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Corporate Communique . . .

ROBERT DENNEY Associates, Inc.

Management, Marketing, Strategic Planning

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SOME COUNSEL FROM OUTSIDE THE BUSINESS WORLD

Despite more bright spots in the economy than most people realize, there is still much uncertainty and even pessimism. In times like this, we look for counsel and inspiration. I have always had great respect for Colin Powell. Although he originally delivered the remarks below when he was in the military, he has repeated them often when addressing business executives.

- “Dare to be the skunk. Every organization should tolerate rebels who tell the emperor he has no clothes.”
- “To get the real dirt, head for the trenches. The people in the field are closest to the problem. That is where the real wisdom is. Leaders who ask for straight talk must accept diverse opinions – even ideas they don’t want to hear.”
- “Share the power. Plans don’t accomplish work. It is people who get things done. It is my role to convey down to the last person in the organization the valuable role they perform.”
- “Know when to ignore your advisors. Eventually a leader must make the final decisions. Experts often possess more data than judgment.”
- “Develop selective amnesia. Too many leaders get so trapped in fixed ways of seeing things that they can’t cope when the world changes.”
- “Come up for air. You don’t have to prove to anybody that you can work sixteen hours a day if you can get the job done in eight.”
- “Leadership isn’t rank, privilege, titles or money. It’s a responsibility.”

Bob Denney

Robert Denney Associates is a boutique consulting firm that provides innovative management, marketing and strategic planning counsel to professional firms, non-profit organizations and privately held businesses throughout the United States and parts of Canada. Previous Communiques are posted on our web site as well as information on our services.

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