



Janelle Johnston

PEOPLE POTENTIAL

RECRUITMENT AND TRAINING SOLUTIONS

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Welcome to our May edition of the People Potential Recruitment and Training Solutions newsletter for 2006.

I hope that Easter trade was fantastic for you all and that you enjoyed all of those yummy chocolate eggs.

This month's newsletter will focus on information in regards to how to **Get that Job** together with our services that will help to increase your sales in your business and motivate your people.

Enjoy our interview with our dynamic retailer of the month, **Colleen Callander**, who is the **Retail Operations Manager of Sportsgirl**.

Look forward to catching up with you all soon.

Happy retailing!

Janelle Johnston

www.peoplepotential.com.au

Interview of the month

Name: Colleen Callander

Position: Retail Operations Manager

Company: Sportsgirl



1. Tell me about your background and how you got into retail.

I started at Just Jeans as a part-timer and progressed to Victorian State Manager within my 10 year career with the company. Sportsgirl approached me to work for them and I jumped at the chance to work with a fashion Icon. 6 years down the track and I am now Retail Operations Manager of 102 stores and loving it.

2. What do you think makes a good retailer?

A good retailer is a leader not a follower.

3. Can you describe Sportsgirl's culture?

First, Fashion and most of all Fun!!!

4. What do you look for when recruiting new staff into your business?

Drive, energy and passion. It has never necessarily been about finding people with retail or fashion experience. It has always been about their energy levels, can do attitude and passion for people and customer service.

5. How do you feel retail has changed over the years?

It has become increasingly competitive. It is no longer just about selling frocks but about selling an experience and having a connection with your brand.

6. What key elements do you feel are important to be personally successful?

My philosophy has always been to have open and honest communication and to treat others the way you want to be treated.

7. Being a mother of three and in a Senior position, how do you manage work and life balance?

It's all about working hard and playing hard!! My children don't know any different. I have always been a working mum so that's all they know. It works for us. I am a big believer that if you want things to be too hard in life they will be, but if you want things to work and you have a positive attitude, they will.

8. What is the biggest lesson you have learnt in how to reach career success?

Mistakes are great as you learn from them ... however, they are only great if you make them once!!

9. Who is a mentor or someone that has inspired you?

Craig Kimberly the founder of Just Jeans has been the most inspirational person I have ever worked with. He had a way of making everyone feel special and valued, no matter what position you held in the company. This is something I try to do in my everyday working life.

10. Any final advice for people who are looking for a successful career in retail?

Go for it!! Believe in yourself and everyone else will believe in you also!!!

IN THIS ISSUE

- Welcome
- Interview with a top retailer
- Tips on how to Get that Job
- VIP Referral System
- Special events

WHATS NEW

Janelle Johnston has started a new network in Geelong called **Business Growth Network**. The team in the committee are business owners from various sectors committed to superior customer service. Visit their blog <http://businessgrowthnetwork.blogspot.com> for more information.

EVENTS

Community Voice Conference
June 23—24 2006 Corio Bay Senior College. This conference will have motivational speakers and workplace information. Janelle Johnston will be a key speaker so don't forget to go up and say hello. More information to follow. **Free admission.**

Want a motivational speaker for your conference?

Contact us for a FREE brochure
marketing@peoplepotential.com.au



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How to Get that Job

Here are our 3 quick tips this month to getting the job of your dreams.

- Cover letter—Make sure that your cover letter is relevant to the role and that you have researched the companies website to add in specific information that will relate to the reader. I often get letters addressed to someone else and with completely different roles requested. Not a good start.
- Dynamic Resume—Ensure that you have a dynamic resume that will stand out. This resume must highlight your experience that is relevant to the role. Your resume must not have any spelling mistakes and all contact details need to be added. Your birth date, marital status or nationality is not relevant and should not be included.
- Mobile phones and e-mail addresses are a great way to contact potential employees. Please keep in mind however how you are represented by these. An e-mail address with lazyme.com might be humorous but it does not send a professional or positive message to an employer. If you also have a comical message on your mobile, this may be great if you are wanting to work at the Comedy Festival but otherwise go for a professional approach.

Stay tuned for some more great tips in our June edition.

VIP Referral Program

People Potential Recruitment and Training Solutions respects the valuable contribution of the recommendations from our client's for new potential high calibre people to help assist in their career development and new job placement.

Our referral program rewards our existing VIP client's in referring on these people.

People Potential will reward our customers \$200 for referring any new high calibre employees that we place in a role. You will also be rewarded for any new companies that you refer us to that take up our training or motivational speaking services.

What a great way to earn some extra cash and help with the career growth of individuals.

Please contact us at enquiries@peoplepotential.com.au for more information.



In a recent survey 32% of employees said that they would fire their boss if given the opportunity due to lack of trust and integrity. 24 % complained of micromanagement and lack of feedback or career growth, 10% for bosses taking credit for their work and 8% due to lack of coaching and support.

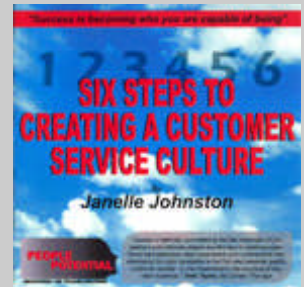
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