

Rowdy George sent to sin bin

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to say that the 3000 protesters were all just extremists and not real Australians.

"I went down there and talked to them and they were anything but."

The Member for Dawson spent some time before he attended Parliament mingling with the mass of protesters outside Parliament House.

"They kept saying their vote (in the last election) was based on the fact there would be no carbon tax and now they (the Government) are in, we have the carbon tax.

"I was talking with a mine worker from New South Wales who certainly admitted he was a Labor voter, but he said his vote would have been different if he knew about the carbon tax.

"They (Government) can say what they like to us (Opposition members) but with the public it is different, it is unacceptable when they are slagging off to the public who are protesting.

"They (protestors) were just getting hammered with no reply, so I thought I would reply for them."

When asked if he would hold back in the future, Mr Christensen was quick to

Use your loaf to rise higher in business

Former Brumby's boss visits Mackay to share his proven business model

INGREDIENTS FOR SUCCESS

Brumby's was worth \$6 million before Michael Sherlock applied this eight-step model. Three-and-a-half years later, it was sold for \$36 million.

■ Envision where you want to be in the medium to longer term. Set targets for the next three to five years, the next year and the next quarter.

■ Research what your customers think about your business and what's happening in your marketplace.

■ Use your research to set outcomes you want and develop simple, effective strategies and action plans.

■ Devise a structure that suits the effective responsibilities, accountabilities and communications that affect your team.

■ Recruit, motivate and reward the right team members – those who have an owner's eye, thrive in your culture, work hard and follow your systems to achieve the desired results

■ Develop systems and manuals for all aspects of your business and operation so if any team member leaves or is temporarily unavailable others can step in.

■ Understand what your

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WHAT'S your BHAG (big hairy audacious goal)?

That's the question ex-Brumby's boss Michael Sherlock is asking local business owners at today's Mackay Chamber of Commerce breakfast.

In town to promote his new book *Jump Shift!*, co-authored by Alan Anderson, Mr Sherlock is armed with valuable advice for business people, whatever they do for a crust.

He's sharing the business model he used to transform bakery franchise Brumby's from a basket case to a success story, increasing its value from \$6 million to \$36 million in 3.5 years.

"Decide what you want to achieve," he said. "What is your BHAG? What's your wildest dream?"

Business owners should devise a 'roadmap' to success, allowing for bumps along the way, and monitor

and looking at the gauges on your dashboard."

Business owners needed to identify the best gauges that drove their business.

"For instance, a gauge in Brumby's that you wouldn't think of is baker activity.

"If you've got bakers baking during the day with hot bread coming out (and) people smell it, taste it, feel it or whatever, they'll buy more bread. So we measured baker activity."

He urged Mackay and Whitsunday business owners who were struggling to take control of the situation.

"There's a saying I like, and it's 'If it's going to be it's up to me'. You can find excuses for things or you can take it as a challenge and move on. If there's a downturn and you're relying on tourism, you need to look for local tourism.

You've got to turn defeat into victory and obstacles into stepping stones."

Mr Sherlock said small businesses should use qual-

