



DATE FOR YOUR DIARIES



LUNCH WITH PM & AGM

Join us for lunch and a keynote address from Prime Minister John Key, midday on Wednesday, 2 September at North Harbour Stadium, followed by our AGM. Watch out for more details in the August issue of FYI but please keep this date free in your diaries.

Green light for CCTV cameras

North Shore City Council has approved the installation of a network of CCTV cameras at seven key locations (see below) within the North Harbour Industrial Estate.

Once complete, you can view interactive webcam feeds on www.nhba.org.nz and check the traffic conditions in real time.

Watch out for the upcoming launch of our “look before you leave” campaign.

The North Harbour TED (Transport Efficiency District) Committee has also adopted the following two projects for the coming year.

CONTACT DATABASE

We’re now creating a contact database of travellers (employees) to deliver important alerts on traffic conditions using text (SMS) on mobile phones.

In the next issue of FYI we’ll tell you about an initiative to encourage workers in the area to register on the database as the most up-to-date way to get transport information.

INTERACTIVE MAP

We’re also working with local suppliers to develop

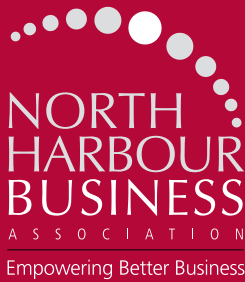
THE CAMERAS WILL BE INSTALLED AT THESE INTERSECTIONS:

- Rosedale Road / Bush Road
- Albany Highway / Rosedale Road
- Albany Highway / Bush Road
- Upper Harbour Highway / Paul Matthews Road
- Paul Matthews Road / Bush Road
- Apollo Drive / Rosedale Road
- Tawa Drive / Rosedale Road

an interactive map on www.nhba.org.nz which will allow you to access traffic information on everything from public transport to parking.

Work is also under way to investigate a web-based car pooling scheme to encourage sharing rides to and from work, and establish a guaranteed ride home programme.

● For more information please visit: www.nhba.org.nz



Who are we?

We represent the interests of businesses in the North Harbour industrial area by encouraging business and employment growth through initiatives such as crime prevention, transport management, seminars, training and networking events.

We work closely with North Shore City Council and various government agencies, advocating for infrastructural improvements such as security and safety, transport, technology, utilities and street signage.

Our website www.nhba.org.nz hosts a wealth of information including a local business directory, links to traffic cams, local health services, education facilities and bus timetables.

The case for membership

As a member of the North Harbour Business Association you will also receive the following benefits:

- Bi-monthly newsletter circulated to more than 2000 business leaders
- Regular email updates containing topical information
- Free enhanced listing in the website directory.
- Free business improvement training seminars and networking events including CEO Breakfast (see pages 6&7)
- A dedicated security patrol
- Access to the BizWatch security alert system
- Discounted website and newsletter advertising rates
- Entitlement to attend and vote at the AGM and Special Meetings.

Membership for businesses within the BID area is free; for those businesses outside the BID area who wish to become Associate members, there is an annual subscription of \$250. Join online now at www.nhba.org.nz/membership

North Harbour Business Association Inc
PO Box 303 126, North Harbour
www.nhba.org.nz

Progress ▶▶ from TED to TBAP

Last month Gray and I presented our NHBA submission to North Shore City Council's (NSCC) City Plan (Long Term Council Community Plan). We focused on transport management and economic development, and received both a good hearing from councillors and, subsequently, good news.

Highlighting the pending introduction of CCTV cameras [see previous page], we spoke of the successful establishment of our Transport Efficiency District (TED) Committee, involving not only our local council and business community, but also the Auckland Regional Transport Authority (ARTA) and the NZ Transport Agency (NZTA, formerly Transit NZ).

With a three-year business plan in place, we were delighted to hear councillors confirm that many of our suggested transport initiatives are either being implemented or have been added to investigations already under way.

We pressed for other local roading improvements and stressed our support for the Enterprise North Shore-led Targeted Business Attraction Programme (TBAP).

Happily, we can report that NSCC has now allocated \$200,000 for TBAP in the coming financial year having heeded the calls from local enterprises.

Gray and I met recently with NZTA's Regional Director Wayne McDonald and are pleased that NZTA, together with NSCC, will undertake a study on the future form and function of Upper Harbour Highway and the connections into our estate. Scheduled to be completed by the end of the year, funding will need to be allocated for implementation of the study's recommendations.

NHBA is a key stakeholder and we will keep you posted through FYI.

As you will read on page 6, we had a great turnout at the CEO Breakfast earlier this month featuring guest speaker Rod Oram.

At our next forum, league legend Graham Lowe will address us on everything from sport to fatherhood. Please check out page 7 for more details of this networking event.

I hope to see you there if not before.

All the very best,
Gary Holmes | General Manager



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June 2009

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From the Chairman

The future of Auckland governance is, as expected, creating much interest and discussion.

The recent introduction of legislation and the announcement of the high-powered transition agency team mean it will go ahead at pace.

We now have to ensure that, as a business community, we make our voices heard and will benefit from the change.

The creation of a single council, while bringing challenges, also offers opportunities.

With substantial investments over the past decade, North Shore is generally recognised as having good infrastructure such as roading and telecommunications, and with a readily available skilled workforce. North Harbour is probably the best placed commercial area on the Shore to benefit.

North Harbour is one of the faster growing commercial areas anywhere across Auckland or the country. Our growth over the last ten years has been significant and the area will continue to be an important employment hub.

We have carefully built a solid base as a business association over the past year.

We are at a point now where we can make a quantum leap forward to position ourselves for the Super City – but we need buy in and support from all businesses to make this happen.

NHBA has a vision that our business area can be the location of choice for Auckland business.

North Harbour can evolve as a forward-looking and sustainable location for a diverse range of high quality commercial and industrial business activities.

I look forward to working with you all to make this happen.

Gray Pearson | Chairman

“We also want to be sure we are helping to create and support a first class local business community.”



Meet Pamela Peryman: the 'go-to' lady

Pamela's areas of responsibility include marketing, fund raising, communications and community relations.

Now in its 36th year and with a roll of more than 1650 students, Kristin has built an enviable reputation as a progressive and innovative school.

As current and past Kristin students make their mark locally and internationally, this independent school also continues to make a name for itself worldwide.

Kristin's distinctive advertising can be seen in various media from advertising campaigns, brand marketing, magazines, website, events, philanthropic activity, sponsorship and fund raising.

As the 'go-to' lady, Pamela has completed several successful fund raising projects, including a 200-seat theatre and, more recently, an international standard hockey turf.

An aquatic and fitness centre is next on her list. However, building school pride and community spirit remain her highest priority.

“We are all very proud of the school Kristin has become – the first classroom was built in the middle of an apple orchard on this site in 1978.

“Kristin is one of the oldest and largest employers in the area, this is very much our community,” she says.

The role of board member with the North Harbour Business Association is important to Pamela.

“As a school responsible for educating our graduates to the highest possible standard, we also want to be sure we are helping to create and support a first class local business community which will be attractive to our leavers both now and in the future,” she says.

WORKS: In Albany as Director of School Relations at Kristin School.

LIVES: In Takapuna with husband Mark and children Sophie and David.

ENJOYS: Summer sailing, travel, a glass of wine and a good book.



Improving cash flow when times are tight

While every business will experience cash flow problems from time to time or urgently need working capital, the ongoing economic downturn forces all businesses to focus on ways to improve their cash flow.

This information is provided by Alex Lancaster, pictured, a specialist in debtor finance at Albany-based BNZ Partners.

This article is intended as a general discussion only. The views expressed are his own and do not necessarily represent those of the Bank of New Zealand, its related entities, or NHBA.

Alex Lancaster can be contacted on 415 3947 or email Alexander_Lancaster@bnz.co.nz



There are many ways to achieve this, including:

- tightening up on the accounts receivables process
- getting invoices out promptly
- following up when invoices fall behind
- Improving customer service and considering discounting for prompt payment of invoices will also help.

Close management of customer accounts will help your cash flow, but it is only one side of the equation. In tough times you also need to review funding to the business.

If you've been solely reliant on traditional forms of funding – overdraft or a bank loan – now is the time to consider alternatives with significant power to free-up cash flow to the business.

DEBTOR FINANCING, ALSO KNOWN AS INVOICE DISCOUNTING, IS ONE SUCH PRODUCT

Offered by BNZ Partners, the benefit of the facility is that it provides lending to businesses even where there is a slowing down in the debtors collection cycle.

The facility allows customers to be advanced the majority of the invoice value the day after it is generated, so they're not overly impacted by the slowing collection cycle. The facility is suitable if your business has annual credit sales of over \$2m. A minimum facility amount of \$200,000 applies.

Debtor financing suits any business that deals with a 'sell and forget' type product.

From my experience there are many North Shore importing and wholesale businesses suited to this form of financing.

Where a number of these businesses continue to outperform the market, debtor finance can provide the extra cash they need for business expansion – especially where that cash may not be readily available from other, more traditional sources.

Crucially, in the current economic environment, debtor finance avoids the need to secure business lending against personal assets, such as your home.

ANOTHER ALTERNATIVE SOURCE OF FUNDING IS STOCK FINANCE

A constant issue for New Zealand businesses is how to fund finished product.

Traditionally, banks provide finance through an overdraft facility – or a charge on a personal asset.

By contrast, Stock Finance finances up to 70 per cent of stock value without the need to secure against a personal asset. The facility is suitable if your business has annual credit sales in excess of \$3m and involved in importing and wholesaling business to business, or manufacturing. A minimum facility amount of \$300,000 applies.

Combining the two BNZ Partners facilities can provide up to 40 per cent more cash than a traditional overdraft facility – at a similar cost – while providing a flexible trade cycle solution and keeping your cash flow position strong.

The success of BNZ Partners rests on our team having a thorough understanding of your business and the sector in which you operate.

Even in a recession there are good businesses looking to finance opportunities and Our Partners team on the North Shore is well placed to provide funding for quality initiatives.

If your current banker doesn't provide a tailored solution for your business needs or isn't prepared to back a good opportunity then start looking at the alternatives, including speaking to BNZ Partners.

- BNZ lending criteria, establishment, purchasing and stock finance fees apply.

Upcoming WHK Seminars

Effective branding – how to stand out

Wednesday 8 July, 9am – 12.30am

Most goods and services all look the same. Effective branding enables you to make your product or service stand out above the rest. This workshop will help you to build a world class brand.

Course content includes:

- What is branding?
- What should your brand stand for?
- The eight rules of branding, and how to apply them in your business.

Effective budgeting and cash flow planning

Thursday 23 July, 9am – 12.30pm

Without clear financial budgets and cash flow projections many business fail to reach their goals. Inadequate cash flow is one of the major constraints to business growth, and a common reason for business failure. This workshop aims to provide practical techniques in budgeting and managing cash flows.

WHAT IS THE COST?

This programme is fully funded through New Zealand Trade and Enterprise for those businesses selected to participate.

WHO IS ELIGIBLE?

You must be the business owner or manager and your business – including sole traders and freelancers – must:

- Be currently trading
- Employ fewer than 50 full-time* staff (*Full time = 30 hours or more per week)

Note – Charities, trusts and non-profit organisations are, unfortunately, ineligible.

HOW DO I APPLY?

If you're interested please contact WHK Business Growth on 968 8555 or info@enterprisetraining.co.nz and mention you're a NHBA member.

This starts the registration process, which will include a 15 minute online business assessment. Once completed you will not have to go through this process again should you seek future training. You'll learn more once you've applied.

- For more information please visit: www.nhba.org.nz/training

Limited Appointments:
FREE
consultation with leading business advisory and chartered accountancy firm



WHEN: Wednesday 29 July, 9am – 12.30pm
WHERE: WHK Gosling Chapman, North Shore Office
COST: No fee – but limited appointments available (valued at \$350).

Power through the year ahead

To show support for the North Harbour Business Association, Catriona Knapp, pictured, Principal at WHK Gosling Chapman, has set aside 29 July to meet with business owners and managers for a one-on-one consultation at her North Shore offices.

This is an opportunity to discuss the fundamental aspects of a business that needs increased attention in a shrinking economic environment and what strategies you can implement to stay afloat. Book your one-hour appointment today via kathryn.robertson@whkgoslingchapman.com.

Appointments are available from 9am and will be allocated on a first come, first served basis. We will be in touch to confirm your appointment.

ABOUT CATRIONA

A Principal at WHK Gosling Chapman, Catriona has 12 years' business advisory and chartered accountancy experience and leads the firm's award-winning training and consulting division.

Catriona has worked with organisations ranging from those in their start-up phase, through to multi-national and corporate companies with extensive experience in the service, property and agriculture sectors.

During her work in Geneva, Switzerland she was involved in group financial reporting and merger transactions.

Catriona has also worked with Advanced Business Education Limited assisting with the delivery of the NZ Institute of Chartered Accountants Professional Competency Programme.

Events well attended

Respected business journalist and commentator Rod Oram, pictured below, gave NHBA members a perceptive insight on the 2009 Budget at the CEO Breakfast earlier this month.



“We have the choice between shrinking or growing... New Zealand will be what we make it.”



And the winner was...

Christine Sinko of Moxey Aitken Broadbent, Chartered Accountants, centre, who won return flights for two to Australia by attending the 2 June CEO Breakfast, courtesy of event sponsor Mondo Travel.

For Christine it was the first time in her life she had ever won anything. Flying Emirates, she has the choice of three cities – Sydney, Brisbane and Melbourne – to visit anytime in the next 12 months.

Mondo Travel Managing Director Digby Lawley, left, and NHBA Chairman Gray Pearson presented Christine with her tickets.

Arresting after fives...

The After 5 function held at the North Shore Policing Centre in late April was also well attended, with more than 60 visiting the local cop shop.



Area Commander Les Patterson and North Shore Intel Supervisor Vinnie Steenkamp spoke with NHBA members as they took the guided ‘special mystery’ tour.

The 20 May event held at Flight Centre Business Travel (FCBT) saw more than 50 local business people treated to fine international cuisine and presentations from the “Captain” Eden Stevenson and FCBT partners Singapore Airlines, Avis, the Langham Hotel and Total Holiday Options.



After 5 function @ Sealegs

DATE: Wednesday, 22 July

TIME: 5pm - 7pm

VENUE: Sealegs International, 233 Bush Rd.

What’s got three wheels, two engines, an aluminium hull and can travel on land and water? Come along to the After 5 function at Sealegs and find out.

North Harbour-based Sealegs is the world’s largest manufacturer of amphibious boats. Using patented technology, the boats drive on land and, at the push of a button, are swiftly transformed into high speed powerboats on the water.

RSVP to gm@nhba.org.nz or phone 968 2222 by Monday 20 July.

● For more information please visit www.nhba.org.nz/events or www.sealegs.com



Date: Thursday, 30 July
 Time: 7am – 8.30am
 Venue: President's Room, Harbour Function Centre,
 North Harbour Stadium



Lowie – the legend and his legacy

Graham Lowe, pictured, has forged a reputation as a rugby league icon, a motivator, communicator, and team and personal developer. His personal tribulations have added a further dimension to his remarkable story – one that has wide appeal.

Showcase talent!

Contact NHBA General Manager Gary Holmes on gm@nhba.org.nz for more information on how you can sponsor upcoming networking events and raise your corporate profile to those that matter most: your neighbouring enterprises.

Graham is admired for his honesty and integrity. He earned respect for his achievements as a coach in the toughest rugby league competitions in the world.

New Zealand has seen Graham Lowe develop from a coaching tyro at club level in Auckland's southern suburbs, to the successful mentor of the national team and then the guiding hand behind some of the most famous rugby league clubs in the world, such as Manly and Wigan. He was invited to coach the Queensland state of origin team with which he achieved extraordinary success alongside the likes of fellow icons, Wally Lewis, Mal Meninga and Allan Langer.

In recognition of his contribution to New Zealand, in 1986 Graham was awarded the Queen's Service Medal for services to the community and was also the subject of a *This is Your Life* programme in 1993.

His personal challenges have added a further dimension to his remarkable story that continues to resonate throughout the community. The major health problems Graham has suffered – and the way he has dealt with them – have branded him at a personal level.

There have been two biographies published so far. The first, in 1986, was *Lowe and Behold* written by Richard Becht and *Dreams Die Hard*, by Martine Rule, was published three years later.

He recently wrote a book about fatherhood called *Me & My Little Blokes*, published and released by Random House – with a heartfelt message that will be a must-read for all fathers. Graham has also been a regular columnist with the *New Zealand Herald*.

He incorporates aspects of both personal and professional experiences into his presentations. These reflect the true nature of the man – hard-hitting, down-to-earth, yet compassionate, realistic and results-driven.

● The breakfast forum is free for all NHBA members. Limited to one free attendee per member company. The cost for additional attendees or non-NHBA members is \$25p/p. RSVP to gm@nhba.org.nz or phone 968 2222 by Tuesday, 28 July. For more information please visit www.nhba.org.nz/events



Meet Louise Corcoran — Skeleton Racer

Auckland-born 29 year-old, Louise, works in the North Harbour area for the Golf Gym and trains at Mairangi Bay's Millennium Institute and Paradise ice skating rink in Waitakere.

The only Auckland-based Winter Olympian, Louise was the highest ranked woman on NZ's 2006 squad, finishing 12th at Torino.

She has represented this country in 68 international competitions so far, including five world championships, the 2005 World University Games and winning two gold medals at last year's 2008 America's Cup series while taking out the overall title of 2008 America's Cup Champion.



It all began for Louise in 1999 when she noticed four words in a *Sunday Star Times* article: "adventurous kiwi women wanted".

This had to be me, she thought, as she pored over the article on the adrenaline-filled extreme sport of skeleton racing. All she knew was that these full-on athletes sped down the bobsleigh track head first on their stomachs.

Louise then contacted 1993 world champion skeleton racer Bruce Sandford from Hamilton and, after their talk, she was hooked. It would mark the start of a meteoric ascent in a sport that is, ironically, all about rapid descent.

So with little knowledge of the sport, she headed to Canada to give it a go. After a five-day crash course at the Calgary Olympic Park, Louise was a qualified international skeleton racer. She entered her first international race the following weekend, representing New Zealand.

It has not all been smooth running for this Olympian. In true Kiwi O.E. fashion she slept on floors, hitched rides, borrowed speed suits and sleds, and made it happen. Foreign athletes and officials ensured she was looked after and made it to each of the following races.

Despite not having a coach or her own sled Louise's progress was surprisingly fast. Three months after her first ever run she first represented New Zealand in the Park City World Cup in January 2001.

So why does she keep on racing even after she had fractured her own skeleton in the most dangerous way?

A brave competitor, Louise broke her neck at the 2002 Challenge Cup trying to qualify for that year's Olympics but got back up, finished the run and raced again the following day.

"All it takes is one beautiful run, when it all clicks, when you feel like you and your sled are one and you're on an absolute natural high," she says.

SPONSORSHIP OPPORTUNITY

NHBA is proud to help Louise sustain her career. We support her in her efforts to secure corporate sponsorship from local companies which would benefit from international exposure in North America, Europe and Asia.

- Please contact gm@nhba.org.nz for more information on this rare opportunity.

What is Skeleton Racing?

In the century-old Olympic sport of skeleton racing the athlete descends the bobsleigh track head first, their chin and toes only millimetres from the ice. While balancing on an aerodynamic, rectangular steel and fibreglass sled, athletes gain top speeds of up to 130kph.

Skeleton is one of the world's fastest moving and rapidly expanding high performance sports. The G forces endured compare to those experienced by jet pilots.

With Olympic quality competition, sportsmanship and stunning winter resort venues, there is huge public interest and international media exposure.

Skeleton was re-introduced to the 2002 Winter Olympics in Salt Lake City as a full medal sport after a 52 year absence.





“All it takes is one beautiful run, when it all clicks, when you feel like you and your sled are one and you’re on an absolute natural high.”



First and foremost the Golf Gym is a ‘practice’ facility, but it is also a learning facility where members have access to PGA Coaching at heavily discounted rates.

Members can also attend up to 9 free Golf Clinics per week, focusing on driving, iron play, short game, beginners and ladies clinic.

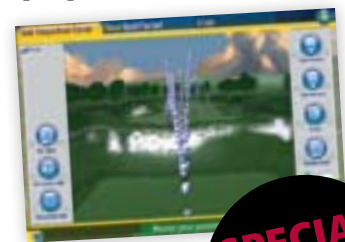
Incorporating all aspects of golf from tee to green, including the full swing, short game, chipping and putting, the Golf Gym also offers a fitness and conditioning studio. “GolfFIT” is part of every golfer’s training programme.

The Golf Gym introduces the most sophisticated technologies available in golf such as the Doppler Radar System which tracks your golf ball flight using technology first developed for ballistic missile tracking

The Golf Gym currently has only the one location in North Harbour but is looking to franchise throughout New Zealand and Australia.

Currently in final stage negotiations with an Australian operator, it has recently agreed to manage the prestigious Nanshan International

Golf School which has the world’s largest golf course (275 holes)



SPECIAL OFFER
TO NHBA MEMBERS

BASIC MEMBERSHIP:

\$39 per month
(normally \$49 per month)

ULTIMATE MEMBERSHIP:

\$59 per month
(normally \$69 per month) includes a monthly 45 min PGA lesson.

These are based on signing up for a 12-month membership.

PLUS for each NHBA member or employee of an NHBA company who joins, we will **DONATE \$30** to **LOUISE CORCORAN** to help her get to the Winter Olympics.

North Shore now crystal clear

The North Shore has some of the highest quality images in the country on Google Earth's virtual world, showing the city's beauty in high definition.

Google Earth is a program designed to map the entire globe with images obtained from satellites, aerial photography and GIS (Geographic Information Systems) data. These images are accessible to the public and widely used by businesses worldwide.

Last year, North Shore City Council approached Google Earth to offer up-to-date, high resolution aerial images and terrain information that would enhance images of the city.

Through its data donation service, the city's images were sent to the United States where they were updated for free. The new crystal clear images went live in late May.



Pictured: The border between Rodney and North Shore shows the difference in image clarity.

COMING SOON

Ramp metering

On-ramp signals along the northern motorway (SH1) will be switched on this month.

New Zealand Transport Agency (NZTA) Regional Director Wayne McDonald says it will start with the northbound ramps from Esmonde Road to Northcote Road, Tristram Avenue and Upper Harbour Highway.

The southbound on-ramp signals from Oteha Valley Road, Greville Road to Esmonde Road will be switched on progressively in September.

The agency is working closely with North Shore City Council to manage and assist traffic flows on the approaches to the on-ramps.

NZTA's Project Director Peter McCombs says the ramp metering will smooth entry flow onto the motorway and a bus priority lane will operate at Upper Harbour (northbound), while managed priority lanes for trucks, buses and carpool

vehicles will feature at Greville Road and Constellation Drive southbound on-ramps.

The system includes continuous measurement and active monitoring of traffic movement throughout the area, including nearby intersections and adjoining main roads (arterials).

Should delays and queues build up at any ramp, the system automatically increases the discharge rate to compensate and adjusts flow rates at other ramps.

The \$9.3m project aims to improve flows and motorway safety while enabling more consistent speeds, safer merging and more predictable travel times.

Peter McCombs will address our North Harbour Transport Efficiency District Committee meeting later this month.



SPECIAL OFFER
for NHBA members:
Parrot Mini Kit Slim
\$199
Normally \$229



Stay connected and safe



Are you aware of the proposed law banning the use of hand-held mobile phones while driving a vehicle? If not, you should be – and here's why.

DigitalMobile
www.digitalmobile.co.nz

The biggest danger of mobile phones is their apparently innocent and widespread use behind the wheel of a moving vehicle. Between 2002 and 2007 there were 411 injury crashes and 26 fatal crashes where the use of mobile phones or other telecommunications devices were identified as a contributing factor.

In a car, mobile phone use is a part of a much bigger driver distraction issue. In 2006, driver distraction was identified as a contributing factor in 11 per cent of all crashes, with a total social cost of \$300m.

The Digital Mobile range of bluetooth car kits and headsets are designed to meet proposed law changes involving a choice of hands-free driving solutions.

The law change is expected to come into effect this year and covers the use of handheld mobiles and PDAs such as blackberry devices while driving.

The proposed penalty is a fine of \$50 and 25 demerit points, with a three-month suspension if you get 100 or more demerit points within two years.

Digital Mobile has a range of hands-free kits and headsets including the Parrot MKi range

• Please contact Isaac Curry of Digital Mobile Albany Corporate on 969 1230, 021 911 113 or isaacc@digitalmobile.co.nz for all inquiries and to take advantage of the special price for the Parrot Mini Kit Slim.

The Parrot MkiSystem

The Parrot MkiSystem* has a wireless remote control which can be positioned on the steering wheel or dashboard and allows the driver to control all the functions. In addition to conventional telephony functions – pick up, hang up, dual calls – the Parrot MKi series boasts cutting edge telephony functions: automatic phonebook synchronisation, training free multi-speaker voice recognition, speech synthesis of the names in the phonebook, contact management (up to 2000 per phone) and call records. Its screen displays the phonebook, caller ID, phone information and user settings.

NOTE – the 'MiniKit' is NOT the same as the Parrot MKi system featured above.



Parrot Mini Kit Slim



~~\$229.00~~ **\$199**
for NHBA members

- 15 hours talk time
- 20 days standby
- Sleek, compact and elegant design.
- Intelligent phone book synchronisation
- Text to speech technology
- NCT flat speaker technology gives stunning crystal clear audio
- Advanced parrot nr3 noise reduction and AEC-2 echo cancellation



Courage[©]

By Charles Donoghue, APS, FNZIM



People who show courage are still faced with the fear, but they don't let it paralyse them. People who lack courage, give into fear – which strengthens the fear.

CHARLES DONOGHUE is a performance psychology coach and behavioural consultant and is the author of several books, inspirational audios and DVDs.

This article does not necessarily reflect the views of the North Harbour Business Association or its membership.

When you avoid facing a fear and then feel relieved, this acts as a psychological reward and will make you more likely to avoid facing it again. The more you avoid taking action, the more paralysed you'll feel about taking actions in the future.

STEPPING OUT

Perhaps like many others, you were taught to avoid taking chances.

“DON'T CLIMB THAT TREE – IT'S DANGEROUS”

This philosophy causes you to live reactively, and instead of stepping out and trying something different and seeing what you are capable of, you keep on doing the same routine, even though it doesn't offer fulfillment.

Popular wisdom dictates that you accept your lot in life, and make the best of it.

“GO WITH THE FLOW”

Your only hope is that the currents of life will pull you in a favourable direction.

GRASP A NEW LIFE

Courage means the ability to face fears and reach out to grasp the new and exciting life awaiting you.

Abandon your fear of failure, loneliness, public speaking or approaching people.

Yes, even fear of success, which is your birthright.

When you constantly live with limiting beliefs, you rationalise your behaviour:

- “I've got a family to support and can't take risks”
- “I'm past the age for taking chances”
- “If I were younger, it might be different”
- “I don't have the brains: I never did well at school”

You have been programmed to believe what you believe by your late teens, but no one can tell you what you can't do tomorrow once you change your belief system.

Unfortunately, as you age you become philosophical about your limitations and fears.

The only option available for you then is to live out the remainder of your years as contently as possible, and wait for your internment, where you'll finally achieve total safety and security.

You have choices. Deep within the psyche of every person lives the 'other you.' As you get older, you hear this inner voice which says: “something's not right, you have a brain and you're intelligent, so why are you not achieving more from life?”

WALK BOLDLY

Inaction breeds doubt and fear; action breeds confidence and courage.

If you want to conquer fear, stop thinking about it. Take action.

Why not acknowledge the fact that you have fears or limitations as the first step to correcting the situation?

When you take affirmative action, you will discover the real you and your enormous potential to become anything you want.

Positive thinking is meaningless unless accompanied with a powerful belief (expectation), and this can only be accomplished by programming your brain on a daily basis.

- Find out why people from all over the world are booking into Charles' online coaching programme. Visit www.donoghuedynamics.com for details.



CONTACT US:

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