Growing from Others’ Experiences
By Edward Mendlowitz, CPA
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3. PARKINSON’S LAW
BY C. NORTH CotE PARKINSON

- Law #1: Work expands so as to fill the time available for its completion
- Law #3: In nearly every matter of controversy to be decided, we can assume that the people who will decide will be in the middle bloc
- Law #4: The amount of time spent on any item of the agenda will be in inverse proportion to the sum involved

3.1 THE PETER PRINCIPLE
BY Dr. LAURENCE J. PETER AND Raymond HULL

- In a hierarchy, every employee tends to rise to their level of incompetence
- People who perform well get promotions, and keep getting promotions, until they no longer perform well, where they then remain indefinitely. Therefore, they rise to their level of incompetence

3.2 MURPHY’S LAW
BY ARTHUR BLOCH

- If anything can go wrong, it will
- Nothing is as easy as it looks
- Everything takes longer than you think
- If there is a possibility of several things going wrong, the one that will cause the most damage will be the one to go wrong
- Left to themselves, things tend to go from bad to worse

4. BORROWING BRILLIANCE
BY DAVID KORD MURRAY

- Darwin: Looking back it was more difficult to see what the problems were than to solve them
- Einstein: The mere formulation of a problem is far more essential than its solution
- What problems do you want to solve?
  - Ford wanted to make a car everyone could afford
  - GM wanted to make a car everyone could buy – GMAC
- Perspective changes things
- Question: Who was the most unpopular president?
- What Steve Jobs said about Apple in 1997

5. THE TEN COMMANDMENTS FOR BUSINESS FAILURE
BY DONALD R. KEOUGH

- Those who succeed are calculated risk takers, are nimble, flexible and look to adopt the best ideas even if not their own, don’t isolate themselves and certainly don’t assume they are infallible, never lie and exude trust, consider all the consequences of their actions, use outside consultants and experts as part of a strategy but not as the strategy and don’t take their eye off the ball (as in male cow - you’ll need to read the book to understand this one), keep your organization lean, never send mixed messages – bad messages are far better than a mixed one, anticipate,
  - look forward and plan for a better future,
  - and have a passion.

6. THINK BIG AND KICK ASS IN BUSINESS AND LIFE
BY DONALD TRUMP AND BILL ZANKER

- Many stories about the greatness of The Donald
- Some of the specifics in the book are the need to surround yourself with great, dedicated and bright people, recognize that bold moves are necessary and acting on them, have a passion for what you do, importance of the right timing, using your instincts but only after you’ve done all your homework and gathered all your backup support – no one becomes successful like without planning, preparation and hard work.
- Trump uses a quote by golf legend Gary Player who said “the harder I work, the luckier I get.”
7. GET SMARTER: LIFE AND BUSINESS LESSONS
BY SEYMOUR SCHULICH WITH DEREK DECLOET

- When I was very young I asked my Uncle Marty what he did for a living. He replied that he was a finance manager for a big company but what he really wanted to be was a philanthropist
- Say "No!"
- 217 people over a 4 year period turned down Howard Schultz when he was trying to raise money to get his business started. The lesson here is that to succeed you need persistence
- Axiom: business is a means to an end and not an end in itself
- Always consider: if this decision is wrong, is it going to be painful or fatal?

8. ONE MINUTE MANAGER
BY KEN BLANCHARD AND SPENCER JOHNSON

- One Minute Praise – catch person doing something right – try to catch yourself doing something right (self-checking)
- People who feel good about themselves produce good results
- If you're going to take a long term loan don’t buy a short term car
- Always make it clear what to do and what they will be accountable for
- Crystal clear feedback
- Most businesses spend 30% to 70% of their money on staff but <1% on training

8.1 PEAKS AND VALLEYS
BY SPENCER JOHNSON, M.D.

- The problem with peaks and valleys in business is that you don’t always spot them until it is too late. This book’s greatest value could be helping you identify when you are going into a valley or leaving a peak, recognizing and acting on opportunities, confronting and capitalizing on reality, and pulling yourself out of the valleys which cannot be avoided.
- You cannot always control external events, but you can control how you react to them.
- Use the good hidden in the bad. Consider that the bad is the price paid for the good
- Share with others

8.2 WHO KILLED CHANGE?
BY KEN BLANCHARD, JOHN BRITT, JUDD HOEKSTRA AND PAT ZIGARMI

- The culprits are the company’s culture, the lack of leadership commitment, the absence of sponsorship and guidance, the change leadership team, ineffective communication and dialogue, dilution of a sense of timing and urgency, no transmittal of an inspired vision, a myopic plan devoid of details, a stingy ostrich type budget leader, inadequate or no training, no achievable incentive plan, thwarted performance management with tardy documentation at best
- and questionable accountability.

8.3 THE ONE MINUTE MANAGER MEETS THE MONKEY
BY K. BLANCHARD, W. ONCKEN, JR. AND H. BURROWS

- Don’t end up with the monkey
- Have your subordinates keep their own monkeys
- But...take your clients’ monkeys

9. HOW TO ATTAIN FINANCIAL SECURITY AND SELF-CONFIDENCE
BY MARVIN SMALL

- Find a Need and Fill it
- There will always be opportunities for a well-disciplined person - Bernard Baruch
- The first requisite for making a lot of money is to want to make a lot of money – Baruch
- King C. Gillette's intense thoughts about bottle caps = disposal razor blades
- These met needs: Q-Tips, Adolph’s Meat Tenderizer, E Z Paint Rollers, Sight Savers, Vacuum cleaner, the zipper, Pitney Bowes postage meter, Jell-O, Lena (Lane) Bryant, Gerber Foods, Birdseye frozen foods...
9.1 BENJAMIN FRANKLIN'S THE WAY TO WEALTH BY BENJAMIN FRANKLIN

- The eye of a master will do more work than both his hands
- Not to oversee workmen, is to leave them your purse open
- Want of care does us more damage than want of knowledge
- Remember that time is money
- Does thou love life? Then do not squander time, for that is the stuff life is made of
- A little neglect may breed great mischief; for want of a nail the shoe was lost; for want of a shoe the horse was lost; and for want of a horse the rider was lost, being overtaken and slain by the enemy, all for want of care about a horse-shoe nail

9.2 NEW ART OF SELLING BY ELMER G. LETERMAN

- There is only one thing better than making a new friend, and that is keeping an old one
- Plan and prepare
- Luck is what happens when preparation meets opportunity
- Next in importance to having a good aim is to recognize when to pull the trigger

9.3 REALITY IN ADVERTISING BY ROSSE REEVES

- Advertising campaigns must have a U.S.P. - Unique Selling Proposition.
- When Cicero finished speaking, the people said, “How well he spoke” – but when Demosthenes had finished speaking, the people said, “Let us march!” - Adlai Stevenson
- Say what you mean clearly and succinctly
  - Marcus Cato: Carthage must be destroyed!
  - TDR: The only thing we have to fear is fear itself!
  - JFK: Ask not...
  - Ed M. : Do it right the first time!

10. 10-10-10: 10 MINUTES, 10 MONTHS, 10 YEARS BY SUZY WELCH

- Evaluate all decisions by applying a macro view to current actions:
  - immediate time frame, 10 minutes;
  - over a reasonable time period, 10 Months; and
  - against your values and major goals with a long term perspective, 10 Years

10.1 JACK, STRAIGHT FROM THE GUT BY JACK WELCH

- Focused on big picture game changers
- 6 Sigma
- #1 or #2
- E-business - not just selling
- Fire bottom 10%
- Learning organization

10.2 WHO SAYS ELEPHANTS CAN'T DANCE BY LOUIS V. GERSTNER JR.

- Grabbing Hold
- Strategy - teach the elephant to dance
- “Reengineering is like starting a fire on your head and putting it out with a hammer.”
- Vision
- People do what you inspect, not what you expect
- Culture is the game - an organization is nothing more than the collective capacity of its people to create value
- Market-driven approach
### 11. MOJO – HOW TO GET IT, KEEP IT, HOW TO GET IT BACK
BY MARSHALL GOLDSMITH WITH MARK REITER

- Ask yourself – is this really what I should be doing?
- Default action is to continue to do what we’re already doing
- Baseball is obsessive in measuring everything
- What is your reputation with your client? How do you know? Is it what do you want it to be?
- Reputations are formed gradually over time
- Change doesn’t take place sitting around doing nothing – it needs action
- Staff dysfunction becomes a sunk cost and the boss keeps person because of the prior investment
- A promotion is a job change

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<thead>
<tr>
<th>MOJO</th>
<th>NOJO</th>
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<tr>
<td>Take responsibility</td>
<td>Play the victim</td>
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<td>Move forward</td>
<td>March in place</td>
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<tr>
<td>Run extra mile</td>
<td>Satisfied w/bare minimum</td>
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<td>Love doing it</td>
<td>Feel obligated to do it</td>
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<td>Appreciate opportunity</td>
<td>Tolerate requirements</td>
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<td>Make the best of it</td>
<td>Endure it</td>
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<tr>
<td>Inspirational</td>
<td>Painful to be around</td>
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<td>Grateful</td>
<td>Resentful</td>
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<td>Curious</td>
<td>Uninterested</td>
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<td>Caring</td>
<td>Indifferent</td>
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<td>Zest for life</td>
<td>Zombie like</td>
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<tr>
<td>Awake</td>
<td>Asleep</td>
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### 12. THE LAST LECTURE
BY RANDY PAUSCH WITH JEFFREY ZASLOW

- Football practice without any footballs: 22 men on football field – how many have the ball? Need to work on what other 21 are doing – you need to get fundamentals set, or fancy stuff won’t work
- Time must be managed
- Regrets are not for what was done badly, but what wasn’t done
- You can always change your plan, but only if you have a plan
- Delegate
- Take a time out
- Luck is what happens when preparation meets opportunity - Seneca

### 13. FIRST THINGS FIRST
BY STEPHEN R. COVEY, A. ROGER MERRILL, AND REBECCA R. MERRILL

- Getting where you’re headed is more important than how fast you’re going
- THE MAIN THING IS TO KEEP THE MAIN THING THE MAIN THING
- Where there is no gardener, there is no garden
- Identify your role
- Plan your time
- It’s easy to say “no!” when there is a deeper “yes!” burning inside
- Priority is a function of context

### 14. THE 22 IMMUTABLE LAWS OF MARKETING BY AL RIES AND JACK TROUT

- Not “why does a CPA need to read a marketing book?”
- Or “should a CPA need to read a marketing book?”
- But “why a CPA should read a marketing book!”
- The Law of Candor
- The Law of Line Extension
- The Law of Perspective

### 14.1 THE 22 IMMUTABLE LAWS OF BRANDING BY AL RIES AND LAURA RIES

- Andersen Consulting A
- Muhammad Ali
- How to Brand Sand
- Does a Rolex keep better time than a Timex?
- Xerox computers?
- Why is a Planet Hollywood always near a Hard Rock Cafe?
14.2 DIFFERENTIATE OR DIE
BY JACK TROUT

- How you position yourself is how you are perceived
- It’s not about the job you do
- Ask yourself “What can I do to differentiate my firm [or myself] from everyone else?”
- Does this matter?

14.3 POSITIONING FOR PROFESSIONALS
BY TIM WILLIAMS

- Differentiation
- “best practices” or “next practices”
- The end of “full service?”
- Niche marketing
- What are you really selling?

15. THE PRESENTATION SECRETS OF STEVE JOBS
BY CARMINE GALLO

- We “sell” financial security, knowledge, control, empowerment and a method to the things a client’s wealth can acquire or the attainable dreams clients might have
- Audience wants to be informed, educated and entertained
- Your audience doesn’t care about your product, they care about themselves
- iPod – 1000 songs in your pocket
- Headline should be a one sentence vision statement
- Jobs’ presentations didn’t give brain time to get bored
- Dress up your numbers – charts, graphs, engage your target

Ideas from today’s program

- Total ideas today: 200
- Ideas you will try: 3

Percent of Ideas You Will Try and Succeed With

- Total tried: 3
- Total succeeded with: 2

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15.1 THE INNOVATION SECRETS OF STEVE JOBS BY CARMINE GALLO

- Innovation is a new ways of doing things that results in positive changes
- Innovation isn’t something you do once – it is a commitment to continuous improvement
- Electric company just doesn’t provide electric – it cools homes in summer and warms them in winter, allows people to cook their food, clean their environment and educate their children
- describe what you do in 10 words or less
- how you can make your customer’s life easier, simpler and better
- dream bigger
- If this were the last day of your life, would you want to do what you are about to do today?

16. CORPORATE LIFECYCLES
BY ICHAK ADIZES

Stable
Really doing well
Settling – No ambition
Starting to do well
It’s working
Getting started
Idea – let’s do it
Growth stage
Maturity
Aged

17. SMALL IS THE NEW BIG
BY SETH GODIN

- Duh?
- Who are you? What do you do? Why should I care?
- “If your target audience isn’t listening, it’s not their fault, it’s yours”
- “What makes you remarkable is being amazing, outstanding, surprising, elegant and noteworthy.”

18. GOOD TO GREAT
BY JIM COLLINS

- Good is the enemy of great
- Need sustained growth – not just starts
- What makes a company great
- 5 ways to be great (or at worst, much better)
  - Staff positioning
  - Don’t settle
  - Train
  - Technology and equipment
  - Frequent review

18.1 BUILT TO LAST
BY JIM COLLINS AND JERRY I. PORRAS

- Home grown management
- Good enough never is – attack your personal best
- Comfort is not acceptable. Need to obliterate complacency and thereby stimulate change and improvement before it is demanded externally
- “Of all the things I’ve done, the most vital is coordinating the talents of those who work for us and pointing them toward a certain goal.” – Walt Disney
18.2 GREAT BY CHOICE
BY JIM COLLINS AND MORTEN T. HANSEN

- TBD

19. HOW I RAISED MYSELF FROM FAILURE TO SUCCESS IN SELLING
BY FRANK BETTGER

- Selling techniques
- Enthusiasm + Energy + Hard Work + Practice + Knowing Your Product and Your Customer = Success
- Foundation of getting sales lies first in getting appointments
- Learning from others – how he increased his close rate
- New customers are the best source of new business

19.1 HOW TO WIN FRIENDS AND INFLUENCE PEOPLE
BY DALE CARNEGIE

- Any fool can criticize, condemn and complain, and most do
- When dealing with people, let us remember we are not dealing with creatures of logic. We are dealing with creatures with emotions, prejudices, pride and vanity
- You can make more friends in two months by becoming interested in them, than in two years by trying to get them interested in you
- Today is the tomorrow you worried about yesterday
- Knowledge isn’t power until it is applied

19.2 THINK AND GROW RICH
BY NAPOLEON HILL

- No one ever achieved worthwhile success who did not, at one time or other, find himself with at least one foot hanging well over the brink of failure
- The starting point of all achievement is desire. Keep this constantly in mind. Weak desires bring weak results, just as a small amount of fire makes a small amount of heat
- If you’re not learning while you’re earning, you’re cheating yourself out of the better portion of your compensation
- One of the most common causes of failure is the habit of quitting when one is overtaken by temporary defeat

20. JUGGLING ELEPHANTS
BY JONES LOFLIN AND TODD MUSIG

- The Ringmaster has the greatest impact on the success of the circus
- The 3 rings of your life are: Work, Family and Self
- You can’t juggle elephants
- You can juggle smaller projects and smaller issues
- You need to maintain balance in your life
- Objective is not to balance everything, but what is most important

21. IN SEARCH OF EXCELLENCE
BY THOMAS J. PETERS AND ROBERT H. WATERMAN, JR.

- A bias for action: active decision making - ‘getting on with it’
- Close to the customer: learning from the people served by the business
- Autonomy and entrepreneurship: foster innovation
- Productivity through people: employees are a source of quality
- Management philosophy that guides everyday practice and that shows its commitment
22. THE ESSENTIAL DRUCKER
BY PETER F. DRUCKER

- Management developed to supervise large groups of unskilled laborers, today it is handling highly educated knowledge workers
- The solider has a right to competent command
- Management is about making people capable of joint performance
- A business enterprise must build a true team and weld individual efforts into a common effort
- Traditional mind set of a business: Buy low and sell high. New approach: Add value and create wealth

22.1 THE 21 IRREFUTABLE LAWS OF LEADERSHIP BY ROBERT MAXWELL

- Law 1 – The Law of the Lid
- Improvement is impossible without change
- The iPod had 100% of Jobs’ time. The iPod was consistent with Jobs’ vision for creating a digital lifestyle
- The secret of success in life is to be ready for your time when it comes - Benjamin Disraeli
- If a leader repeatedly shows poor judgment in little things, people start to think that having him as a leader is a mistake
- A legacy is created only when a person puts his organization into the position to do great things without him

23. POWER BITES
BY EDWARD MENDELWITZ

- There is no acceptable alternative to growth
- You learn from listening, not talking
- Focus in on every client, issue or matter
- Create excitement!
- When others push the pencil for you, make sure it is your pencil
- Identify the most important thing you have to do, and only concentrate on that until it is done
- Nothing speaks with greater assurance than a proper presentation of facts
- The alternative to getting what you want is reduced expectations

WHAT YOU SHOULD DO BECAUSE OF THIS PROGRAM

- Do something!
- Pick 3 things and start one when you get back to your office, start another tomorrow and the third the day after

SOME THINGS YOU CAN DO

- Be clearer in your instructions
- Let your staff know you expect great work and won’t accept less – stop settling!
- Plan where you want to be in five years and measure what you do against that goal
- Add excitement and clearer communication to your presentations
- Control your business
- Praise good work – catch people doing good things
- Make the main thing the main thing
- Read one of the books you never read
- Re-read this handout

HAVE A QUESTION?

Thank you for attending!
If any questions, you can contact me at:
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Book list and copyright info

The Goal
By Eliyahu M. Goldratt and Jeff Cox © 1984, 1992 Eli Goldratt

E Myth Revisited
By Michael E. Gerber © 1995 Michael E. Gerber

Parkinson’s Law
By C. Northcote Parkinson ©1957 by C. Northcote Parkinson

The Peter Principle: Why things always go wrong
By Dr. Laurence J. Peter and Raymond Hull © 1969 by William Morrow and Company, Inc.

Murphy’s Law and other reasons why things go wrong!
By Arthur Bloch © 1977 by Arthur Bloch

Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others
By David Kord Murray © 2009 David Kord Murray

The Ten Commandments for Business Failure
By Donald R. Keough © 2008, Donald R. Keough.

Think Big and Kick Ass in Business and Life
By Donald Trump and Bill Zanker © 2007 by Donald J. Trump and Bill Zanker

Get Smarter: Life and Business Lessons
By Seymour Schulich with Derek DeCloet © 2007 by Nevada Capital Corporation Limited

One Minute Manager
By Ken Blanchard and Spencer Johnson © 1981, 1982, 2003 by Blanchard Family Partnership and Candle Communications Corporation

Peaks and Valleys
By Spencer Johnson, M.D. © 2009 by Spencer Johnson, M.D. Published by Atria Books.

Who Killed Change?
By Ken Blanchard, John Britt, Judd Hoekstra and Pat Zigarmi © 2009 by Polvera Publishing and John Britt

The One Minute Manager Meets the Monkey
Management time: Who’s got the monkey?
By William Oncken, Jr. and Donald L. Wass
© 1974 Harvard Business Review [Reprint #74607]
Other references: Managing Management Time by William Oncken, Jr. [1984]

Reality in Advertising
By Rosser Reeves © 1960, 1961 Rosser Reeves

How to Attain Financial Security and Self-Confidence
By Marvin Small © 1953 Marvin Small

Benjamin Franklin ‘s The Way to Wealth
Many editions of this small book are currently available as are editions of Poor Richard’s Almanac and Benjamin Franklin’s Autobiography

10-10-10: 10 Minutes, 10 Months, 10 Years - A Life Transforming Idea
By Suzy Welch © 2009 by Suzy Welch

Jack, Straight from the Gut
By Jack Welch © 2001 by John F. Welch, Jr. Foundation

Who Says Elephants Can’t Dance
By Louis V. Gerstner, Jr. © 2002 by Louis V. Gerstner, Jr

Mojo – How to get it, how to keep it, how to get it back if you lose it

The Last Lecture
By Randy Pausch with Jeffrey Zaslow © 2008 by Randy Pausch

First Things First
By Stephen R. Covey, A. Roger Merrill, and Rebecca R. Merrill © 1994 Covey Leadership Center, Inc.

Corporate Lifecycles: How and Why Corporations Grow and Die and What to do About It
By Ichak Adizes © 1988 Ichak Adizes

The 22 Immutable Laws of Marketing
By Al Ries and Jack Trout © 1993 by Al Ries and Jack Trout

The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand
By Al Ries and Laura Ries © 1998 by Al Ries and Laura Ries
Differentiate or Die
By Jack Trout with Steve Rickin © 2000 Jack Trout

The Presentation Secrets of Steve Jobs
By Carmine Gallo © 2010 by Carmine Gallo

The Innovation Secrets of Steve Jobs
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Small is the New Big
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Good to Great
By Jim Collins © 2001 Jim Collins

Built to Last

Great by Choice
By Jim Collins and Morten T. Hansen © 2011

How I Raised Myself from Failure to Success in Selling
By Frank Bettger © 1947 Prentice Hall Press, renewed 1977 by Frank Bettger

How to Win Friends and Influence People

Juggling Elephants
By Jones Loflin and Todd Musig © 2005 Jones Loflin and Todd Musig

In Search of Excellence

The 21 Irrefutable Laws of Leadership
By Robert Maxwell ©1998 and 2007 by John C. Maxwell

The Essential Drucker
By Peter F. Drucker © 2001 by Peter F. Drucker

Power Bites: Short and to the Point Management, Leadership, and Lifestyle Advice I Give My Clients
By Edward Mendlowitz, CPA. © 2010 Edward Mendlowitz