

# MIDCITY

# FOCUS

## 2018:4

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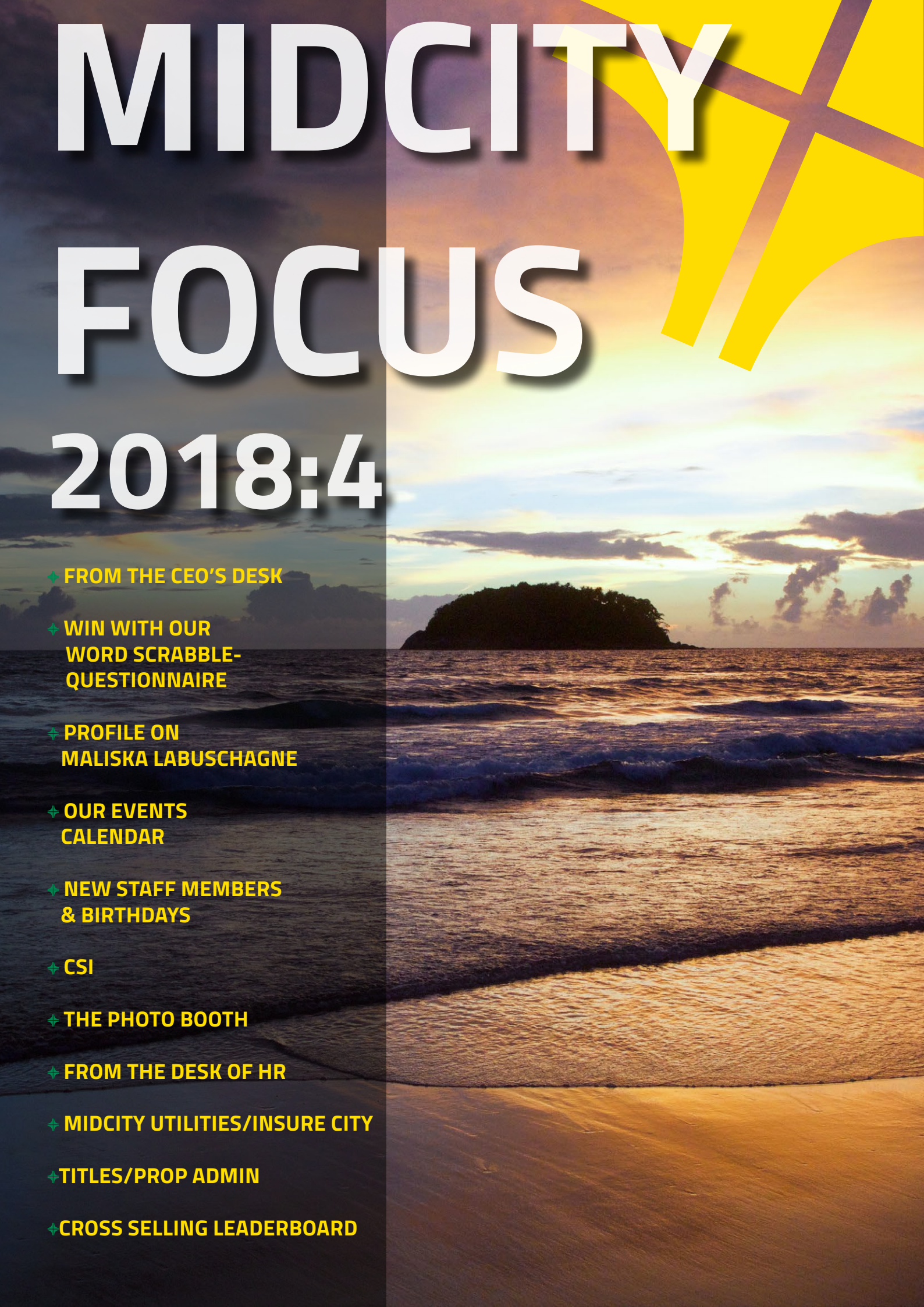
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# FROM THE CEO'S DESK

Dear colleagues

In the previous MidCity Focus, I reported that Q1 results was good and that we have exceeded our targets. We have now completed H1, half year results ending 31 August 2018, and am delighted to share with you that we have continued the good performance and for the half year we have again exceeded our budget. Our profit before tax is 9% above budget. Despite tough economic conditions and costs incurred to move to the Cloud, the results are very good and I would like to thank each and every one for their continued support in making MidCity the best property company in South Africa.

We are gaining a lot of new business and we believe that our cross-selling efforts and the MidCity brand is assisting with this. We need to continue to deliver on our values, Integrity, Service, Innovation and Sustainability as this is what we stand for and known for in the market.

Senior leadership will be finalising our forecast/revised budget for H2, six months ending February 2019, shortly and early indications are that as a team we can improve vastly on H1 results. We are starting to see the fruits of the departmental strategies that was implemented and will adjust per market demands for improved results. I will be updating you in our next edition of the MidCity Focus on the forecasting of our budget for February 2019.

All that is left for me to say is a BIG thank you for your efforts in H1, let's continue in the same vain and make the 2018/19 financial year the best year professionally and personally.

Until next time, enjoy this wonderful MidCity journey!!!!



# CEO's Recommended Reading: Extreme Teams by Robert Bruce Shaw "Why companies succeed where most fail"

## What the Best Teams Do

Across a wide range of industries, corporate leaders who want to enhance collaboration organize their workforce into teams. But teams alone won't give your business a competitive edge. Many companies fail to embrace fundamental principles that help teams operate at their best or they don't give their teams the support they need in the first place. Airbnb, Alibaba, Netflix, Patagonia, Pixar, Whole Foods and Zappos exemplify the use of effective teams to drive innovation. These firms expect their teams to meet a high standard in both "results and relationships." Some other companies talk about "balancing" those two priorities, but that misses the point: Your teams should excel at both. Netflix, for example, doesn't fire only poor performers; it fires employees who are merely average. Zappos, the online retailer, believes so heavily in good relationships that it expects managers to spend more than 20% of their time outside the office at social events with their team members. Before organizing your workforce into teams, consider whether you need teams in the first place. Having individuals work independently is a better choice for carrying out some objectives. Figure out if your return on investment from deploying a team will outweigh the benefit of accomplishing the work in other ways.

### "Five Practices"

You can prime your teams for success by embracing five practices drawn from organizations with high-performing teams:

#### 1. Make Work an "Obsession"

Many people argue that businesses exist for one purpose: to make money. But some of the most successful firms have a deep commitment to a mission or purpose beyond earning good returns. They cultivate an obsession with their work, and they see it as meaningful. Patagonia, the outdoor-clothing company, has dedicated itself to two priorities: minimizing harm to the environment and making high-quality products. The environmental priorities of its founder, Yvon Chouinard, animate the company. Patagonia tends to hire people who share a passionate interest in protecting the environment and in vigorous outdoor sports like rock climbing. The company offers employees up to two months' paid time off to work on environmental projects, such as tracking the movement of wolves in Yellowstone National Park. Chouinard's insistence that Patagonia's products be as durable as possible also stems from his environmentalism: Longer-lasting products reduce waste.

Obsession starts with "the work itself." Talented, creative people labor to satisfy themselves, not their bosses, shareholders or even customers. If teams produce something that is delightful in their eyes, the thinking goes, it will surely delight customers as well.

#### 2. Hire for the Best "Fit"

When Patagonia and Zappos started, they hired only people whom the founders knew personally. The companies wanted to preserve what made them distinctive: the fundamental assumptions and behaviors that formed their culture. Innovative companies aren't looking for employees with heavy credentials; they're looking for a good fit. They hire by assessing the applicant's compatibility with the organization's culture as well as by evaluating his or her résumé.



To maintain a fun work environment, Zappos asks job candidates to recount a time when they did something “weird.” The company requires new hires to undergo four weeks of training on Zappos’s values; then it offers them \$2,000 each if they want to leave the company at that point. About 2% take the offer. Zappos knows the remaining 98% believe in its goals and culture.

Figure out what traits define your culture and hire accordingly. Patagonia hires “dirt bags” the founder’s affectionate term for people who relish rock climbing, surfing, kayaking, and the like. If they lack technical or business skills, the company can teach those abilities to them – but it can’t teach a businessperson how to be a dirt bag. At Whole Foods, team members interview prospective teammates, and ask them about their love of food and how they’d treat customers. A new hire works with a team for several months; then the team votes on whether he or she can stay. Those who receive support from fewer than two-thirds of their teammates, must leave.

One risk of hiring for “cultural fit” is that you might build a homogeneous workforce that leaves no room for fresh thinking. Make sure your prospective hires embrace your company’s core values, but leave room for differences in work styles, expertise and background. The animation studio Pixar hires iconoclastic people who will challenge established assumptions, but they must embrace the company’s fundamental belief in teamwork and great storytelling. Assess a job candidate’s ability to interact well with a team by applying the “airplane test”: Would you want to fly across the Atlantic seated next to this person? Or try the “copy machine test”: If you were working late, would you dread running into this person?

### **3. Keep a Short List of Priorities**

Zero in on the “vital few” priorities that make your company more competitive. Focus attention to this small set of primary goals. Give your teams latitude in how they accomplish these priorities and allow for new ideas. Minimize administrative distractions, such as having teams fill out monthly reports or attend unnecessary meetings.

Airbnb, the peer-to-peer lodging rental marketplace, identified a dozen key priorities early in its history. Staying focused on so many priorities turned out to be challenging, so Airbnb pared down its goals to four objectives its leaders felt would drive the most long-term growth. They summarized the four goals on one sheet of paper. Airbnb communicates these objectives across the company and then gives teams a voice in planning and executing specific projects. The company lets people choose which projects they’d prefer to join. It believes people do better work when they take on projects that interest them personally. Whole Foods gives teams plenty of autonomy. One of its California stores decided to open a wine and craft beer bar – a feature the grocer later replicated in more than 75 other stores. To set the right priorities, executives must agree on the “context” in which a firm operates. Context includes an organization’s commercial opportunities and threats, as well as what it will have to accomplish to succeed in its environment. As online streaming of entertainment became a possibility, Netflix CEO Reed Hastings deduced that his company needed to move from DVDs to streaming. The company kept its DVD business but segregated it, so leaders could “eat, sleep and breathe streaming.” The company decided that its DVD vice presidents would stop coming to the company’s leadership meetings, which focused on streaming. Even as you emphasize a vital few priorities, leave room for experimentation. Otherwise, you may miss competitive threats. A team within Netflix came up with the idea of releasing an entire 13-episode season of House of Cards all at once – a remarkably successful experiment that changed how consumers experience online entertainment.

### **4. Build a Distinctive Culture**

When you explain what it’s like to work at your company, you’re describing your culture. A culture’s characteristics can be “hard” – like performance goals and strict accountability – or “soft” – like creative collaboration and informality. A culture that blends these elements can become a “messy contradiction” – but most innovative companies build a distinctive culture that meshes hard and soft attributes.



Your firm's unique culture can become a competitive advantage. Jack Ma, founder of the Chinese e-commerce company Alibaba, moulded his company's distinctive culture through recruiting and training and establishing internal norms. He hired people who were a notch or two below the top students in their universities. He figured that those at the heads of their class lacked the resilience for a challenging marketplace like China. The company is on track to become the world's first trillion-dollar business.

What works for one culture may not work for another. Pixar keeps its headquarters open around the clock every day, recognizing that some people prefer to work non-traditional schedules. But Patagonia locks its offices at 8 p.m. every night and all weekend. It wants employees to "take time away from work and recharge."

The most innovative companies share six cultural attributes:

1. "All in" – Teams share a fervent commitment to the firm's values. Patagonia published a study showing that the synthetic fibers in its fleece jackets may shed tiny plastic particles that harm rivers and oceans. Patagonia is studying how it and other manufacturers can minimize their environmental impact.
2. "Autonomous" – Team members should be free to determine how they'll accomplish their objectives. To avoid "rule creep," Netflix scuttled many of its administrative rules. For instance, it no longer requires employees to report their vacation time.
3. "Transparent" – The corporate administrators freely share information with team members. Whole Foods, for example, gives employees access to its business results for each store, each team and the company overall.
4. "Accountable" – Team members are responsible for the results they deliver. Netflix evaluates teams and individuals based on their results – not on effort or past performance. It aims to hire only those who can succeed in this "high-performance culture."
5. "Playful" – Innovative companies believe a fun work environment fuels a more engaged workforce. For example, Ma wants new team members to adopt kung fu nicknames. At one corporate gathering, he dressed as Lady Gaga and sang pop songs.
6. "Communal" – Savvy firms foster a sense of community. Pixar draws people out of their work areas at its headquarters and into shared central spaces clustered around a restaurant, coffee bar and mailboxes. Steve Jobs, who acquired what became Pixar from George Lucas, insisted on this setup, believing it would foster interactions that would yield fresh ideas and insights.

## **5. Create a Safe Space for Conflict**

At Alibaba, one former insider reports, people emerge from meeting rooms "beet-red from shouting." That's fine with Alibaba's leaders; they see conflict as "inevitable and productive." The company expects people to avoid personal insults while they debate each other and attack bad ideas.

Most companies discourage conflict in favor of consensus and polite dialogue. But innovative organizations know honest, productive conflict can lead to better results. They allow people to feel safe while taking risks and offering criticism.

How do you create a "conflict-friendly culture"? While creating safe space for conflict, don't fight over things that aren't worth the argument. Criticize ideas, not people. "You are not your idea," says Pixar CEO Ed Catmull. He cites Andrew Stanton, director of *Finding Nemo*, who likens Pixar to a "hospital," with movies as its "patients" and Pixar creative teams as "doctors."

Teams need the "right purpose," the "right people" and autonomy – which can be a challenge, because firms tend to standardize processes and create bureaucracies as they grow. Organizations and their leaders must yield control to get the most out of their teams. The potential payoff is huge: Teams, at their best, harness people's innate need to work together toward a higher goal.



# WIN WITH OUR

## Word scrabble-questionnaire

FIRST CORRECT ENTRY **WINS** A **R400** BROOKLYN GIFT VOUCHER

SUBMIT YOUR ANSWERS TO [MARKETING@MIDCITY.CO.ZA](mailto:MARKETING@MIDCITY.CO.ZA) BEFORE 16:00 PM ON 15 NOVEMBER 2018

### CONGRATULATIONS !!!



### WORD SCRABBLE WINNER

## QUESTIONNAIRE:

1. True or False on 15/02/2019 MidCity will host our 8th Annual Charity Golf Day?  
\_\_\_\_\_
2. The new sales and marketing agent at Insure City?  
\_\_\_\_\_
3. The total amount of commission MidCity has paid out in 2018 until the end of September.  
(rounded to the nearest 100)?  
\_\_\_\_\_
4. The new senior commercial manager at Prop Admin?  
\_\_\_\_\_
5. How many beds in Campus Edge?  
\_\_\_\_\_
6. Name one cultural attribute innovative companies share according to Robert Bruce Shaw?  
\_\_\_\_\_
7. RSA's new Minister of Finance?  
\_\_\_\_\_

Name & Surname: \_\_\_\_\_

# PROFILE OF THE QUARTER

## MALISKA LABUSCHAGNE

INSURE CITY

INSURANCE SALES



### 1. What was your biggest opportunity to date?

To study for my degrees – it was hard work but it was all worth it.

### 2. What are your other interests besides property/Accounting?

Going to craft markets with all sorts of hand-made crafts, food and drinks. Spending time with my family.

### 3. Who is the person that you would most like to meet?

Jay Shetty. He is one of the most inspiring motivational speakers out there. He can get anyone into a positive frame of mind.

### 4. Where in the world would you like to travel to?

Italy

### 5. How do you recharge?

Drinking champagne with my sister and spending time with my daughter

### 6. What is one word you would use to describe yourself as a child?

Cheeky

### 7. What kind of impact do you believe you have on people?

I would hope a positive and inspiring impact. I try to always be positive, driven and focused in everything I do.

### 8. What characteristic do you most admire in others?

Honesty.

### 9. If you were to tell one person "Thank You" for helping me become the person I am today, who would it be and what did they do?

My mom. She sacrificed a lot for me and my sister. She had to endure a lot of difficulties in her life to make sure that my sister and I got the best she could possibly offer us.

### 10. When are you the happiest?

When I am with my loved ones.

### 11. What super power would you like to have?

With the ever-increasing petrol price, teleportation would be a great super power to have.'

### 12. What one memory do you most treasure?

Becoming a mom to the most precious little girl in the whole wide world.

### 13. What is your philosophy in life?

My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humour and some style.

### 14. Fill in the blank: If you really knew me, you'd know.....

You'd know I love champagne, I can't go through life without my sisters and I often talk too much.

### 15. What was your most interesting experience this year?

Getting out of my comfort zone and starting a new career at Insure City.

### 16. If you were 80 years old, what would you tell your children?!

To always give their best and to believe in themselves, and that they must always remember that nothing is impossible for them because God will give them the strength and ability to master anything.

### 17. How long have you been working at MidCity?

Almost 4 Months



# MidCity CALENDAR

2018

## OCTOBER

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

MIDCITY 35 YEAR  
BIRTHDAY  
FUNCTION

## NOVEMBER

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

BOSSSES' AND  
SECRETARIES' DAY

## DECEMBER

PUBLIC HOLIDAY

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

YEAR END  
FUNCTION

DAY OF  
RECONCILIATION

OFFICES  
CLOSING

CHRISTMAS  
EVE

CHRISTMAS DAY



# WELCOME!

## NEW STAFF MEMBERS

### New Staff

San-Marie Vermeulen – Clearance/Titles

Kevin Schroeder – FM

Sarah Kubeka – Despatch/Titles

Pieter van Heerden – Ascendant

Deborah Joseph - Ascendant

Retha van Dyk - MidCity Utilities

## BIRTHDAYS

### OCTOBER

4 Retha Van Der Schyff  
5 Anita Roets  
7 Gert Henning  
11 Ellen Masombuka  
17 Buhle Mpfu  
26 Jezanne Viviers  
31 Sherizaan Boskila

### NOVEMBER

2 Benjamin Rheeder  
4 Mashego Jetro  
5 Johann Hoffmann  
6 Francis Romburgh  
6 Riaan Taljaard  
10 Martha Chiloane  
13 Elias Msiza  
14 Cecile Steyn  
20 Stephanus Nel  
23 Dirk Groenewald  
26 David De Villiers

### DECEMBER

1 Maria Botha  
5 Diunie Strydom  
11 Deborah Joseph  
17 Ella Mthombeni  
18 Veleshia Matlala  
18 Mohini Mistry  
21 Gereldine Ernest  
22 Yvonne Barnard  
22 Koketso Kgatuke  
24 Ntipo Maria Matjeni  
24 Mildred Satshane  
26 Charmaine Lubbe  
27 Gert Joubert

# CORPORATE SOCIAL RESPONSIBILITY

## KUNGWINI SPORT DAY 2018

Donating to Charity shouldn't be a once-off gesture, it's an ongoing effort where you build a relationship with the organisation to form a long-term sustainable partnership. We recently again visited Kungwini Welfare Organisation's Lethabong Early Learning Centre where we continued our annual involvement in upgrading their facilities. A great day was had by all involved children, teachers, MidCity staff and directors. MidCity is proud to be associated with the Kungwini Welfare Organisation and we strive to not only contribute at Lethabong Early Learning Centre but also to get involved in more of their vast outreach programmes. Kungwini is part of Tyger Valley's College's Outreach Project.



# PHOTO BOOTH

MIDCITY 35  
YEAR  
BIRTHDAY  
PARTY



# PHOTO BOOTH

TOP  
MANAGEMENT  
TEAM  
BUILDING



SPRING  
WALK





# From the desk of HR...

## Your well-being - Love yourself enough to care

As we try and keep up with the fast-paced nature of the world we live in today, something usually has to give. All too often it is our own self-care that becomes the casualty; as our stress grows, so do our waistlines! Fat food, easy calorie filled meals, sugary drinks seem to be the first choice with the excuse, "I don't have time"...

According to the latest SA Demographic Health Survey 68% of woman (double the global average) and 31% of men in SA are overweight or fall into the obese ratio. This is a clear indication that the health of our nation is seriously trending in the wrong direction, sadly this is seen in younger and younger people.

Getting regular physical activity is one of the best things you can do for your body's health and functioning. Where do I get the motivation? Other commitments always take priority, sleep, family etc. The reality is setting up time for exercise can really set you up for a more productive day. There is so much research that links movement to improved mental health, stress reduction, work performance, sleep, eating behaviours and many more! It is not only beneficial for weight loss it has numerous other benefits. Love yourself enough to give yourself the time....

It's not about the weight lost, but the life gained!

The importance of a healthy, balanced diet and physical activity is much bigger than we think...

Chronic lifestyle diseases, such as cardiovascular diseases, diabetes, cancers and chronic respiratory diseases are the leading causes of death globally and account for most deaths in SA, particularly in the socioeconomically developed urban areas.

Let today... be the start of a new phase of loving yourself and your body, there are a lot of advantages you will reap from it.....

# Insure City - Cross Selling Competition

After months and months of rigid competition the Ice Bucket Competition has finally come to an end. Insure City would like to congratulate Mmaseisa Sisa on winning the Insure City Ice Bucket Competition for the most successful leads referred to us up until 30 September 2018. A new competition will be announced in the near future and the details will follow soon.

In order to grow our business and to market Insure City externally we have been working on the following:

We created an Insure City Facebook page with weekly posts on insurance related content. We are approaching and building relationships with other Managing Agents and the referrals from them are increasing.

We joined NAMA as an Affiliate Member and we attend NAMA events. We attended the breakfast Seminar on the 26th of July 2018 and our brochure was distributed in the delegate handouts. We are also planning on going to the Breakfast Seminar being held on the 10th of October 2018. We have expanded our business by including Personal lines to our portfolio, partnering up with insurers and underwriting managers such as Hollard and Quicksure.

Insure City is investigating the option of utilising an alternative software system called At Work. It is specifically designed for the financial services industry focusing on Customer Relationship Management Solutions, Compliance Management and streamlining daily processes. We have done research on installing Insure City Signage at Bodies Corporate and we have received positive feedback. The order for the sign boards have been placed, and arrangements will be made with the relevant trustees once we receive the signage.



# MidCity Utilities

MidCity Utilities are pleased to announce the addition to our team of:

1. Renaldo Greeff - Senior Administration
2. Precious Maabane - Financial Manager
3. Freda Swartz - Operational Manager
4. Retha van Dyk - Project Co-ordinator

Personnel that have left us during the past month:

1. Nadia Lynch
2. Charese Dercksen

MidCity Utilities have made progress with the integration of Meter Manager SA in to MDA Cloud for billing purposes.

The information available with the use of MMSA will empower our personnel to best advise our clients with regards to their billing, consumption and historic trends.

MidCity Utilities have a drive to convert all current conventional electrical meters over to our Smart Metering Solutions, whether it be on Pre- or Post-paid method. The biggest advantage being that information is available daily.

We are also open for Cross Selling leads for Commercial Properties, Body Corporates and HOA's.

Our next step is to make the MDA Cloud Portal available to our clients in following suit with the rest of the MidCity Group.

## Prop Admin - Barloworld Equipment



From left to right, Sello Moemi (Health and Safety Officer) Willie van Nieuwenhuizen (Assistant Manager) Adorable Dube (Housekeeper) Jo van der Merwe (Manager) Vusi Sekwane (Maintenance Supervisor) Geelbooi Tjiyane (Maintenance assistant)

MidCity staff managing Barloworld-Equipment Accommodation.

Our journey as a team started in September 2017. Being part of Accommodation is not a walk in the park, it's a special set-up with a plethora of challenges. We interact with people from all walks of life. Willie is responsible for book-ins, quotes, confirmations, travel arrangements plus general admin. Sello is in charge of Health and Safety as well as the maintenance team. Adorable is our housekeeper and is assisting in the office. Vusi and Geelbooi ensure all maintenance is attended to. Jo is in charge of all contractors and manages the building and offices as well as liaising with patrons and suppliers. As the competition out there is so big, our success depends on good service, which in turn results in a happy client. We have come a long way, had our fair share of rough patches, sweat and tears, striving to have harmony in our workplace. Our motto is HOT = we are Honest, Open and Trust each other. If we don't live up to our motto and don't trust each other, we cannot expect of others to trust us.

# CROSS SELLING

## QUARTERLY LEADERBOARD

WE PLAN TO ACTIVELY INCENTIVISE THE BEST CROSS SELLERS!

PRIZES WILL BE AWARDED TO QUARTERLY AND YEARLY TOP ACHIEVERS

	TOP ACHIEVERS	DIVISION	R
1	Eugene Abrahamse	Prop Admin	12 000
2	Maurice Stone	Titles	8 696
3	Diounie Strydom	FM	3 900
4	Riaan Taljaard	Titles	2 000
5	Jacky Gurere	Titles	2 000

CONGRATULATIONS ISABEL ON WINNING THE SECOND QUARTERLY PRIZE!!!  
WE HOPE YOU WILL ENJOY YOUR WEEKEND IN CAPE TOWN!





# CROSS SELLING

## OVERALL LEADERBOARD

	TOP ACHIEVERS	DIVISION	R
1	Eugene Abrahamse	Prop Admin	26 500
2	Isabel Lundall	Prop Admin	16 400
3	Yvonne Barnard	Titles	15 450
4	Maurice Stone	Titles	8 696
5	Neels Pienaar	Titles	8 500

## DIVISIONAL PERFORMANCE

	LEADS GENERATED	POTENTIAL NEW BUSINESS	LEAD TO CONTRACT TURNAROUND %
1	PROPERTY MANAGEMENT (20) LEADS PER EMPLOYEE = 0.9	INSURE CITY (30)	INSURE CITY 60%
2	TITLES MANAGEMENT (29) LPE = 0.75	MIDCITY UTILITIES (20)	PROPERTY BROKING 50%
3	FACILITIES MANAGEMENT (3) LPE = 0.3	TITLES MANAGEMENT (15)	PROPERTY MANAGEMENT 42%
4	INSURE CITY (1) LPE = 0.3	PROPERTY MANAGEMENT (7)	MIDCITY UTILITIES 30%
5	MIDCITY UTILITIES (2) LPM = 0.1	BROKING (4)	TITLES MANAGEMENT 20%
6	☾	FM (3)	☾
7	☾	ASCENDANT (1)	☾