

February, 2014

*Note: Some of you will recognize this. We ran it in a
Communique several years ago. It is the opening section
in all our strategic analysis reports. It is not coincidental
that successful firms live by it.*

PARTNERSHIP

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.

Robert Denney Associates Inc. provides strategic management and marketing counsel to law firms, companies and non-profit organizations throughout the United States. Previous Communiques as well as information about our services may be viewed on our web site.

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