

Be Bold And Brave



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Boldness Unleashed

Why Others' Perceptions Should Never Define You

In life and business, boldness is not just a trait; it's a strategy. It's the willingness to step into the world unapologetically, knowing your worth and communicating it without hesitation. But boldness often bumps into a stubborn barrier: other people's perceptions of who they think you are. The truth is, their limited view should never dictate your actions, your value, or your success.

The Power of Knowing Your Value

Before you can project confidence outward, you need to solidify it within. Knowing your value is the foundation for any bold move. It's not just about skills or experience but about recognising the unique qualities you bring to the table. Once you internalise this, communicating your worth becomes second nature. Imagine walking into a room filled with doubt—not yours, but theirs. Their perception might question your capabilities or dismiss your ambitions. But when you are grounded in your value, their doubts don't define you. Instead, they become irrelevant noise.

Rejection Is Proof of Progress

The fear of rejection often holds people back from bold action. But here's the truth: rejection is a sign you're aiming high enough. Chris Dixon's words resonate deeply here: ***"If you aren't getting rejected on a daily basis, your goals are not ambitious enough."*** Rejections aren't failures; they're the stepping stones to success. Each "no" brings you closer to the "yes" that matters. Once you stop caring about how others perceive your "no's," you'll realise they're simply a numbers game. In sales, in networking, and in personal growth, the equation is simple: the more you ask, the more you get.

Committing to the "No's"

Commitment to rejection may sound counterintuitive, but it's essential. Every successful person has a story of persistence in the face of countless "no's." They didn't stop because of the opinions of others. They kept pushing, knowing each rejection was a necessary step to achieve their goals. When you embrace the "no's," you remove the emotional weight they carry. A "no" is no longer personal; it's part of the process. And with each one, you build resilience, sharpen your pitch, and move closer to the "yes" that will change everything.

Boldness Is a Practice

Boldness is not an innate gift; it's a skill you can develop. Start small:

- Practice articulating your value clearly and confidently.
- Challenge yourself to take risks that make you uncomfortable.
- Set goals so ambitious that rejection becomes inevitable—and welcome.

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The more you push yourself, the less other people's perceptions will matter. Over time, boldness becomes second nature, and their opinions fade into irrelevance.

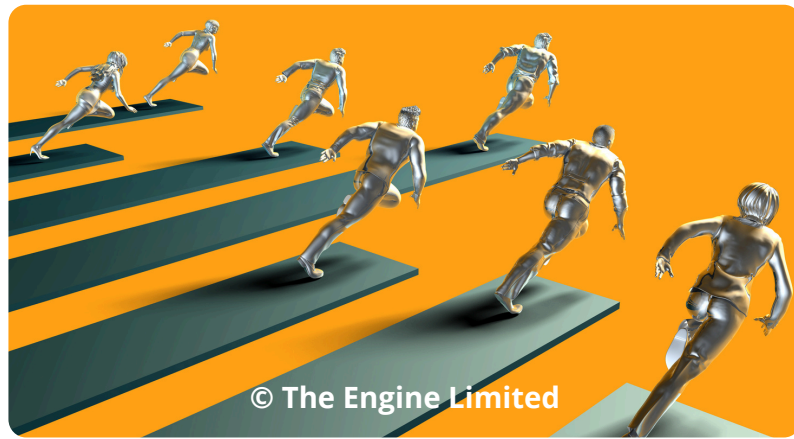
Final Thoughts

The world's perception of you should never limit your boldness. Know your value first, communicate it relentlessly, and embrace rejection as part of the journey. When you stop fearing the "no's" and start seeing them as milestones, you'll find that success is not a matter of if—but when. So, go out there and be bold. Not because others believe you can, but because you know you can.

**"Boldness begins where fear of rejection ends—
know your value and own it unapologetically." – Catherine Cooke**

Ready to embrace your boldness and communicate your true value? Work with a Business Advisor at The Engine to refine your strategy and turn rejection into opportunity. Let's start today!

Will you finish 2024 strong



Finish Strong

You can propel your 2025 forward with intentional action by acting now

The past few years have been a whirlwind, (some may say s%itty), and as 2024 winds down, it's tempting to put things off until **"next year."** We have heard this year after year with next year coming around to the end again.

With the holidays and New Zealand's summer break just around the corner, the mindset of "we'll start fresh in February or March" feels all too easy.

But here's the reality: next year begins today. These final weeks are the perfect time to make meaningful progress. With five weeks to go, you have the chance to lay a foundation for 2025 that will help you hit the ground running.

Stop Drifting, Start Doing

Feeling stuck or like you're going in circles? Drifting through the end of the year only ensures you stay exactly where you are. Instead, take action now to create forward momentum. One effective way to get started is by addressing the bottlenecks holding your business back.

- Tackle the Frustrations
- Identify that one process that drains your team's energy or creates unnecessary friction. Map it out and break it down.
- Visualise the ideal outcome
- What does success look like for this process? Sketch out a plan that reflects a smoother, more efficient flow.
- Pinpoint Blockages

Moving Forward with Fiscal Confidence
Contact The Engine to assist

- Dig into the details—what's slowing things down? Is it outdated tools, unclear roles, or something else?
- Prioritise Improvements
- Focus on the most impactful fixes and set up an actionable improvement plan for early 2025.

By addressing this now, you'll head into the new year with clarity, momentum, and a sense of accomplishment.

A Case Study: The Engine's 360-Degree Review

At The Engine, we often see businesses grappling with the effects of drifting. Directors approach us knowing that their current way of operating is keeping them stagnant, but they're unsure how to break free.

Take one of our recently onboarded clients as an example. They came to us frustrated with their lack of growth, recognising that continuing as they are was leaving them stuck. We started with a 360-degree review—because relying solely on the directors' perspective often misses key insights.

The 360 review gathered input from directors, team members, clients, and key stakeholders, uncovering blind spots and challenges that had been ignored for too long. This holistic approach helped identify critical areas of improvement, from operational inefficiencies to communication breakdowns.

With the insights from the review, we developed an actionable plan tailored to their needs. By focusing on immediate wins and setting clear priorities for the new year, the business gained the clarity and momentum they needed to move forward. As a result, they will enter the new year with renewed energy, improved processes, and a clear vision for growth.

Next steps challenge

Ask yourself and your team: What can we set in motion now to create momentum for 2025?

Don't wait for the new year to begin—finish this one strong. What will you take on to ensure your 2025 starts with purpose and success?

Call The Engine today - 098693990. We bring about reality and success through our experience & accountability.

Catherine Cooke

A Modern-Day Robin Hood Championing the Vulnerable



This case highlights the stark reality that even those entrusted with high standards, such as lawyers, can falter. But it also underscores the value of having someone like Catherine Cooke in your corner. Her dedication to justice ensures that unethical behaviour doesn't go unchecked and that reputations are protected from the self-serving motivations of others.

The Lessons Learned

The win wasn't just a legal triumph—it was a testament to the importance of consistency, diligence, and reputation. It proved that when you operate with integrity and uphold your values, even the most formidable challenges can be overcome. This is not Catherine's first encounter with holding lawyers to account, and while it remains to be seen if this case will lead to broader lessons within the legal profession, it undoubtedly sets a precedent for those willing to stand up for what is right.

Why Catherine Cooke Stands Out

Catherine Cooke's ethos is rooted in protecting her clients and ensuring their interests are never undermined by the selfish pursuits of others. Like a modern-day Robin Hood, she doesn't shy away from taking on powerful adversaries to safeguard the vulnerable. Her unwavering commitment to ethical practices, coupled with her ability to navigate complex situations with grace, makes her an invaluable ally for anyone seeking guidance in business and beyond.

The Moral of the Story

The takeaway is clear: having Catherine Cooke by your side means having a champion who will fiercely protect your reputation, guide you through challenges, and ensure justice prevails. Her track record speaks for itself—solid, consistent, and resolute, Catherine is the advisor you want when the stakes are high.

If you're looking for someone who embodies integrity and delivers results with unmatched professionalism, Catherine Cooke is your go-to. At **The Engine**, she leads by example, proving that when values align with action, success is inevitable—even against the toughest odds.

Catherine Cooke, the Founder of The Engine and a leading business advisor, stands as a beacon of justice and integrity in the business world. With an unwavering commitment to supporting the vulnerable and holding the powerful accountable, Catherine has proven time and time again that values like honesty, professionalism, and reputation are the true cornerstones of success.

Last week, Catherine marked the conclusion of a six-year legal battle, a gruelling appeal process against two lawyers, one who sought to manipulate the system for personal gain and one who stood by and supported the actions. While the specifics of the case remain confidential due to publication restrictions, the victory sends a powerful message about resilience, integrity, and the importance of standing firm against unethical behaviour.

The Journey to Victory

This six-year saga was anything but straightforward. Catherine faced opponents who used the "cloak of their organisation" to shield their actions, demonstrating just how far some professionals might go to bend the rules. Despite their unsavoury antics, Catherine's steadfast approach—bolstered by meticulous record-keeping, professionalism, and unshakeable composure—ultimately triumphed.

Are you looking for the right support to have in your corner. Click here & contact us at The Engine for a confidential chat.

Launching : Unbreakable Spirit

Two Businesswoman's Journey through Life and Adversity

Christine Rankin & Catherine Cooke have brought to life their vision as leading business advisor/coaches/consultants to speak about **all things in life** through their lens. This podcast will be no hold barred conversations, diving deep in to the raw & unfiltered realities of our lives and others, capturing a sense of resilience, strength, and determination.

Welcome to our podcast, We are your hosts Christine and Catherine, and we are thrilled to embark on this journey with you. Today, we're set the stage for what this podcast is all about and release our first podcast for you our loyal business readers before we release publicly.

Be the first to watch our prelaunch of our first episode right here with you.



[Click above to watch](#)

The Engine Expert Insight Hub

McDonald's says it owes money to 'tens of thousands' of former staff



Brianna McIlraith

August 07, 2024 - 09:05am

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McDonald's says it owes money to "tens of thousands" of former staff.
DOMINICO ZAPARTA / STUFF

Stuff Reported on 7 August 2024

If you worked at McDonald's between 2009 and 2020 you could be in line for some extra cash. The fast food chain has got approval from the Ministry of Business, Innovation and Employment (MBIE) to begin remediation relating to annual leave and holiday annual leave pay for employees who worked at McDonald's between November 1 2009 and December 6, 2020. In 2016, MBIE audited a number of companies in New Zealand and found a number, including McDonald's, needed to change the way it calculated leave and holiday pay to comply with the Holidays Act 2003. In 2019, Unite Union estimated McDonald's owed \$45-\$90 million to as many as 60,000 staff. But McDonald's NZ spokesperson Simon Kenney said not all people that worked over the 10-year period would be owed money. He estimated payments were owing to far fewer people - "tens of thousands". He was not able to comment on how much was owed.

Advocacy & Resolution Support with The Engine Case Study: Understand the law and don't let emotions determine the wrong actions

After four years away, a former client returned to The Engine, seeking urgent assistance after facing a significant employment law issue. The trouble began when two new employees left his business after just one day of work. Frustrated by their abrupt departure, the client decided to pay them for only half a day, believing this was fair. However, the employees took their grievances to the Ministry of Business, Innovation, and Employment (MBIE), reporting they were underpaid, lacked written employment agreements, and had not received holiday pay for their single day of work. These claims brought to light several breaches of New Zealand employment law, putting the client at risk of serious consequences.

One of the key breaches was the failure to provide written employment agreements, a requirement under New Zealand law. Employers can face fines of \$1,000 per employee for not supplying these agreements, with the Employment Relations Authority (ERA) imposing penalties of up to \$10,000 for individuals or \$20,000 for corporate entities. Beyond these fines, the absence of agreements can expose employers to further liabilities, such as personal grievance claims, which can lead to awards of up to \$15,000 for hurt and humiliation, plus compensation for withheld final pay. This situation underscored how seemingly minor oversights could escalate into significant legal and financial challenges.

The lack of holiday pay also added to the client's liability. Under the Holidays Act 2003, employees are entitled to holiday pay even if they work for just one day. Additionally, failing to keep proper employment records and agreements opens the door for labour inspectors to issue infringement notices, requiring immediate compliance and rectification. The client's case highlighted not only the importance of paying employees correctly but also maintaining robust record-keeping practices to meet legal obligations and protect the business from further risks.

Following discussions with MBIE's Early Resolution Team, the employer promptly remedied the unpaid wages and holiday pay and committed to using The Engine's ongoing services to ensure compliance moving forward. With our guidance, the employer reached Full and Final Settlements with both employees, avoiding the potentially staggering costs of further legal action. While the breaches were significant and avoidable, this resolution provided a critical learning moment for the client. At The Engine, we emphasise the importance of seeking expert advice when in doubt. By leveraging our experience and trusted network of providers, you can avoid costly mistakes, save time, and safeguard your reputation. Remember, you're the expert in your trade or service—let us be the experts in compliance and business support.

Reach out to businessadvice@theengine.biz for support with your legal responsibilities as a business owner. Don't risk operating at a level you don't know or understand. We are here to help.

The Engine Expert Insight Hub:

The Engine champions with our accounting provider
Walker Wayland keeping you in the black not the red.

walker wayland — planning for you

It is best to start your tax planning early in the financial year. That's because you have enough time to calculate how much you need to invest to save the maximum tax possible and evaluate all options available

As they say, knowledge is power. Regular reviews of your financial position are key to building momentum for the financial year. Identifying with where you have overspent and potentially missed opportunities, will help restructure business or personal goals for the financial year.

Take the time at the start of the financial year to write down what you want to achieve financially. A support system such as walker wayland's advisors is key to make these goals within reach and help periodically measure your progress throughout the year.

Looking at day-to-day operations in a holistic way will help create agility for potential disruptions. If cash flow is becoming an issue, consider tax pooling for provisional tax payments for additional flexibility.

Business Advisors & Chartered Accountants

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The Engine Expert Insight Hub:

Provider to The Engine - HR TOOLKIT - Remote working

Top Tips from The Engine's Specialist Provider Community

HRtoolkit

Do you want to make it into the HRtoolkit Memoirs?

Christmas parties are a hot bed of entertainment for HR consultants to write their memoirs on "the stupid things people do"... so here are some top tips to avoid a mention. Don't worry I am not writing my memoirs, but I certainly have some amazing work stories about the stupid things people do, and often from Christmas parties 😊. So, why is this, and how can you avoid getting a mention in dispatches?

The Christmas party

If you spend nearly 2,000 hours a year in the company of the same people there are bound to be gripes and niggles, and sometimes out and out conflict. Adding "truth serum" (AKA Alcohol) can often bring those niggles out in the worst possible way. Add to that the people who decide "the boss is paying, so I better drink as much as possible" and you can have a recipe for disaster. So, how do you minimise the risk:

1. Provide food, and make sure it is available from early on in the party. If food doesn't come out until people are 3 to 4 drinks down, the damage is already done
2. Limit the amount of alcohol being provided by the company, i.e. don't just have a never ending supply
3. Limit the timeframe of the party (e.g. 5pm to 8pm). If they want to carry on partying after then that is fine, but by their own choice, and at location of their choosing (not in your workshop)
4. Consider activity based parties, rather than the only "entertainment" being how much food and alcohol they can consume
5. Do you lay on transport? From the view point of preventing drink driving, this is a good idea, however, it can also increase the alcohol consumption because they don't have to worry about drink driving
6. Consider what everyone in the team will enjoy doing. Not everyone will want an alcohol based party, and some may feel ostracised if they don't want to join in.

The end of year lethargy

The sun is shining, its warming up and thoughts are turning to the Christmas holidays for many of us. And that end of year lethargy seems to start earlier each year. So, how do we keep the team motivated to stay on top of their game:

1. Keep the pressure on as per BAU – i.e. don't accept the "nobody is making buying decisions at this time of year" excuse, keep them focused on getting a head start on 2025 by booking in prospects for the new year
2. If things are getting quiet, look at projects that they can get ticked off, many of which will have been on the back burner since last year. Focus on how great it will be once X is done so you don't have to work around it anymore
3. Give some additional paid leave (e.g. for Christmas shopping, attending school prize giving's, recover from hangover after another party etc). We all have additional time pressures at this time of year, but managing planned absences is far easier than managing the unplanned "sickies"

The end of year mad rush

For some, particularly retail and hospitality, this is the busiest time of year, so how do you prevent burnout?

1. Keep shifts to manageable lengths – people often want extra money at this time of year, but no one can do a regular 12 hour day and still be on top form by the end of the week
2. Celebrate wins regularly – "Yippee, biggest turnover day this year", "Yippee great customer feedback yesterday" etc
3. Hold people accountable – if someone isn't pulling their weight, this puts pressure on the rest of the team, pull them up quickly for this.

Christmas Shut down notification

And last, but by no means least, don't forget to give 14 days notice of any Christmas shut down. The HRtoolkit template letter can be found at this link –

[Annual shutdown letter](#)

Free Webinar

This month's free webinar is on Managing the festive season on Friday 29th November at 10am. Reach out to register by calling me below, and, if you can't make that time, register and the recording will be sent out later.

Here to help, so feel free to call Lisa on 021 741 544 or 0800 HRtoolkit (0800 47 8665).

Lisa Mackay | Founder HRtoolkit

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