



TIP OF THE WEEK

May 13, 2008

Everybody makes mistakes. And when you do, how you act is a measure of your character – and your firm’s character – that others will notice. A sincere apology and an offer to make it right goes a long way. If you were late on a project, pick up the phone. Your saying, “I made a mistake, or we made a mistake and I feel terrible about it” will be received a lot better than offering excuses for why it’s not your fault.

If you’re the boss and hear that your subordinate made a big mistake, it’s even better if you make a call or at least follow up to your customer. My client and friend, Stuart Lurie, always tells his people to “make it right whatever the cost.” He says, “we’ll get paid for it in the long run.” I agree.

Apologies are sometimes hard to make. Fixing mistakes is sometimes costly. But it’s not just the right thing to do – it’s good business.

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Good luck. Work **ON** your business. Stay in touch.

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