

Must-do Tips No 78 - Rejoice! (It's The End Of Year Yarns)

Well it is that time of year again. As 2010 draws to a close, preparations are being made for the festivities, the Christmas party** season has all but finished, and we begin to take stock.

The way we like to do this is not in any way serious. To help lift the midwinter gloom that some may be feeling (Seasonal Affective Disorder or otherwise), we have selected three of the best stories for your fireside that shed deep and meaningless insight into the professional service mind-set and the gargantuan challenges that face us all ;-). As usual, they are based somewhere but far from entirely in fact. We hope you enjoy them.

** Those of you unlucky enough to have over-excitable email security software may have missed December's 'normal' issue: **Must-do Tips No 77 - Networking at Noel**. If you did, you can catch up by going to <http://www.peoplescope.com/must-do-tips.php> and look under 'Networking'.

Story 1 – on the ball?

Here's something to back up the fearsome intellectual reputation of professionals everywhere: brains the size of planets and all. Overheard was one such senior individual asking her secretary around this time last year: "I am trying to sort out dates for some building work on our Cotswold cottage...tell me does Easter fall over a weekend next year?"

Hmmm, let's think about that one for a moment.....

Story 2 - and on the breakfast menu today...

Early morning meeting visitors to one firm certainly received the star treatment and a lasting impression of true professionalism that totally re-engineers the concept of client or customer service for the tenties.

Ringling bells and knocking on doors for some time, they finally managed to attract the attention of an early bird professional sat at his desk. Imagine their delight then when said individual opened the door.....with a steaming bowl of porridge in hand and spoon in mouth, mid-gulp!

It's just a shame that Mummy Bear and Daddy Bear weren't there to greet them either.

Story 3 - outsourcing cleans up (not quite)

Outsourcing is now all the rage, but it is not without the need for some to adapt to a few of its hidden social downsides. Having devolved some typing operations to India, one of this firm's partners finished dictating a letter with "thank you, end of dictation, oh yes and by the way, can you pick up my dry cleaning this afternoon please?".

Cue a flurry of activity India-side, managers madly flicking through the terms of their outsourcing agreement but finding nothing under the heading of "laundry". Then followed a puzzled phone call to the embarrassed perpetrator for clarification - and no doubt the need to find a new dry cleaning 'provider'.

For fuller information on us, what we do, and who we work with, go to our website at www.peoplescope.com. **"The Vital Dozen - 12 Steps to Managerial Excellence in the Professions"** is a recently published, two-part briefing paper. Both parts are available now to view and download for free by going to: <http://www.peoplescope.com/articles.php>. In the same section of our website, you can also download both the published and in-depth versions of the article **"The Future of Professional Services Marketing"** that appears in the November/December 2010 issue of **PSMG News**.

To further inspire, we have a suite of over 20 new workshops on **Client Relationship Management, Business Development and Leadership & Management**. These are available as off-the-shelf Master Classes and as tailored Bespoke courses, covering key areas from *Fundamentals of Practice Development, The Art of Cross Selling and Good Fee Negotiation* to *Professional Appraisals and Handling Difficult Situations & People*. A comprehensive, non-technical development resource. To find out more, just go to <http://www.peoplescope.com/training-programme.php>.

And to access also for free, we have a wide selection of previous issues of Must-do Tips offering practical, real world advice: just go to <http://www.peoplescope.com/must-do-tips.php>. Finally, if you do NOT wish to receive "Must-Do Tips", [unsubscribe]click here to unsubscribe[/unsubscribe]. Or press 'Reply' and type 'Unsubscribe': we will do exactly that.

Best regards.

JAMES NEWBERRY

People Scope, 6 River Court, Chartham, Canterbury CT4 7JN, United Kingdom. Telephone: 01227 730411.

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