



AUTUMN EDITION 2009

# Stratigi.

CREATIVE MARKET EXPOSURE

## KIM'S COLUMN KEEPING IT **REAL**

WOW, WHAT A START WE'VE ALL HAD TO 2009!

LISTEN TO THE MEDIA AND THEY'LL TELL YOU WE'RE ALL ABOUT TO CLOSE OUR DOORS. YET EVERY DAY I'M MEETING WITH BUSINESS OWNERS WHO ARE TACKLING THIS ECONOMIC DOWNTURN HEAD-ON – AND THEIR BUSINESSES ARE RIDING OUT THE TOUGH TIMES JUST BRILLIANTLY.

In almost every case, it's the attitude of the business owners that makes the difference. First up, they're positive. They assume they'll not only survive this year, but grow their business and learn something from the challenges they meet along the way.

Secondly, they actively seek good advice and then act on the advice they receive. That can be hard – particularly when the advice is not what you want to hear! – but it's vital.

Advice can come from a business mentor and it can come from other business owners whom you trust and respect. You'll be amazed what gems land in your lap if you just take the time to ask successful business owners one question: "out of all your time in business, what is the one thing that you would say is crucial to success?"

Try it sometime... And if you get some really awesome responses, do me a favour and email them to [kim@stratigi.com](mailto:kim@stratigi.com). Business mentors need to hear good advice too!

Cheers, Kim

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## HAPPY NEW YEAR – **AGAIN!**

It's the start of a new financial year. Time to make sure your marketing and strategic goals are set and ready for action. Book an appointment with Stratigi today to look at:

- ▶ your marketing plan
- ▶ your advertising and promotional plans
- ▶ your brand strength and brand-building activities.

As a starting point, check out our website portfolio for some inspiration: [www.stratigi.com](http://www.stratigi.com)

Then call 07 859 2528 or email us: [info@stratigi.com](mailto:info@stratigi.com)

## SIX IN THE CITY PACIFIC EDITION!

ARE YOU A PACIFIC ISLAND  
BUSINESS OWNER?

DO YOU HAVE A STRONG  
PACIFIC CLIENT BASE?

Then this awesome event – sponsored



by Stratigi and Pacific  
Business Trust – is for you!

60 minutes, 6 outstanding  
speakers, all Pacific-specific.

And as a bonus, you get to witness Stratigi  
principal Kim Hill attempt to keep order as  
emcee! Limited spaces – book TODAY.

WHEN: Thursday 30 April

5.30pm for a 6pm start

WHERE: Waikato Stadium, Gate 6,

128 Seddon Road, Hamilton

RSVP: NOW to [events@stratigi.com](mailto:events@stratigi.com)





## MUSINGS ON MENTORING

Stratigi principal Kim Hill has years of experience as a business mentor contracted to Te Puni Kokiri and is always available for one-on-one mentoring sessions. These sessions can be structured to deal with a specific business issue or issues, or can just be informal 'sounding board' chats.

Should you include mentoring in your marketing spend? Here's what one business owner had to say about the value and benefits provided by mentoring:

"Kim Hill has worked with me over the past eight months as a business mentor as part of the Te Puni Kokiri business development programme. I have two businesses that are symbiotic to each other. Rata&Ruby is a range of kids' and womens' tees and hoodies made from organic cotton to my designs. Atamira is a fresh, eclectic design store in Raglan that kind of has something for everyone.

When I first met Kim I was struggling with the workload and financial pressures of starting a new business (two of them actually!) and trying to move forward without being swamped. Kim is a fantastic,

positive motivator and helped me become more organised in a holistic way. Over the time working with Kim I have noticed that I feel more balanced, calm and in control of my business instead of feeling like I'm swimming in it.

I ENJOYED KIM'S PERSONAL RELATIONSHIP AND VESTED TIME THAT SHE PUT INTO ME AND MY IDEAS, ALWAYS OFFERING POSITIVE FEEDBACK AND ENCOURAGING ME TO SEE ALL SIDES OF AN IDEA. ORGANISATION, PLANNING AND MARKETING ARE IMPORTANT INGREDIENTS FOR BUSINESS CLARITY AND SURVIVAL. WORKING OUT YOUR STRENGTHS AND BUILDING ON THOSE ARE TOOLS THAT KIM HELPED ME IMPLEMENT.

My creative side is crucial to the success of my businesses, so I need to have movement and inspiration. Kim helped me see that it is important for my business to acknowledge this and build that into my business needs/roles.

Kim also helped me develop a marketing plan and gave feedback on business plans – really valuable as they helped me focus on and build on my strengths.

It is great having the support and advice of someone who is in business too. Often, being self-employed, you can feel isolated and alone in your venture and having the added ear builds your own self-confidence in business decisions.

As I have moved through challenges Kim has been there to lend advice and provide expertise for tackling the next one. Our last discussion was on managing and motivating staff and daily operations to maintain a positive work environment.

I am sure I will continue to utilise Kim's time to continue growing my businesses and to feel things out before making major decisions. I really believe from my time with Kim that having a business mentor should be an essential part of business planning."

NADINE MEDDINGS-MALONE

Check out Nadine's awesome businesses at [www.atamira.co.nz](http://www.atamira.co.nz) [www.rataandruby.co.nz](http://www.rataandruby.co.nz)

"WE'RE NOT UNIQUE IN WHAT WE DO,  
BUT WE ARE UNIQUE IN HOW WE DO IT"

KIM HILL | MARKETING & COMMUNICATION SPECIALIST

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