

Must-Do Tips No 41: Christmas Greetings & Gifts

Seeing as it is now the festive season, we thought a special MDT would be appropriate. First of all, we want to wish all our readers a Merry Christmas and Happy New Year.

And in the best tradition of the newsletter, we thought, let's continue to provide two or three observations cum contributions to help your thought processes as you look forward to the prospect of some time off; and the chance to eat, drink, be merry etc. in the company of loved (and other) ones. So a bit more light-heartedly than usual, here goes..

Tip 1 – annual naff award

As you can imagine, during the course of a year we come across an awful lot of professionals from different walks of life as they go about their business. Some are quite good at Business Development, the majority are not bad (and usually willing to learn)...and then there are some who deserve a category all of their own ;-). So for the latter, we have an award. This year's category is **Most Blinkered Lawyer of the Year**. After much deliberation, it goes to the individual (must remain nameless) who gave us this priceless contribution to the annals of best practice:

"What's the point of going to Chamber of Commerce events? They're just full of bank managers, accountants, surveyors and other people (sic) who can't give us work!"

Yes, dear reader, we love them all - even if....

Tip 2 – holiday reading matter

Time (or the lack of it) is never very far way from the thoughts of most people working in the professions. If you want an easy, short read with a lot of common sense attached, you could do worse than put "*Do It Tomorrow and Other Secrets of Time Management*" by Mark Forster (Hodder & Stoughton) on your Christmas list.

And out of pure interest, the office anoraks (well, me actually) really enjoyed Melvyn Bragg's highly readable history of the language: "*The Adventure of English*". Well worth having in your stocking if you missed it and/or the TV series first time round.

Tip 3 – award ceremony #2

Just to show that it's not all bad, we have another plaudit: this time for the do-gooders. The **Best Introductory Line at a Networking Event** award goes to the highly successful individual (he knows who he is!) who when asked:

"What do you do?", sometimes replies: "I'm a tightrope walker".

Makes a change from the yawnfest that is "I'm a lawyer" "I'm a surveyor" or "I'm an accountant" doesn't it? For the usually intrigued interrogator, he then describes just what a balancing act that he has to perform to keep clients and other stakeholders in his professional life happy, contented, and coming back for more. Come on networkers; come up with your own!

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We welcome feedback from you on what you think about "Must-Do Tips". If you like it hit 'Reply' and tell us specifically what you like. If there is a topic or issue that you would like us to cover, what is it? And if there's something that annoys, tell us too! We want to improve.

Need a stimulating contribution to your in-house publication or newsletter on Business Development, Client Relationship Management, or Professional Leadership from an expert? Call or email us and we will do our very best! If you think someone else might be interested in receiving "Must-Do Tips" tell them about us.

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Best regards.

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