

December, 2012

A “TO DO” LIST FOR 2013

1. Manage your operation. Don't let it manage you. Then . . .
2. Be a leader, not only a manager. Remember, leadership is the art of getting people to do what needs to be done because they want to do it.
3. The three keys to being a successful leader:
 - o Listen and communicate
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4. Believe in yourself, even when no one else does. Remember these words: “If it is to be, it is up to me.”
5. Employees are your most important asset. Treat them the way you treat your customers or clients. Then . . .
6. Treat vendors and suppliers the way you treat your customers.
7. Don't equate being busy with being productive.
8. Don't achieve efficiency at the expense of creativity and innovation.
9. Get timely information in advance. Most reports tell you what did happen. You need to know what might happen.
10. Remember what they did in the old neighborhood butcher shop – they trimmed the fat. Do likewise.
11. Ignore the latest management fad.
12. Have a vision. If you don't know where you're going, you'll never get there.
13. Develop a business plan and implement it. Hell is paved with good intentions and business plans that were never implemented.
14. It isn't the people you fire who hurt you. It's the people you don't.
15. If it ain't broke, fix it. When things are going well, make them even better.
16. Listen to your customers or clients. They are not always right – but their opinion is the only one that counts.
17. If you're the CEO and everyone loves you, you're probably not doing your job.
18. Expect the unexpected. Customers leave. Employees quit. Computers crash. Always have a contingency plan. “What if . . .?”
19. When things go well, spread the credit around. When things go badly, take the blame yourself.
20. Have some fun – and let everyone else have some fun too. A happy firm is usually a successful firm.

Robert Denney Associates Inc. provides strategic management and marketing counsel to companies and non-profit organizations throughout the United States. Information about our services can be found on our web site at www.robertdenney.com.

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