

RDA

Corporate Communique . . .

ROBERT DENNEY Associates, Inc.

Management, Marketing, Strategic Planning

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Let's Get Rid of Management!

People
don't want
to be
managed.
They want
to be led.
Whoever heard
of a world
manager?
World leader,
yes.
Political leader.
Religious leader.
Scout leader.
Community leader.
Labor leader.
Business leader.
They all lead.
They don't manage.
The carrot
always wins
over the stick.
Ask the horse.
You can *lead* your
horse to water,
but you can't
manage him
to drink.
If you want to
manage somebody,
manage yourself.
Do that well
and you'll
be ready to
stop managing.
And start
leading.

***Robert Denney Associates Inc. has provided strategic management and marketing
counsel to law firms, companies and non-profit organizations throughout the
United States and parts of Canada for over 30 years***

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