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Corporate Communique . . .

ROBERT DENNEY Associates, Inc.

Management, Marketing, Strategic Planning

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HOW TO SUCCEED IN THE UNCERTAIN YEAR AHEAD

Yes, 2011 will begin in confusion and uncertainty. However, even in the face of continued political partisanship, above average unemployment and concerns about the global economy, there are many signs that the U.S. economy will continue its recovery – perhaps even faster than some experts predict. Businesses and organizations can succeed in this uncertain environment if management remembers to follow some tried-and-true principles.

- Have a vision. If you don't know where you're going, you'll never get there.
- Develop a business plan and follow it. Hell is paved with good intentions and business plans that were never implemented.
- Leadership is the art of getting someone to do what you want done because he or she wants to do it. Be a leader, not just a manager.
- Remember the three keys to being a good leader:
 - Listen and communicate.
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- Believe in yourself, even when no one else does. Remember these words: “If it is to be, it is up to me”.
- Your employees are your most important asset. Treat them the way you treat your customers or clients.
- Treat vendors and suppliers the way you treat your employees.
- Don't equate being busy with being productive.
- Get timely information – in advance. Most reports tell you what did happen. You need to know what might happen.
- It isn't the people you fire who hurt you, it's the people you don't.
- Ignore the latest management fad.
- If it ain't broke, fix it. When things are going well, make them even better.
- The client or customer is not always right – but their opinion is the only one that counts.
- If you're the CEO and everyone loves you, you're probably not doing your job.
- Expect the unexpected. Employees quit. Clients and customers leave. Computers crash. Always have a contingency plan: “What if . . .?”
- When things go well, spread the credit around. When things go wrong, take the blame yourself.

Note: Further discussions of some of these principles, as well as of other timely issues, are posted in the Writings and Communiques sections on our web site, www.robertdenney.com.

May the Holidays bring you joy and peace that continues throughout the coming year.

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