

# What Business Are We Really In?

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# What business are you in?

- Cartography
- Spatial Science
- Map Publishing
- Guide Publishing
- Retail
- Distribution
- Globe Production
- GIS
- Travel
- Wholesale

How many people do you deal with  
on a daily/weekly basis?

# We are involved with:

- Family
- Friends
- Customers
- Suppliers
- Staff
- Contractors
- Managers
- Employees
- Employers
- Cleaners
- Production
- Sales Staff
- Accountants
- Receptionists etc etc.

Is there anybody in the room who  
doesn't deal with people on a daily  
basis?

There is one common denominator  
in everything we do and that is...  
people!!!

We are all in the people  
business!

The key to our success in life and  
business is how we deal with people.

Someone once said to  
me...

"You will never be successful in  
business, because you are too nice."

I am determined to prove them  
wrong.

**I'm not going to be too  
nice!!**

# No seriously

Being nice and being successful don't have to be mutually exclusive.

# Your attitude is the key to dealing with people.

- View life with endless joy.
- Radiate Happiness
- Always think the best of people.
- Don't focus on negatives.
- Always recall every success.

# Andrew Carnegie said

“It marks a big step in your development, when you realise that other people can help you do a better job than you can do by yourself (after all you can't whistle a symphony; it takes an orchestra).

Your future is connected to certain people. Without them, your destiny will be incomplete.”

If you're humble enough to accept that, your possibilities are endless.

**“Leaders get results  
through people.”**

**Patricia Fripp**

*Former President*

*National Speakers' Association*

“Leadership is practised not  
so much in words as in  
attitude and in actions.  
What you manage in business  
is people.”

**Harold Geneen**

*C.E.O*

*ITT*

**“Consumers are  
statistics. Customers are  
people.”**

**Stanley Marcus**  
*Chairman Emeritus*  
*Neiman-Marcus*

“Unless you’re going to be  
a violinist or something,  
your success will...depend  
on other people”

**William G. McGowan**

*Founder and Former  
Chairman*

*MCI Communications Corp.*

“[Hire] outstanding  
people...If [there is] a  
secret weapon, that is  
it.”

**James Henderson**

*C.E.O*

*Cummins Engine*

“Success or failure [of a business] depends on the attitudes of the employess.”

**Donald Keough**

*Former President*

*Coca-Cola*

“When [people] work in a place that cares about them, they contribute a lot more than ‘duty’.”

**Dennis Hayes**

*C.E.O*

*Hayes Microcomputer Products, Inc.*

**“All great companies  
have been built by  
individuals.”**

**Rupert Murdoch**

*Chairman*

*News Corporation*

“If [you] treat [your] employees correctly, they’ll treat the customers right. And if customers are treated right, they’ll come back.”

**J.W. Marriott Jr.**

*Chairman*

*Marriott Corporation*

“Motivate [your people],  
train them, care about  
them, and make winners  
out of them.”

**J.W. (Bill) Marriott Jr.**

*Chairman*

*Marriott Corporation*

**“People come before  
product. First things  
first.”**

**Richard M. DeVos**

*Cofounder*

*Amway Corporation*

**“People don’t care how  
much you know until  
they know how much  
you care.”**

**John C Maxwell**

**“Always make others feel  
needed, important and  
appreciated and they’ll  
return the same to you.”**

**John C Maxwell**



LETS TALK ABOUT THE  
LEADERSHIP OF  
PEOPLE

What does it mean to be a leader?

# Leader

- Being the leader is not important.
- Being part of the team is more important.
- Focus on the success of the team.
- Everyone works for the common good of the team.

# To be successful you need:

- A commitment to others.
- A covenant to perform.
- Everyone must buy into the common goal.
- Other people to help you reach your potential.

# Pooling Skills

- No one skill is more important than another.
- Ultimately an individual reaches their potential when combined with other skills.

# An Air Force Ace Pilot needs:

- Plane designers
- Engineers
- Ground Control
- Navigator

# A Cartographer needs:

- Researchers
- Customers/a need for the map
- Computer designers
- Computer programmers
- Production assistance

All of these are people!

We are in the people business!

To be a leader you must be a  
servant.

# A leader at times has to get their hands dirty.

- Know what it's like at the coal face.
- Listen to what ideas comes from the people closest to the problem.
- Be seen to be at close quarters so you can inspire, motivate and win your people to the cause.

# The three B's of leadership:

- Be a leader
- Be yourself
- Believe in yourself.

- Wilson Whineray  
*All Black Captain*

# Maori Proverb:

What is the greatest resource?

“He tangata  
He tangata  
He tangata”

It is people, it is people, it is people.

What business are we  
in?

**WE ARE IN THE  
PEOPLE BUSINESS**

Thank-you for being a  
great audience

You are wonderful people.