

Mr Darren Pereira
Leadership Coach
Leadership Management Australia
0413 615 862
10th December, 2001

Dear Darren

I wanted to take this opportunity to give you some feedback on the Effective Personal Productivity Course I have been participating in.

Before starting the course I was of the opinion that it was more psychologically focused – i.e. that it was a course designed to give me a positive mental attitude. I found it to be exactly this, plus a considerable amount more.

My achievements have been of great benefit to me personally and also to Harvey Norman Moorabbin. I was not as focused on high payoff activities as I should have been. I was guilty of procrastination and lack of self discipline in completing tasks during my day to day management activities involving the running of Harvey Norman Moorabbin Computer Superstore.

I especially found beneficial the prioritising of the right amount of time to the right job. This has saved me two hours per week to focus on more important tasks. Delegating the right jobs to the right people has saved me another hour. Having a small 10 minute meeting with the salespeople and operations people to clarify what my expectations of them were has been quite beneficial and has almost completely stopped the everyday “silly questions” that I was getting.

The time that I have saved has allowed me to focus on High Payoff Activities. The most dramatic improvement has been to allow me to focus on increasing Flexirent Sales because of the extra time I have been able to dedicate to growing the business. The number of Flexirents have increased by 42% for the month (November). We have increased our dollar turnover by \$45000.00 in this area, making a difference to the business, profit wise, of over \$7000.00 for the month of November compared to the month of October. It could be potentially more than this as the sales were converted from Finance Sales, which cost us a minimum of 6% of every sale in profit.

I have also had more time to devote to the merchandising of the store, giving it a more welcoming atmosphere. This has been done through making sure there is sound in most of the areas to draw customers in, making sure that the computer screens can be seen from the front of the store and that they are not “blank” but have something moving on them at all times, making sure that the speaker section is “pumping” to try and capture every sale opportunity possible. We have tastefully added posters to the ceiling to create added atmosphere.

HARVEY NORMAN COMPUTER SUPERSTORE -MOORABBIN

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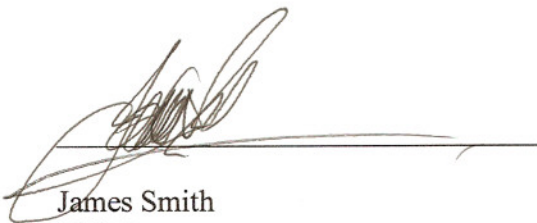
On a more personal note I have benefited from the course at home by setting myself goals and working towards them. This has not only made a difference to me with my goal setting but by improving my quality of life. The small amount of time I have dedicated to a walk with my wife has allowed us more time to talk about our days, plan for our future and tell each other our dreams.

I am now much more committed to reaching my goals, which have crystallised in my mind allowing me to drive towards them. My goal of becoming a Franchisee within the Harvey Norman organization will be realised. I don't mean that boastfully, but that I will work on every aspect of my approach to the business until people will be screaming "Give James a store". I will drive towards my personal goals with the same zeal and zest.

I would like to thank you for your personal input into my development during the 6 week course. You have been positive, helpful, inciteful and have helped me to grow in many of the areas which I had been unaware were stopping my development as an effective manager. The tapes will be played on a regular basis over the coming months to make sure that the good work and results we have achieved will not be lost and that I will continue to look at being more effective in my management role, that I continue to look for opportunities to improve my systems, grow the business by maximising sales, maximise the profit and get the most from my team by knowing and understanding them more.

I would recommend the Effective Personal Productivity course to anyone wanting to grow and improve their performance. The lessons are ones you can learn from and utilise for the rest of your life.

Yours Sincerely,



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