

Lions legend lets everyone in on his tips for success ...

Why business is just like a game of footy

A FOOTY player is driven by the oft-envisioned dream of clutching a premiership cup in his hands.

The equivalent holy grail for a business person is not so cut and dried, according to Brisbane Lions legend-turned business mentor Alastair Lynch.

The 193-cm former full-forward was on the Coast last week to speak at an HR conference about maximising business performance through the workforce.

"I spoke about how strong leadership influences a group," he said.

"At the Lions, we were able to have that sustained success for long periods of time in a very competitive competition which was, by design, difficult to have long-term success with, due to salary caps and the draft.

"We had to get the most out of our group, even when we had to bring in a whole fresh bunch of new talent. We had to get everyone to buy into what we were after and get everyone to realise that it was not about individuals chasing their own glory or success, but it was about the premiership.

"And we wanted everyone to be part of a great side to achieve that goal together and



then the individual was rewarded.

"In whatever you do, if you are part of a successful organisation, the individual will be rewarded as a by-product."

Mr Lynch said a good leader was someone who had good communication skills, was consistent and who inspired the team to ascribe to team goals.

Brisbane-based re-engagement expert Karen Schmidt spoke at the same event, held at Sunshine Coast TAFE.

"I looked at managing a workforce across the generations, because there are four generations of people in the workforce right now: builders, Baby Boomers, Generation X and Generation Y," she said.

"I came up with the acronym FOCUS, which stands for flex-

ibility, open communication, creativity, understanding and strengths. If you get all those things

right, you will have a harmonious workplace."

She said many businesses had all four generations represented on their payroll at once.

"The most famous builder lost his job last year and was replaced by a Baby Boomer when Kevin Rudd took over from John Howard," Ms Schmidt said.

"The world and the social structure has changed and there is a clash between the old and the new.

"But it's not a fight, it's about how you see where each side is coming from and highlighting their strengths."



DREAM TEAM: Brisbane Lions legend-turned-business mentor Alastair Lynch, above, and, left, Karen Schmidt.

It's not what you know, but who you know in business



IT BYTES

Wayne Lawson

A PROJECT I am completing is aimed solely at building customers' email contact databases, so I thought I would share with you how this can be done without breaking any laws - remembering you have to be given permission to email marketing material to a company or individual.

So how do you get this permission? One way is to tread the traditional path of taking advantage of the work done by market research companies.

They already have well-established lists of people, obtained by surveying them regularly and capturing information about them. But these days they are also asking these people for their email addresses and explicit permission to contact them.

Using these lists, as marketers have for quite some time, you can legitimately send information on your products or services by renting a subset of contacts from this database. For example, you may want to target people who are over 30, earn more than \$50,000 a year and are interested in travel.

These criteria may give you 10,000 email addresses that you can now use to build your own list. The market research company will charge you to use this list, but for this charge it will send out your initial offer via their email systems.

The strategy is to create a legitimate offer such as a "Win one of Two" offer to attract interest and make people want to provide you with their details. This is best done via a landing page/survey that will ask them for their details to go into the draw, their permission to be contacted in the future and a few other questions relating to your products or services. Using this method - called a Double Opt In - you can start to build your own list of contacts to send information to on your products and service.

Wayne Lawson is managing director of Inhale Technologies. Ph: 5443 1764 or go to www.inhale.com.au

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