



MINESOFT NEWSLETTER

WELCOME TO OUR QUARTERLY NEWSLETTER
BE UPDATED ON PRODUCT DEVELOPMENTS,
EVENTS AND COMPANY NEWS

Greetings from the Directors

As the year edges into Spring, Minesoft has embraced the inspiring atmosphere of new life and fresh beginnings to revive our own image and regroup the team spirit of our employees.

We take a look at the importance of an effective performance management system and how employees can be motivated as the festive season approaches.

As always, Minesoft is keeping our customers in mind during the development of our applications. Along with the launch of our new brand image at the International Mining Indaba 2012, Minesoft is busy working on the latest updates for Sampling and Survey.

Keeping employees motivated before the festive season

In a Smartblog article Arte Nathan, an HR specialist with 30 years of experience, explains that the Holy Grail in the workplace is not the products, branding, location or strategies, but the employees that make the difference.



As the year is almost at its end, and the festive season's atmosphere is slowly creeping into the office. This is the time of the year when it is most essential for companies to keep their employees motivated and focused for the last stretch before the holidays.

7 Tips on keeping employees motivated:

1. **Involve employees** in the ongoing development and progress of the company.
2. **Communicate frequently** by giving employees frequent updates on the progress of the business and their personal performance.
3. **Celebrate individual and team performance.** Catch people doing something right and focus on recognizing excellent performance
4. **Set challenging goals for your employees.** It is amazing what people can accomplish when they are given the opportunity to perform
5. **Give them the tools to succeed.** No team will stay motivated if they do not have the necessary tools required to do their job. This includes; equipment, internal support, inventory, marketing materials and training.
6. **Manage poor performance.** Your team expects you to manage individuals who do not perform to standard or contribute fully to the efforts of the team.
7. **Lead by example.** If you expect them to be motivated and enthusiastic it is critical that you behave in this manner.

Launch of the new Minesoft image at the Mining Indaba 2012



A Brand is more than the logo, the tag line or the fancy website. A brand is a living breathing organism that is built over time. It's how you speak, what you say, how you say it, the relationships you build, the values you stand behind, how your clients and audience perceive you, and what drives their loyalty.

Corporate branding is the process of establishing a credible perception of your company. Due to the fact that each business has its own unique personality, voice and story to tell, effective corporate branding is extremely important to the success of any business.

This statement is not just important for larger companies, but is essential for businesses of all sizes. Every company has to start somewhere, and establishing the proper corporate branding for your organization will be extremely valuable in the long run!

INNOVATIVE SOFTWARE SOLUTIONS

Realizing the importance of corporate branding, Minesoft has dedicated its time and resources to evaluating, tweaking and redefining its brand.

The key values reflected by the company's new "look and feel" is:

- People Friendly
- Corporate
- Efficient
- Vibrant
- Technologically advanced

The orange color used throughout our designs was chosen for its attributes as a powerful color, associated with enthusiasm and creativity as well as vitality and endurance.

Minesoft aims to **launch our new, exiting image at the International Mining Indaba** in Cape Town, during February 2012.

At the Indaba **vibrant displays** with new banners, business cards, brochures, products and gifts can be expected.

Minesoft will boast its product range throughout the event with the new **high definition DVD** made to showcase all the products of the company on flat screen televisions.



For 18 years, Investing in African Mining Indaba has been at the forefront of investing in African mining.

Investing in African Mining Indaba is the world's largest gathering of mining's most influential stakeholders and decision-makers vested in African mining

Importance of effective employee management



Measuring employee performance accurately and on a regular basis is a key strategy for organizational success.

By keeping a fair and consistent evaluation methodology, managers can determine where inefficiencies exist, identify strong employees for promotion and development and award salary increases and bonuses.

Measuring employee efficiency

Employees' capability and productivity should be measured regularly in order to identifying areas where an employee may be lacking so that a personal development plan can be put in place.

Identifying talent

By using a consistent and quantifiable method of evaluation, the strongest employees can be identified and earmarked for promotion.

Salary and bonus payments

Many companies provide annual salary and performance incentives. To be fairly awarded, an evaluation system is indispensable. Bonus calculation on mines can be a nightmare. Workers are constantly being moved from one workplace to another in order to increase productivity.

Minesoft's HR and performance management software can assist in the accurate calculation of bonuses by tracking each employee's work productivity on a daily basis. This information can also be carried over to your financial or payroll system to increase efficiency and decrease frustrating administrative work.

Product Review: Minesoft Performance



Minesoft Performance is a dynamic web based employee performance management application that allows the user to easily capture employee data into a secure integrated database.

- **Setup and maintain company organograms,** job profiles and grading, with their associated key activities.
- **Measure performance** standards, competencies and outputs.
- **Accurately review your employees** with customized reviews based on KPA's and KPI's.
- Gain a holistic view of your company by conducting **multiple company and department reviews** to correctly delegate and assign responsibility.
- **Track daily activities** of employees and publish these notes to individuals or groups.
- Track the progress and **performance of employees over time.**
- Identifies employee shortfalls and strengths.
- **Setup and monitors employee skills development plans** in order to accurately schedule employee training and development.
- **Conduct named or anonymous company surveys** to receive feedback from employees or clients.



Newsletter Contents:

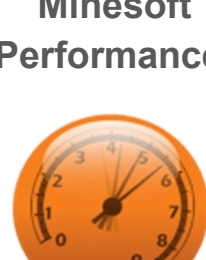
- Greeting from the Directors
- 7 Tips on keeping employees motivated before the festive season
- Launch of the new Minesoft image at the Mining Indaba 2012
- Importance of effective employee management
- Product Review: Minesoft Performance

Sneak preview of Minesoft's new image

Minesoft at the International Mining Indaba 2012

Exploring the importance of effective employee management

Minesoft Performance:



A web based employee control and management system

Join us on Facebook, Twitter and LinkedIn