

July 19, 2012

THE TRUE MEANING OF PARTNERSHIP

When I began consulting, it was my plan to focus on working with corporations. But one of the first calls I received was from the managing partner of one of the international accounting firms. When I said I wasn't an accountant, he replied, "You don't need to know accounting. You just need to understand a partnership." That firm became a client and I began to learn how partnerships should work.

Over time, I came across a short piece that beautifully and succinctly defined a successful partnership. It was exactly the message I had been trying to deliver to law firms and accounting firms. Since then, I have used this piece as the opening section in all my reports and I have seen it change the attitude and culture of many firms. It's pretty simple. Here it is:

A good partner is the other partners' biggest supporter – and severest critic.

A good partner doesn't just make the other partners *look* better. A good partner makes the other partners *be* better.

Successful partnerships are based on four principles:

1. Change is inevitable. *"There is no progress without change."*
John Wooden
2. Leadership is essential.
3. Great minds don't always think alike. They sometimes think differently.
4. Partners are not independent. They are *interdependent*.

In a true and successful partnership:

- The partners look to the future – but often with different perspectives.
- The statement "We've never done it that way" doesn't end a discussion. It starts it.
- The partners don't just share credit. They increase the amount of credit to be shared.
- Partners do not merely build their own practices. They help feed and grow other business in the firm.

What's best for the partnership is more important – and ultimately more productive – than the desires of any one person.

Recently www.AttorneyatWork.com <<http://www.AttorneyatWork.com>> posted this for their readers.

Bob Denney

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