

The content in this preview is based on the last saved version of your email - any changes made to your email that have not been saved will not be shown in this preview.



ReadThinkLearnLaugh

Hi there Dennis

This is the June newsletter.

It is [211 days to Christmas](#) - as I write this. (Click on the link if you don't believe me.) I found the link by googling "how many days to Christmas".

Does that mean with the 24/7, ubiquitous internet we can also stop thinking? Or is that proof that you will find something useful on the internet - like this newsletter? Hope it is the latter ;-)

READ

These are the **5 best blog posts this month**. If you don't get anything out of these, I would be shattered...

1. [Sentences-paragraphs-and-chapters](#)
2. [Logic is our superstition](#)
3. [Csutremo Epxieecrn](#) (not a typo)
4. [Why you like Facebook more than porn](#)
5. [100 Retail concept stores](#)

Enjoy!

THINK: The Politics of Performance

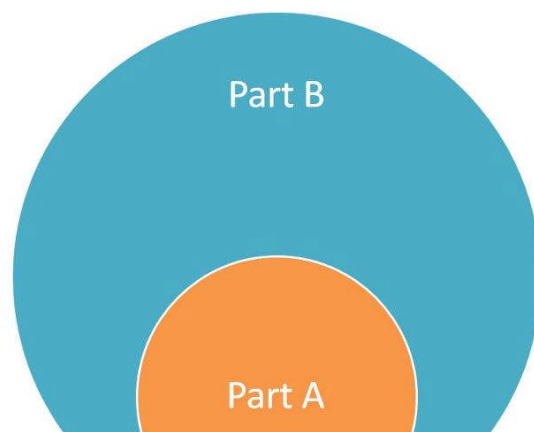
There are 2 parts to every job.

Part A: Doing the job. That is, the things that you do that you get paid for - producing results.

Part B: All the things you do to get the job done. That is, the politics of performing your job.

There three characteristics of all job roles that are universal:

1. *Part A does not tolerate a vacuum and in the absence of the external pressure of Part B, will naturally expand.*
2. *Both parts always exist in every job in an organisation larger than 1 person - it is just the size of each part that will vary.*



3. *Part B exerts pressure inwards to reduce the expansion of Part A and Part A exerts pressure outwards to minimise the impact of Part B.*

Many people say they like to just focus on getting the job done and have no time for politics - the Part B.

In many organisations, the Part B is much bigger than Part A. You would define those as bureaucratic or dysfunctional - depending on the type of organisation and how kind you are.

If you are legitimately interested in increasing your productive output - the Part A of your job, then you have two strategies that you can follow.

Option 1: You can choose to be inside Part A and push out (to increase the size of the bubble).

Option 2: Or you can be inside part B - and focus on removing the obstacles and pressure points that prevent Part A from naturally expanding.

Many people naturally will go for option 1. But the sad fact is that it is not effective. It is better for you to 'play the politics' necessary to buy you the space and time to perform Part A - option 2.

Ultimately you will get promoted on the size of Part A. But you cannot increase Part A - performance - if you do not balance that with a good dose of Part B - politics.

Sometimes you will hear employees complain that someone got promoted because of they 'just play politics'. Whilst occasionally this may be the case, the reality is that they probably outperformed the other candidates **because** they played some politics - and got more work done as a result.

The benefits of playing politics are that you get buy-in for your projects; it increases the understanding of the issues you face and gets people 'on side'.

LEARN 1: How people decide...

I am going to keep this short & sweet - but it is really worth chewing these observations over.

People don't decide, they react - then post-rationalise decisions with advantages and benefits.

When they try and justify their decisions, they take shortcuts:

- a. Whatever everybody else does (follow the crowd)
- b. Price is a shortcut for quality
- c. Scarcity is a shortcut for popularity

Survival instinct is the strongest motivator: find out how it manifests in your industry/ category. (Physical survival, survival of self concept, status survival and social survival etc.)

To buy stuff is a substitute for achievement, for feeling inferior, for feeling down, and doing other stuff that is more meaningful.

People are more strongly motivated by pain avoidance than by satisfaction and achievement. (Having 'no pain' is a good indicator of the likelihood of 'survival'.)

There are some really powerful insights here. How does it apply to you - and to your business?

LEARN 2: The 7 Commandments of Success

This list culled from Tom Peters (management consulting guru of the ages) Top 44.

1. Hammer on the basics
2. Focus on us, not the competition
3. All work is team work
4. Transparency
5. Decency!!!!!!!
6. Increase customer-service training
7. "Across the board" = Dumb

(To read the full list... [go here](#).) If Tom says so, it probably is...

RETAILSMARTRESULTS MEMBERS ONLY

Some more cool uploads this month. These eBooks are worth a read.

1. Tune Up Your Customer Focus
2. Adapting to the new retail market

Go [here](#) to find it...

Member-of-the-month: [JULIAN JOSEM](#). 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.

Or if you have something you want to share with 400 other retailers and retail professionals - send it through.

LAUGH

A man boarded a plane with six kids. After they got settled in their seats, a woman sitting across the aisle from him leaned over and asked, "Are all of those kids yours?"

He replied, "No, I work for a condom company. These are Customer Complaints."

And as a special bonus - two good time wasters:

- 101 Ways to create [humour at work](#)
- Harry - the guy behind [Principal Skinner](#) (if you don't know, don't ask)

That is it for this month Dennis . DV we'll be back in July.

Take care & God bless.

Dennis & Moonyeen

[Why don't we stay connected via Twitter too?]

Dennis:



Moonyeen:



PS: Want one for your customers?

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 the retail supply chain.)

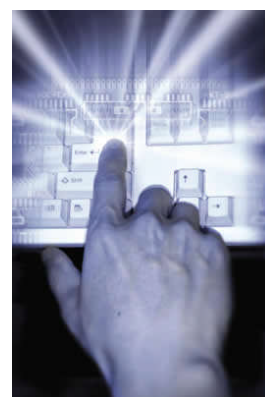
We will **write, edit, host, distribute** and **track** everything on your behalf, as often as you like. It is probably more affordable than you think, and the value that it adds to your brand and your relationships are enormous.

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

[Forward email](#)

[SafeUnsubscribe®](#)

This email was sent to dennis@ganador.com.au by dennis@ganador.com.au.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Creative Content

Email Marketing by



Ganador Management Solutions | PO Box 243 | Kiama | NSW | 2533 | Australia