

# COMPUTER SUPERSTORE

**Harvey Norman**

THE COMPUTER & OFFICE SPECIALISTS  
August 26, 2002

Darren Pereira  
Success Integrated  
3/17 Calvin Crescent  
Doncaster East,  
VIC 3109

Dear Darren,

I must admit that prior to the commencement of the program, I was quite skeptical about exactly what I was going to achieve. Two things changed my perception: spending some time with James Smith and understanding what he got out of your program, and also having a good chat with you, and appreciating the way you approached things.

I feel that I have benefited from this program in many ways. Personally, I am more organized and have a clearer definition of where I want to be. I also know how I am going to get there. I think most people know where they want to be, but don't necessarily have the direction to get there in the best possible way. Most people would benefit from the insight and guidance that your program has to offer.

I believe I have improved myself as a manager and an employee in two ways. Firstly, I have become more organized. Planning out my daily activities and allocating priorities to tasks has dramatically increased my productivity. Analysing my daily activities highlighted which tasks I was spending too much, or too little time on. Learning to delegate work effectively has enabled me to concentrate on activities which benefit myself and the business more than before. Ultimately, I now have more time to concentrate on activities which have a higher payoff to the business.

Secondly, constructing SMART goals, and laying out action plans for the goals I wanted to achieve has either allowed me to accomplish those goals or at least keep me on track to accomplish them. The direct result of this is an increase in my value to the business. In addition to my organizational goals, some business goals that I had set and accomplished in these past weeks were:

- To maintain turnover for the communications department at greater than or equal to 12% of the total business of the computer department
- To ensure all staff in the computer department are proficient in selling profitable 'Communications Solutions' to customers, of which 2 key staff members have complete knowledge of products and procedures
- Identifying activities which can be performed by sales staff, and delegating these activities appropriately to the staff

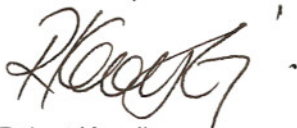
Throughout the program, I also set smaller goals, either to tie into the main goals I set when I commenced the program, or to supplement them. Most of these goals I have covered in detail in my mid-course review, but some are particularly notable, such as:

- The training of all staff in the communications area, supplemented by resource material to which the staff can refer to at their will, in the effort to maximize sales opportunities for the store.

- The construction of an interactive endcap at the entrance to the communications department, consisting of a computer with a Powerpoint presentation on Pocket Pc's and connectivity, as well as a live demonstration of an Hp iPaq. This served three purposes – one being to get the attention of people walking by, to educate people on what Pocket Pc's can do , and to generate revenue, as we are currently charging HP for their product to be displayed on this endcap.
- Managing stock levels in the communications department effectively, resulting in a significant reduction in aged stock (180 day) to less than 1% of my total stock holding.

I thoroughly believe that without the organisation and direction your high performance management program gave me, I would not have accomplished nearly half of the things that I have in the past 12 weeks. I fully recommend this program to any management team.

Best wishes,

A handwritten signature in black ink, appearing to read 'R. Keoylian', with a small flourish at the end.

Robert Keoylian  
Communications Manager  
Harvey Norman