



Share. Educate. Inspire.



Thanks for attending June's meeting!



This month we welcomed Raechal Ferguson of [Field & Green](#) to lead a Business Workshop. We were kindly hosted this month by Jess Ducey & [PledgeMe](#).

Thanks again for sharing with us Raechal, also big thanks to Laura, the other half of *Field & Green* for your insight into the discussion and how you both compliment the business in different ways. We are so grateful to you both for sharing your knowledge, enthusiasm and selves with the group.

Here are Raechal's top 10 tips in case you missed the evening:

- **The X Factor**
What is it? Your brand has an emotional & psychological association - it's more than just your logo! Style, Quality, Desirability, Originality, Uniqueness, Authenticity & Innovation
- **"Keep it simple but do it differently"**
Know who you are and what your values will be - don't overcomplicate it!
- **Love Thy Neighbour**
Keep connected with the community - it's a small place and everyone knows everyone. Your community is your network - work together, be transparent.
- **Filing Fanaticism**
Do it in the beginning as it's easier to upkeep the rehaul. Handy titles to break your systems down into: Legal, Clerical, Financial, IT, Public Relations, Human

- **40%, 40%, 20%**

You should be 40% improving, 40% extending, and 20% innovating. Should need to be able to move, change and evolve with the business.

- **The -Salt Shaker Theory-**

Your staff and your guests are always moving your saltshaker off center. That's their job. It is the job of life. Until you understand that, you're going to get pissed off every time someone moves the saltshaker off center. It is not your job to get upset.

Your job is just to move the shaker back each time and let them know exactly what you stand for. Let them know what excellence looks like to you. And if you're ever willing to let them decide where the center is, then I want you to give them the keys to the store. Just give away the fuckin' restaurant!

Wherever your center lies, know it, name it, stick to it, and believe in it. Everyone who works with you will know what matters to you and will respect and appreciate your unwavering values. Your inner beliefs about business will guide you through the tough times. It's good to be open to fresh approaches to solving problems. But, when you cede your core values to someone else, it's time to quit.

- **Your "Moleskin"**

Keep a notebook with you and learn to take notes to save for the future, either for reference or memory. Use it to grow from self awareness!

Resources, Premises.

- **"Show me the money!"**

Pay all your suppliers and staff on time! Margins are small and as many of us are small businesses prompt payment is essential. Great relationships are built through trust and timely payments.

- **49% Task, 51% Feeling**

You should aim for workers who have 49% skill/technical ability and 51% passion and feeling. Those workers have five core emotional skills. They are:

- 1) Optimistic warmth (genuine kindness, thoughtfulness, and a sense that the glass is always at least half full)
- 2) Intelligence (not just "smarts" but rather an insatiable curiosity to learn for the sake of learning)
- 3) Work ethic (a natural tendency to do something as well as it can possible be done)
- 4) Empathy (an awareness of, care for, and connection to how others feel and how your actions make others feel)
- 5) Self-awareness and integrity (an understanding of what makes you tick and a natural inclination to be accountable for doing the right thing with honesty and superb judgment)

- **Fun in, fun out, shake it all about!**

Remember why you do it! You've got to have fun - remember to enjoy yourself!



For more business theory, be sure to check out "[Setting the Table](#)" by Danny Meyer - the book Raechal referenced. You can find it on Amazon (available for Kindle).

Thanks again to Amber Sturtz from [Taco Addicts](#) for catering, and to Jackie Lee Morrison for taking photos!



Keep the second Monday of the month free for our events!

Upcoming - Save the Date!

Monday 8th July: Leadership Workshop with Kathy Tracey, [Pickle & Pie](#)

Still in the works: a pickling workshop.

Bring other ideas our way, let's make it happen! August will probably be a low-key hangout, no agendas, so we can relax.



Have an idea, comment, or suggestion? Don't hesitate to send it along! We're a members driven group and are looking to build it according to the community's wants and needs.

Want to help? Great! Let us know what you can offer.

Thanks and see you at the next event!



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