

RDA

Corporate Communique . . .

ROBERT DENNEY Associates, Inc.

Management, Marketing, Strategic Planning

June 14, 2012

WHAT THE WISE OLD OWL HEARD

A wise old owl
sat on an oak.
The more he saw,
the less he spoke.
The less he spoke,
the more he heard.
'Tis a pity we're not
like this wise old bird.

Old saying

“Efficiency is doing things right. Effectiveness is doing the right things. A lot of businesses and organizations are efficient but they are not effective.”

“When you negotiate, leave a little something on the table.”

“Recognize the skills and traits you don't possess and hire people who have them.”

“You're neither right nor wrong because others agree with you. You're right because your facts and reasoning are right.”

“Surround yourself with the right people who have integrity and then get out of their way. The right people will feel far more pressure to perform well when they are trusted.”

Robert Denney Associates Inc. provides strategic management and marketing counsel to professional firms, companies and non-profit organizations throughout the United States. Previous Communiques as well as information about our services may be viewed on our web site.

P.O. Box 551, Wayne, PA 19087-0551 • 610-644-7020 • fax: 610-296-8726
email: bob@robertdenney.com • web site: www.robertdenney.com

