

RDA

Corporate Communique . . .

ROBERT DENNEY Associates, Inc.

Management, Marketing, Strategic Planning

December, 2013

HOW TO SUCCEED IN THE YEAR AHEAD

2014 will begin with confusion and uncertainty in the face of continued political partisanship and concern about the U.S. and the global economy. However, businesses and organizations can succeed in this uncertain environment if management remembers to follow some tried-and-true principles.

- ⤵ Have a vision for your firm. 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 needs to be 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.
 - Listen and communicate.
 - Listen and communicate.
- ⤵ 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. Learn from Marriott Corporation: Treat your employees well and they will treat your customers or clients well.
- ⤵ 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 fire.
- ⤵ 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.

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

Robert Denney Associates Inc. provides strategic management and marketing counsel to law firms and closely held companies throughout the United States. Previous Communiques, as well as articles on important issues and information about our services, are posted on our web site which is constantly updated.

ROBERT DENNEY Associates, Inc.

P.O. Box 551, Wayne, PA 19087-0551 • phone: 610-644-7020 • fax: 610-296-8726

e-mail: bob@robertdenney.com • web site: www.robertdenney.com