

Life and Business Leadership Insight – July 03

"Your Extraordinary Responsibility as an Investor....."

Just last week I received an interesting letter in the mail from one of the major banks. The letter was introducing me to my new "relationship" manager whose role was to ensure that I had a continuing enjoyable experience with my bank.

I caught myself thinking... what did this say about the banks perception of its relationship with its clients and more importantly what has gone awry for a business to need such a person in the first place!

If you think about it most people perceive banks in a less than favourable light with most major banks struggling for credibility with many sections of society and furthermore, it is worth considering why....?

I think the reason most of us do not sit comfortably with banks is largely because of the enormous profits they make and the continual erosion of the customer support and service ethic which many years ago was recognized as a crucial ingredient for business success and growth and may just be coming back into favour....thank goodness.

So then who is to blame for this situation?

Well all large public companies must answer to their shareholders and the investors {see shareholders} in many cases drive the direction and focus of the company through the accountability of the board.

At this point it should now become clearer that the shareholders and what they value becomes the primary focus of the board and company operation.

In our own unique ways we are all investors in life and business experiences; all driven by what we value!

I sincerely trust that I will never need a "relationship manager" to help me rectify the perception of my business in the marketplace and secondly I will always choose my investments carefully so that they represent values espousing human integrity and development, environmental and social sustainability.

Of course I realise businesses need to make a profit and as an investor I enjoy seeing a return on my investment yet I also need to use my value system to ensure that the whole thing stacks up for more than the financial dividend I may receive.

What can you do? Start searching for more businesses that work on the triple bottom line principle: business profitability, social benefits and environmental sustainability.

And on a broader note you should ask...are your life and business values a gilt edged investment opportunity or something else that may need a "relationship" manager to put the right spin on it?

Richard

Performance Enhancing Substance:

"The best definition of insanity is doing the same thing over and over again and expecting the same outcome"

Anonymous

Performance Enhancing Reading Material:

"How to Gain an Extra Hour Every Day" Ray Josephs.

Harper Collins. 1992. ISBN 0 7225 2995 3

(An insight into how to master time and reap the benefits of increased efficiency)

Performance Enhancing Products:

Qty

Life & Business Leadership Tape #1	“Mastering Stress”	___ @ \$30.00
Life & Business Leadership CD #2	“How To Get What You Want”	___ @\$30.00
Life & Business Leadership CD #3	“Turning Distress Into Excitement”	___ @ \$30.00
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Performance Enhancing Public Seminars:

“Crocodiles not Waterlilies” Self-Leadership & Team Dynamics Program:

Next Program: (3 days)

- 21.8.03 (9.00am-5.00pm), 28.8.03 (9.00am-5.00pm) & 4.9.03 (9.00am-5.00pm)
- Investment for program: \$1100.00 (Inc Gst)

“How to Get What You Want” (Assertiveness Program):

Next Program: (2 days)

- 29.10.03 (9.00-5.00pm), 30.10.03 (9.00am-5.00pm)
- Investment for program: \$700.00 (Inc Gst)

“Toughness Training” (Stress Management):

Next Program: (1 day)

- 17.9.03 (9.00am-5.00pm)
- Investment for program: \$440.00 (Inc Gst)

The investment for the seminar includes all course notes and materials.

Venue:

Como Business Centre Boardroom
Level 19, Como Business Centre
644 Chapel Street
South Yarra. 3141

- Parking directly beneath building

These seminars as well as many others are available as in-house programs and in other locations by arrangement.

Please contact me direct on 0418177868 to book your place or via email on dayr@ocean.com.au

**Richard Day B.Ed; M.A.A.E.S.S.; APS
Professional Speaker, Life and Business Coach and Corporate Facilitator**

For more information and to preview Richard as a motivational speaker for you and your team please visit: www.richardday.com.au

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