



Index

- The benefits of employee surveys 1
- Generating PR for your business 1-2
- Acquiring new clients 2
- Management communication 3
- Tax tip 3-4
- Deadlines looming 4

The benefits of employee surveys

It is expensive and time consuming to hire new employees. As such, businesses need to focus on keeping their staff satisfied in the workplace. Surveys provide vital feedback to management on matters such as:

Compensation

In general, management should have an idea if employees are satisfied with their current compensation. However, you will never really know unless you ask. Employees can feel that they are overworked and underpaid. Management needs to know this and also needs to be seen to give these staff members the opportunity to voice their concerns. After all, it's best that the company knows what they are thinking now rather than waiting for a resignation letter because they were offered a higher salary by a competitor.

Work-related issues

When distributing surveys, management should be as direct and specific as possible. Ask your employees about work conditions, office temperature, salary expectations, workload and whether or not they feel that management is working in the interests of the staff as well as the firm's profits. The management team should also ask for feedback and question employees on how they rate the overall operations of the company. Asking employees what they think sends a positive message that something is going to be done about the matters that staff find dissatisfactory.

Identify potential problems

From the feedback and results of the employee surveys, management can point out potential problem areas. If there are a lot of complaints and negative feedback about a certain issue, management can take action and see to it that the process is improved.

All in all, employee surveys are a key source of feedback for management. Any firm's goals are to provide the best products and services possible. Key to this is maintaining the satisfaction of personnel and turning the company into a good place in which to work.



Generating PR for your business

Generating PR for your firm is all about telling a story, raising awareness and ensuring that when a potential customer needs your product or service, your brand is the name that springs to mind first.

If you really want to raise the profile of your business, you will need to develop a PR campaign, which simply involves generating a consistent message in the press which communicates the value offered to your customers. Such a campaign could focus on demonstrating your firm's expertise in a given sector or communicating brand values such as quality or value for money - perhaps through commissioning a satisfaction survey and publishing the results quarterly.



Management communication

Communication is as much about non-verbal communication and listening as it is about speaking. Here are some crucial concepts that executives often forget:

Listen with intent

Most of us believe we have great listening skills. The fact is, most of us don't listen well at all. Effective managers purposefully listen. They can easily change how they listen based on the need and the situation.

Be the message

As a manager in an organisation, department or business all eyes are on you. You are being watched; how you speak, how you listen, even what you wear. You are your message; you are modelling behaviour that impacts others and your firm. You have the opportunity to help or hinder your business's morale, productivity, profitability and relationships. You must be aware of what you are communicating through your words and your behaviour.

Be authentic

Effective managers are truthful. When you do so, you are positioning yourself to get the results you need and you will strengthen relationships along the way. When a manager is truthful it promotes good practice within the whole firm, even when it means having potentially difficult conversations.

Speak simply and powerfully

Learn how to synthesise information to come up with powerful statements. Make your remarks memorable. Most people cannot remember more than a few ideas at a time. Make your points clear and succinct. Deliver your message elegantly and powerfully.

Treat communication as a critical process

Your business is important to you. Enhance your potential by developing strong communication skills throughout your firm. Design both formal and informal communication training to assure that all of your management team receive consistent and relevant information.

TAX TIP

Google, Drop Box, and JustCloud are just some of the free services offered to you and your organisation to store records online. These allow you to store anything from your personal photographs to your vehicle logbook for SARS online.

Most of us are usually keen to get something for nothing – and it's great, you can access your data anywhere, you don't have to back it up and it's probably more secure than it is sitting on your phone or a memory stick!

Enter the Tax Administration Act (TAA)...

Various statutes prescribe the length of time that you need to retain your organisation's records from the Corporations Act, Companies Act, Labour Relations Act and the Public Finance and Management Act. Not all of these will be relevant to you, but the TAA certainly is.

Section 30 deals with the electronic storage of any records relating to your tax (any of your taxes – PAYE, VAT, Income Tax, amongst others).

Here's the catch – all electronic records must be kept in an acceptable electronic form. If you are required to keep records (by any other Acts), then you must be able to provide SARS with an acceptable format of your records for SARS to analyse and access your electronic records. **Your records must be kept and maintained at a place physically located in South Africa.**

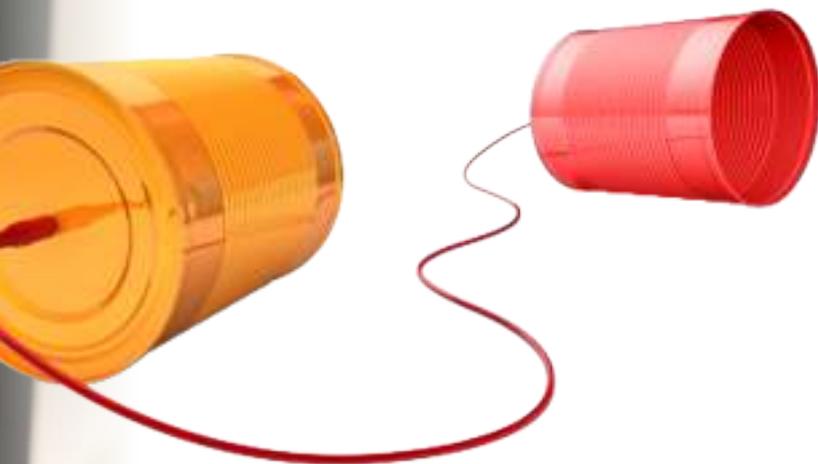
You may however get authorisation from a senior SARS official to keep records in an electronic form outside of South Africa if it is accessible from your physical address located in South Africa, the location will not affect the accessibility of the records, and the records are in a form accessible to SARS.

These records must be adequately stored including log ins, passwords, and how to obtain full access to the records. SARS may inspect your records at any reasonable time at premises physically located in South Africa.

If your electronic form is a non-standard form, then all manuals on the altered software that is relevant to understanding how the system works need to be kept. You must also keep a written, accurate document describing the system, transactions, and the format used to archive records.

There also needs to be a protocol in place to avoid records being deleted or destroyed. If a non-electronic record has been converted to an electronic record, a detailed document must be kept regarding how these records were processed.

- Check where the server is located – you may need to get permission to store your records there
- Check whether the format of storage is acceptable to SARS
- Make sure you have adequate documentation which describes your storage and archiving



- Make sure you comply with the requirements of the Tax Administration Act. We recommend that you consult a member of our Tax Team to assist you with this

Deadlines looming

30 September 2013:
Manual personal income tax returns
(handed in by hand and not
through e-filing)

31 October 2013:
Interim Employer reconciliations for 2014

22 November 2013:
All non-provisional tax payers' returns that
file tax returns via e-filing

WALLRICH
FINANCIAL | MANAGEMENT | ACCOUNTING
always, accountable

Chartered Accountants SA

1st Floor, Randpark Building
20 Dover Street,
Randburg

PO Box 2444,
Randburg,
2125

Tel: +27 (0) 11 789-1011
Fax: +27 (0) 11 789-1012
E-mail: info@wallrich.co.za
Web: www.wallrich.co.za

Subscribe

Un-Subscribe



WALLRICH
FINANCIAL | MANAGEMENT | ACCOUNTING

Business consulting

The Wallrich team will assist your business in attaining increased performance by improving the efficiency and effectiveness of key business operations.

Tailored solutions are offered to clients for the following areas:

- Corporate performance management
- Project management and support
- Strategy and business design
- Turnaround and transformation
- Business planning, cash flow and profit projections
- Asset management
- Business process management
- Capital projects
- Finance effectiveness
- Corporate performance management

To discuss your business's financial affairs, please contact us. Our team of qualified and experienced professionals will work in partnership with you to ensure that your business's financial and operational potential is maximised.

Chartered Accountants SA

1st Floor, Randpark Building
20 Dover Street,
Randburg

PO Box 2444,
Randburg
2125

Tel: +27 (0) 11 789-1011
Fax: +27 (0) 11 789-1012
E-mail: info@wallrich.co.za
Web: www.wallrich.co.za