

- In prison you spend the majority of your time in an 8' X 10' cell.
- At work you spend most of your time in a 6' X 8' cubicle.
- In prison you get three meals a day.
- At work you only get a break for one meal and you have to pay for it.
- In prison you get time off for good behaviour.
- At work you get rewarded for good behaviour with more work.
- In prison a guard opens and closes all the doors for you
- At work you must carry around a security card and open doors yourself.
- In prison you can watch TV and play games.
- At work you get fired for watching TV and playing games.
- In prison you get your own toilet.
- At work you have to share.
- In prison they allow your family and friends to visit.
- At work you cannot even speak to your family and friends on the phone.
- In prison all expenses are paid by taxpayers, with no work required.
- At work you pay expenses to go to work and they deduct taxes to pay for the prisoners.
- In prison you spend your time looking through bars from the inside wanting to get out.

- At work you spend most of your time wanting to get out and inside the bars.
- In prison you can join many programs, which you can leave at any time.
- At work there are some programs you can never get out of.

## PS: How about this!

If you enjoyed this issue of RTLL, why don't you ask us to do a funky newsletter for you, on behalf of your organisation?

We already do that quite successfully for some smart organisations, so you can get all the benefits without doing all the work.

The format and brand will be YOURS - and we simply pull it together and add relevant content as required. (We obviously specialise in organisations that do business with retail supply chain.)

We will write, edit, host, distribute and track everything on your behalf, as often as you like. It is probably more affordable than you think, and the value that it adds to your brand and your relationships are enormous.

If not you, Dennis, why don't you pass the offer on to someone who may benefit from this? Thanks in advance ;-)

That is it for May Dennis.

Take care & God bless.

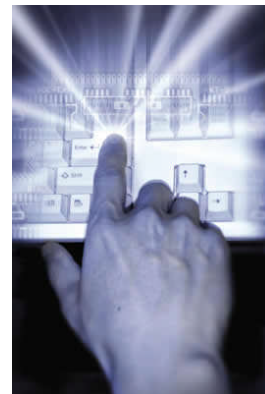
Dennis & Moonyeen

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