



## February 2015 Newsletter

### Positivity Special

After the usual doom and gloom in January (mostly because we get lost in Tax Returns), something more positive is required. Mind you, an election is in sight and the endless mis-information being spouted by politicians is really irritating me (already).



### Boyscout does Vegas

The big news this month is that the Boyscout is going to a DIY/hardware exhibition in Las Vegas in March on behalf of a client. John "Entwhistle" Haines is going too to keep him out of trouble and look after his wallet for him. One wrong move at Customs and they'll both be in orange jumpsuits for quite some time. And DIY will mean something entirely different. Whiplash is looking forward to checking his expense claims for coke and hookers.



### App ready to go

After weeks of coercion, the Boyscout has finally agreed that my decision to buy in the "Chris Duckett" App was a good one. The rest of the team remains oblivious. [Why can you never find sycophants when you need them?]

Having got him all enthusiastic, he's now fussing that the mileage tracker isn't working properly. For goodness sake, this is IT – it never works properly. Just get it out there (before it's too late).

## All change

We've had a personnel issue and I didn't enjoy dealing with it, but it's over. Thank goodness for Sophie Williams (despite her profile

<http://www.gabb.co.uk/site/about/people/profile/sophie.williams>)

To paraphrase Jim Collins (everybody else does):

"You've got to get the right people on the bus, the wrong ones off it, shuffle the right people into the right seats and then decide where to take the bus."

Getting the wrong people off the bus can be painful, as proved.

On the plus side, Dasha is back from maternity leave and we took Rachael on at the end of last year. Both are valuable additions to the team.

## 3 things

Budgets tend to get drawn up in December and launched in January, without anybody paying much attention. If all else fails, the answer is "last year + x%". In stable businesses, this works surprisingly well, mostly because forecasting the sales line is always difficult and everybody then focuses on explaining the variance rather than questioning the budget. No amount of looking at last year's sales will ever tell you what's going to happen this year. It's a very old consulting technique, but having drawn up the (meaningless) budget, it's worth asking what you need to get right to be able to deliver on that budget. The mini-strategic review that results is always worth the effort.

## When dealing with farmers:

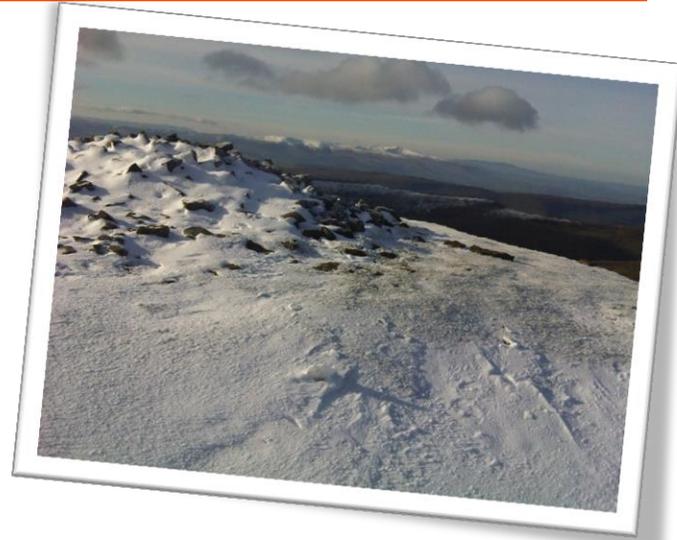
Q: Could you fax over a copy?

A: No, I can't fax because of where I live.

Q: Where do you live?

A: The 21<sup>st</sup> Century.

Even if fax is more secure than e.mail



## Disclaimer

We've had a request (but we're going to stay on). Nick suggests the quote from John Kenneth Galbraith:

"The sole purpose of economic forecasting is to make astrology look respectable".





## Chris Duckett Limited

Network House , Thorn  
Office Centre  
Rotherwas  
Hereford  
HR2 6JT



Telephone [01432 370 572](tel:01432370572)

Email: [clients@chrisduckett.co.uk](mailto:clients@chrisduckett.co.uk)

Website [www.chrisduckett.co.uk](http://www.chrisduckett.co.uk)