



Stratigi.

CREATIVE MARKET EXPOSURE

KIM'S COLUMN

POSITIVE ADDICTION!

TO DO LISTS ARE AN ESSENTIAL BUSINESS TOOL. HOWEVER, IT'S NOT JUST ABOUT WRITING UP THE LISTS AND KEEPING THEM UPDATED – IT'S ABOUT ACTION!

In order to get going each day and action the priorities identified on the To Do list, we require **Focus**. So what is it that gets you focused each day; that gets you going and builds momentum that inspires you to GET THINGS DONE?

For me it's coffee! And no, it's not actually the caffeine buzz that does it, although I admit I love a darn good strong coffee. It is the whole ritual of accessing the coffee that creates the buzz for me. I jump in my car and head to *Scotts* on Victoria Street (you owe me Dave!) and just love the banter with the guys there. Then I sit down with my latte, take an appraising look at my To Do list to ensure that my day is ordered in the smartest way,

make some calls and then off I go: focused, energetic and with my objectives for the day sharp and clear.

"In order to get going each day and action the priorities identified on the To Do list, we require FOCUS!"

Discover what it is that creates that buzz for **you** and develop it as a science! A morning walk, a daily inspirational, motivational message, or just a good strong cup of the dark aromatic brew.

Kim.



STRATIGI TIPS...

WORD OF MOUTH is still *the* most powerful form of advertising there is. It is an important part of the marketing mix – it comprises the inbound part of your marketing programme as it brings enquiries to your door. However inbound enquiries do not simply occur of their own accord.

REPEAT BUSINESS COMES AS A RESULT OF DOING THE GOOD WORK.

As we all know sometimes word of mouth of the wrong kind can be devastating, so we must ensure that we are really delivering the goods.



RECOMMENDATIONS AND REFERRALS come from existing clients talking to potential clients about the fact that you do excellent work or offer excellent facilities and services. The ideal situation occurs when a client, who was, after all, once a prospect, becomes a campaigner for you and your company.

MĀORI ECONOMIC DEVELOPMENT

One of the most exciting aspects of my business is working with Māori **economic development**. I contribute to the visioning, planning, implementation and development of new businesses run by Māori in the greater Waikato and have been so thrilled at the ongoing success of so many of these businesses.

It is so important that Māori take advantage of the initiatives and programmes that have been developed to support Māori economic development as when Māori do well, the whole nation does well. More and more Māori are getting involved in decision making and bringing about change. I am contracted to Te Puni Kokiri to assist in the process of establishing a robust base of Māori Business.



IN PROFILE: HAKAHIVA

HAKAHIVA LTD ORIGINALLY STEMMED from an idea to put together a stage show that would tour schools delivering a variety of positive messages to children through a uniquely Pasifika performance.

HakaHiva Ltd is all about 'Keeping Culture Alive'. It aims to build confidence and self esteem, develop a sense of belonging and positively contribute to academic achievement. We teach a range of Pacific Island songs and dances according to age, ability and objectives set by the school. We deliver a structured program that incorporates basic language use, history and background of items. Where possible we use specialist tutors for specific dances.

The success of my business to date has been primarily contributed to, by my business mentor Kim Hill of *Stratigi*.

Kim's personality accompanied by her skills, knowledge and experience, naturally supported my development and growth as a small business owner and budding entrepreneur.

Through the early stages when it was crucial to get the right advice and encouragement to press forward and make something real out of an idea, Kim was there.

The mentoring sessions with Kim were exactly what I needed at the time to get my business off the ground. With Kim's support I was able to focus on my priorities, set and accomplish realistic goals for myself and my business, develop good habits and build from a solid foundation from the beginning. My intention was to build the business to

a high standard, while maintaining the integrity of its aims, vision and goals.

Kim's greatest talent, in my experience, is her innate ability to help you to help yourself. It's an intrinsic part of her nature. Without telling you she leads you to draw your own conclusions and draw up your own plans for success according to your vision. Her infectious vitality and passion for life is motivating. I don't think you can put a price tag on that. Thank you Kim and the team at *Stratigi* for being such an inspiration to me and my business.

Kia Maniua.

Penny Grey *HakaHiva Ltd.*
www.hakahiva.co.nz



ALL A MATTER OF BALANCE

CLIENT PROFILE: FLETT'S ACCOUNTING SOLUTIONS

From the moment I considered starting my own firm, I contacted Kim to assist in every aspect of the strategic planning and roll-out of the new company, named by Kim as **Fletts Accounting Solutions**. Beginning with the company branding, Kim lead me through the entire process from brand conception to implementation through signage, primary stationary, uniforms, advertising campaigns and media coverage. All communication with existing and prospective clients regarding



my move to the new company and location was written and compiled by Kim's team and all brand design was handled by her designer, Paul Herbert.

Throughout the process, Kim has always consulted with my staff and involved them in the planning and strategic thinking. This ensures that there is a bridge between myself and my team.

Kim brings a fresh approach to our business and also enables us to keep our strategies clean, mean and focused. She has a unique ability to promote Chartered Accountancy as exciting and "fresh"

rather than the typical dry, boring and staid image that accounting firms have commonly had. Kim enables this by getting us to think 'outside the square'. Her modus operandi is very "down to earth" and she has the ability to perceive the core of our business ethics and what we seek to achieve. Her professional expertise keeps us on task and focused on the priorities of our business

It is my intention that Kim will definitely be involved in continuing to advise and mentor me as the business develops, and she will no doubt ensure that we keep to our business plans!

Alastair Flett *Fletts Accounting Solutions*
www.fletts.co.nz

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

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