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## Kim's column

Ah, the spirit of entrepreneurship - following your own path, decisive action and thinking, independence, goal setting and achievement! Apart from making for a great work ethic - what a great legacy to leave!

Over Christmas, I had the opportunity to witness first-hand how entrepreneurial traits can be handed down to kids early in their childhood! As all parents know - kids, for better or for worse, often emulate us.

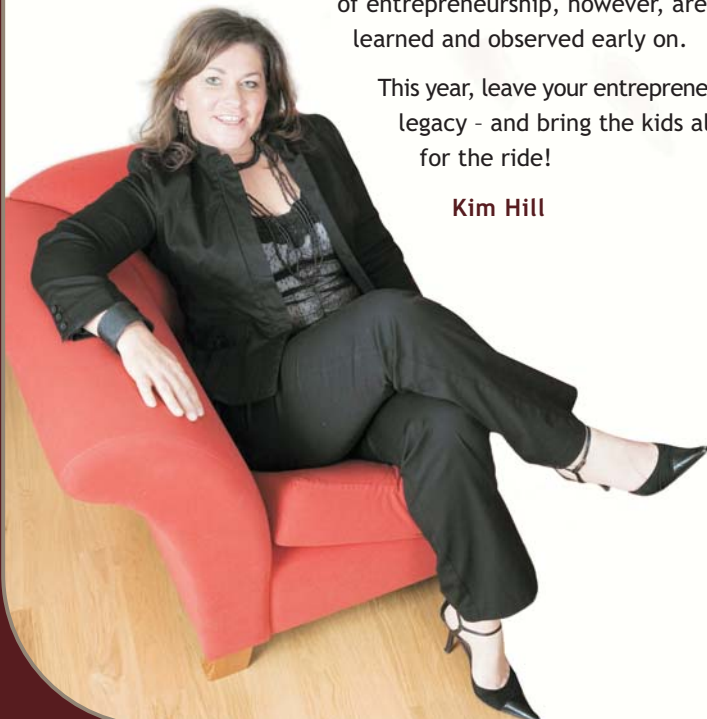
So when my 8 year old son decided he was going to make his fortune selling off a tree-full of Christmas plums, I shouldn't have been surprised that he formulated his idea, mapped out his strategy, organised his particulars such as price and product then set to work with a 'buddy' in tow to get dollars rolling in!

As the offspring of a marketing and business development consultant (mum) and experienced territory manager (dad), our boy certainly showed that work habits definitely do rub off. Over 5 hours, (excluding their production time the night prior), he made \$35.20 selling fresh plums and plum juice that he'd squeezed himself.

So if you want to grow yourself one fine budding entrepreneur - remember, show your kids and other young people the traits that make up entrepreneurship early on and see how they rub off! Strategies, tactics, communication skills, business knowledge - all these can be taught. The actual traits that sit at the heart of entrepreneurship, however, are learned and observed early on.

This year, leave your entrepreneurial legacy - and bring the kids along for the ride!

**Kim Hill**



## Beat off the 'back to work' blues!

Ahhh, they're almost gone...those lazy, hazy, crazy days of summer holidays together with the blissful long weekends and statutory days off that accompany the early weeks back at work. If you're or your staff are suffering from 'back to work' blues, send those blues packing with these tips!

- Depending on your work style either think about activities that will energize and engage you and your staff quickly and get you back into high gear OR exercise careful scheduling to ease into those first few days back in the 'hot seat'
- Having a more empowered mindset is a not a condition - it's a choice! Focus on what you like about your work and what you are grateful for!
- Going back to work needn't mean all work and no play! Build in some work-related activities that you and your team will look forward to - schedule a new year's team-bonding lunch or track down a colleague you've been wanting to network with for a catch-up.
- Don't become a victim of routine and work pressure! Commit to, plan and then take your next holiday - and ensure your staff do to! Holidays are a vital element of profitable businesses and lives because they allow you to recharge, reinvest in personal and professional relationships and help you come back to work refreshed and more productive.

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## A modern-day parable

“Hurrah!” say my husband and I to each other. “We are free for two days!” This is a joy that only parents can know - of course we love our children but we also love a break.

We hit the road to Taupo - keen to relax, enjoy some leisurely time out and indulge in a spa one that offers great pampering! Having selected one of the foremost resorts in Taupo, thanks to a brochure promising all manner of luxuries and tranquillity we called to book in immediately - our fingers itchy to use the good old visa - but there's no reply to our phone call.

Hmm - maybe they open at 10am we thought. After grabbing breakfast, all the while looking forward to our spa indulgence, we tried again - to find no answer and no answer phone.

The brochure - while making a great promise did not show us the opening hours.

Starting to feel a little frustrated but keen to enjoy this spa's offer we followed the map shown on the brochure - to find a spa that was still not open, had no hours on the sign and no hours on the door, not to mention no answer phone! We drove away - and won't be coming back.

Morale of the story: A great brochure is a powerful marketing tool - but it can work as powerfully against you if you have not remembered the basics!

They 'shall remain nameless' resort failed to deliver on its 'promise' customer experience - as a result, that resort will not have a second opportunity to keep its promise to us and most probably to others who hear of our experiences.

Brands and marketing collateral make promises to customers. A disconnection between your promise and your customers' experiences will erode trust and credibility.

Don't make the same mistake - let Stratigi assist you to develop your brand promise both externally and internally. We'll work with you to ensure that your customers enjoy the 'promise' experience.

**We are not unique in how what we do  
- but we are unique in how we do it!**

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14 February

## The day marketing proves it's worth!

Valentine's Day - without fail, every year this one day is the reason retailers and restaurants across the globe become filled to capacity with flowers, chocolates and all other manner of romantic fanfare. Millions of dollars are spent every year in the name of this time-honoured tradition whose history is shrouded in mystery. Why? It's all down to marketing and commercialism!

All those who doubt the power of marketing have a difficult job arguing against the driving force that has taken a tradition of both Christian and ancient Roman heritage and transformed this into one of the most significant gifting occasions in the world! Let's take a look at how marketing has hit its target more accurately than even Cupid could to make Valentine's Day a day that retailers love:

The day originates from the ancient Roman fertility festival of Lupercalia which was later recast as a Christian feast day and named St. Valentine's Day. Exactly which St. Valentine this day was intended to honour remains a mystery as at least three different saints named Valentine or Valentinus are recognised today - but what is certain is that this day's historic rites of fertility and feast are now enjoyed by retailers, restaurateurs and many other service providers around the world thanks to sustained and tactical marketing.

So if marketing can take age-old festivals and get these hitting the commercial boomtime in the 21st century, imagine what it could do for your business...