



Stratigi.

CREATIVE MARKET EXPOSURE

KIM'S COLUMN

SOCIAL NETWORKING: THE PEAKS AND THE PITFALLS

WELCOME TO AUTUMN, WITH IT'S BALMY DAYS AND DARKER EVENINGS STEERING US RELUCTANTLY TOWARDS WINTER. IT IS THE SEASON OF CHANGE, AND ALSO A TIME TO REGROUP AND BUILD ON THOSE ALL IMPORTANT NETWORKS THAT WILL HELP YOU THROUGH UNTIL SPRING.

There is no doubt in anyone's mind that communicating and interacting via the Internet is here to stay. In recent research it has been revealed that social networking sites have become one of the most common ways in which businesses interact with clients.

The immense value of this user-friendly tool goes without saying: keeping clients informed and up-to-date with what is happening in your business, staying in touch on a daily, even hourly basis and reaching beyond current clientele to potential customers all have very positive implications.

But be aware as you stand gazing out at the vast view on the peaks of *Facebook*, *Twitter* and *LinkedIn*, that there are

dangerous valleys below. Due to the very fact that you can reach a wide and far-ranging audience, you need to be extremely circumspect about what appears on your page. And remember too that once it's out there, **it's out there!** There's no going back and even if your 'page administrator' has the ability to remove things, the damage is done.

So **set some rules** and give your employees clear guidelines about what should – and more importantly, what should **not** – appear on the company's page and then monitor it closely. Make sure that your online presence reflects your company policy and strategy; and avoid mixing your business profile with social and personal matters.

Use social networking merely as a business tool and not something to run your business by.

Make time to get away from the laptop and take time out to watch those leaves change colour!

Looking forward to a catch up and coffee.

Kim.



WHAT MAKES YOU SPECIAL?

JACK WELCH, THE FAMOUS CEO OF GENERAL ELECTRIC, ONCE SAID "IF YOU DON'T HAVE A COMPETITIVE ADVANTAGE – DON'T COMPETE."

This is an important mantra to have, both in personal and in business life.

With many New Zealand businesses, the only way they can compete is not through being bigger or cheaper than their competitors, but because they are innovative. Their innovation can take many forms, whether it is specialised know-how, edgy branding, appealing designs or products that just work better.

Naturally the competitive advantage they get from their innovation is eroded as soon as others are in a position to imitate them.

So, they must determine what it is that attracts customers or enables them to have an edge over their competitors.

Usually an intangible asset such as intellectual property gives a company the edge, and not surprisingly as intangible assets are worth around

80% of the value of a business.

Unfortunately, it can be difficult to identify and then capture these assets. However, fortunately, there are intellectual property strategists who can not only help businesses identify what makes them special but also advise how to capture it (whether through good systems, patents, design registrations or trade mark registrations) – and then make the most of it.

But first, think about it, what is **your edge?**

By Kate Wilson, Partner

James & Wells Intellectual Property



IN PROFILE: COSMOE

'LEVENE' – this is a name that was very familiar to Kiwis throughout New Zealand from 1941-2008. In

February 2008, Clive Moeke and David Commins who have a combined experience of over 70 years in the Paint and Decorating industry, bought the last remaining LEVENE store.

As they did not own the LEVENE name a decision was made to look for a new name, look and logo – in other words, to re-brand.

Whilst they had an idea about the image that they wanted, they needed someone to bring it all together. Clive went to Michelle Baker, Māori Business Facilitator for *Te Puni Kōkiri*, and she set them up with Kim Hill owner of *Stratigi*.

Clive says: *"JINGO'S! Talk about the "WOW" factor! Kim came to see us and before long – and after a few tweaks here and there – our brand new LOGO was born. The comments that we have received from our customers re: our new look has been tremendous. So to Kim and her design team at Stratigi – you Guys are awesome!"*

Who are we here for?

It's the people
"he tangata ! he Tangata ! he tangata!"

For your next paint and decorating project go and see see **Clive and Dave at Cosmoe, 51 Lake Road, Hamilton**
www.cosmoe.co.nz



1440 MINUTES A DAY

TIME IS ONE OF THOSE THINGS THAT CANNOT BE EXPANDED, BUT IT CAN BE MANAGED BETTER.

Everyone has 1440 minutes a day, some business people are better managers of time than others. Business people need to allocate the number of hours per day that they are prepared to spend at work and then prioritise how they are going to spend that time.

We all know that time is one of our most valuable resources but in our busy business lives the question we keep asking ourselves is how can we get more of it.

We talk about saving time and finding more time when in fact, this is impossible! It's really a matter of spending time.

How you spend your time will determine how productive you are. *You never put off tasks that you don't like? Are you in control of your day? Do you maintain a*

diary? Do you see enough of your family? If you answered "no" to any of these questions then you may have a time management problem.

Here are seven simple tips to help you with your time management issues:

- 1. Establish daily and weekly priority goals/to do list.** Plus, mark off the task when completed and periodically prepare a log sheet of the amount of time you have spent on various tasks.
- 2. Control the telephone and emails,** do not allow them to control you. Perhaps you should have messages taken during the day and have time allocations to respond to telephone calls and emails.
- 3. All meetings should have an agenda,** a time limit and make sure someone takes minutes, or that you debrief actions from the meeting so outcomes are successfully achieved.
- 4. Have a 'quiet period' each day** so that you can use the 'quality time' to plan your business.
- 5. Consider and analyse those persons or tasks that cause you to waste time.** Can you change your management style to overcome these time wasters?
- 6. Prioritise tasks.** Make sure that you have high priority (*done today*), medium priority (*done by a specified date*) and low priority (*no defined date*). Be firm but polite in avoiding tasks that are not your responsibility so that you complete your tasks first.
- 7. Delegate, delegate, delegate.** The biggest problem with most small businesses and professionals is a failure on the part of the management, senior, or the owner to effectively delegate but wanting to be involved in all tasks. Forget it. Your time is more important dealing with visionary and customer growth issues!

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

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