



One important platform which the company utilises to teach children about safety is the Electrical Safety in Schools program. This is a free service provided by Aurora Energy to educate Tasmania's children about electrical dangers, and aims to reduce the risks of electrical incidents and prevent tragic accidents. This program is available to all primary-school children across the state and involves presentations by trained electrical experts which range from 40 minutes to one hour. An interactive and educational experience, the program teaches children about electricity and its benefits while also teaching about electrical dangers.

Aurora Energy is also involved in a range of other supportive initiatives for the Tasmanian community, which Wayne reports is

extensive. "Aside from the sessions we run in schools, which we have dedicated resources set aside for, Aurora supports a range of community and not-for-profit groups across Tasmania."

The company's sponsorships include:

- TasDance
- Tasmanian Theatre Company
- Terrapin Puppet Theatre
- Australian Export Awards (Tasmanian division)
- Tasmanian State Training Authority
- Aurora Stadium at York Park
- Aurora Sports Stadium
- Aurora Footy in Schools program
- Aurora Basketball in Schools program
- Tasmanian Little Athletics Association
- Aurora Netball League
- Asthma Tasmania
- Australian Lung Foundation
- Sustainable Living Tasmania
- Tasmanian Environmental Awards for Excellence.

In addition to Aurora's strong community involvement, the company also has a solid dedication to environmental sustainability. "Aurora employs a number of people in key areas of the business to ensure we comply

with environmental guidelines and legislation," notes Wayne. "We carefully evaluate our impact on the environment prior to all projects undertaken."

With a strong track record in providing excellent service and support to the people of Tasmania, Aurora Energy is dedicated to continuing its growth and success and will continue to utilise its power for the benefit of the community. "Aurora Energy has grown and diversified over the last few years, and we recently commissioned a new gas-fired power station in the north of the state," concludes Wayne. "We are managing the roll-out of the federal government's National Broadband Network initiative across Tasmania. In addition to this, we have implemented a WireAlert device that detects the presence of a broken neutral conductor, which is currently being marketed across Tasmania and the world, with all patents held by Aurora." ●



BY CHARLES MARCUS

How to Motivate, Lead and Retain Your Team

THE ENVIRONMENT YOU CREATE WILL BE CRITICAL TO YOUR SUCCESS IN WINNING THE IMMINENT TALENT WAR.

▲ A talent shortage within the manufacturing sector is looming. When you combine growth forecasts within the sector with retirement statistics, it is predicted that annual employment demand in the sector will be between 5 and 10 per cent, depending on the country. The law of supply and demand points to the inevitability of a war for talent. This means keeping the great employees that you have, and creating an environment where new candidates want to join your organisation – which is becoming increasingly important and critical to success.

Here are some things you will want to ensure to make a difference, retain the people you want, and attract the best.

1 • It starts with you! You, as the leader, set the tone. They say that enthusiasm is contagious, so you need to show your passion and commitment every day. Your employees look to you. They are watching and observing every word you say and how you behave. Get out of your office, let them see you, show them you understand their world. ►

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2. Hire the right people. Often leaders think that all it takes is the right skills, but that is not the case. Hiring the right people involves knowing what mindset is required and using that in your selection process. Skills can generally be acquired, but attitude can't.

3. Be crystal clear about what is expected. People want to know how they impact the organisation and how they can succeed. Have a contract/agreement in place the moment you hire a new employee, so that it is clear what is expected of them and what your responsibilities are also. Leave nothing open to misinterpretation.

4. Have a true open-door policy. Open door is more than simply keeping your office door open. Open door is about listening, learning and guiding. Your people have to know that they can feel comfortable coming to you if there is a problem, concern or idea. There is a story involving a global toothpaste brand. Late one evening, the top thinkers in the organisation were working on a new plan that was going to turn around some negative results. The story goes that one of the cleaning crew happened to overhear and asked if he could make a suggestion. They listened, and implemented his suggestion. This idea saved the company a lot of money. Everyone has ideas, and you never know where the next great one is going to come from.

5. Create a terrific working environment. "You are only as good as your people." Would you agree with that statement? I hope so. People perform better for people they like and respect. If you give your team the tools and the environment to succeed, you will receive tenfold in results. Better still, ask them what they need so they can excel. In today's world, intimidation, shouting and bullying tactics do not work. If this is your approach, you may get compliance but never commitment or loyalty. Treat them well, involve them, be fair, and they will deliver.

6. Reward, value and celebrate. We all know that you have to provide people a fair and competitive compensation package in order to attract the best people and talent; however, it takes more than money to motivate and retain them. Retention comes through recognition and praise. Underestimate this to your peril. Acknowledge individual as well as team success. People want their contribution to be recognised and appreciated. Do this well and your employees become advocates for your organisation.

7. Provide a career path. Your people want more than a job today. They want to grow, learn and develop. This means that the next step needs to be clear. As new opportunities come up in your organisation, look inside first. Who, within your organisation, could rise to the new challenge? Who might benefit from the growth opportunity? When you promote from within, you are sending out a strong, clear message that there are exciting future opportunities for individuals with your organisation.

8. Grow your people. Do you see education and development as an investment or as an expense? I hope you answered 'investment'. Vidal Sassoon once said, "If you think education is expensive, try ignorance." Now, he may have been thinking about formal education, but in today's employment market, training and development is critical to attracting and retaining the right talent, and also ensuring that people are growing with your organisation and applying their new knowledge on the job. It is a win-win.

9. Have regular, efficient meetings. People do want to stay in touch and know what is going on. Regular, focused meetings with a plan of action are good; they can deliver important information, build team morale, help eliminate office gossip and a toxic environment. Have an agenda, and keep it as short and focused as possible. Do not bore people. Less is more here. Make sure the agenda involves two-way communication. Share what you need to and give your team an opportunity to voice their opinions, share their success stories and concerns. Learn to do less talking and more listening.

10. Know your people. People are motivated one at a time. Be proactive in learning what motivates each of them. Don't make an assumption that what drives you will drive them with equal passion. Find out what is important to each of them and use this to drive their passion.

11. Be ready to make the tough decisions. Sometimes leadership is about making tough decisions and pushing

people to take a step from where they may want to go, to where they need to go. This will not always be popular, and it will be painful for some, but your role as a leader is to do what is right for the organisation but always with a compassionate heart. Be firm but fair, respectful and consistent with everyone. They will appreciate it.

12. Challenge them. Develop a culture of excellence and high standards in your organisation. Challenge them to get to the next performance level. And while we want to celebrate successes, it is equally important not to rest on our laurels. There is always a new mountain to climb. When you stay in a Ritz Carlton hotel, you expect and get the very best in quality and service. When you buy a Mercedes-Benz car, you expect and know it's going to be of a superior standard and design. When you fly with Singapore Airlines, you know it's going to be an exceptional and carefree experience. How does your company stack up?

13. Back your people all the way. I would argue that the vast majority of people come to work every day to try to do a good job and to make a difference.

People will make mistakes or screw up, but most people want to succeed. How you support them in this is critical.

High performance and organisational success is assured by having the right people focused on the right things, clear about the outcomes the organisation counts on them for, holding themselves accountable for these outcomes, and knowing how they can make a difference.

Manage to the mission, not to the numbers. Look beyond the numbers to the person. The rest will follow.



Charles Marcus is a business-savvy motivational speaker, success strategist, and best-selling author. His client list includes such internationally recognised names as American Express, Hilton International, Mercedes-Benz, McDonald's Corporation, Schneider Electric, Northrop Grumman, and Special Olympics. He has a proven track record of making a difference in individuals and teams globally and inspiring them to higher performance and success.

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