

MANTRA



Weekly Mantra - [Brent Reihana](#)

"...instead of over delivering and under promising....just under promise."

Just thought it's about time you got the real low down on what is happening in our business (although we normally focus on your business).

[Mantra's](#) new site coincides with the announcement that we will be starting a newsletter to those frequent visitors to our site to keep you up to date with the latest of trends and events within other industries. One overwhelming piece of feedback that we continue to receive is that this can drastically improve business by implementing the ideas of others.

The first item off the rank is the [Maori Business Network](#), (which is wholly owned by Mantra) which has a membership base that has been together for the past three years. It's been an interesting journey but after going through some changes I can see the characteristics of the organisation beginning to mature. Credibility is being established not only by the amount of time elapsed but also by the relationships that have been forged. This idea was duplicated

from the business networks in New Zealand (although we don't receive funding or government support).

Other networking sites have come up with innovative methods to communicate with their members. [Kiwi Expats Association](#) (KEA) has instituted a webinar, great idea for those that are not able to make it to the gatherings that the organisation holds. I guess the idea is that if the networker can't attend the function then the function comes to the network.

The sites I like are the ones that are really so simple they are nearly criminal: [Flying Solo](#) came out with a really good line in one of their recent articles, it went something like *"...instead of over delivering and under promising....just under promise."* It costs less and doesn't provide businesses with a stressful workload where staff are constantly under strain trying to over deliver to customers. Common sense really isn't it?

On another note, one start up business I know of was made an offer by another start up company to make an advertisement for absolutely nothing, free, zilch, gratis. With the gift horse right in front of them they decided to go to talk to a friend in marketing to get their feedback and ideas on a

direction they should take. Needless to say after a week the offer was withdrawn (or expired). Motto of this story; if someone is willing to help your business while helping themselves (win/win?), then why not go along for the ride?

Everyone's saying it, "...here it comes again." Sure signs of economic downturn. It is surely election spin with the two major parties spouting election promises that either they can't possibly deliver or that we don't actually need. It was interesting to hear an analogy of both parties. It came from Tim Webster on 2GB where he described both major parties as company representatives. Both leaders were given the lines to preach according to feedback from focus groups that captured the mood of the nation regarding high profile topics. The issue with this is that sooner or later the customers see right through the smoke and mirrors and separate the real from the make believe.

So in wrapping up, I hope that everyone can take something away from this piece and not just take on the politician angle of over promise and under deliver but possibly the best tips are the most simple ones and sometimes the ones that are right in front of you.