

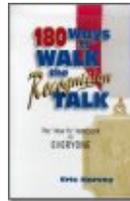
Guru's Guide to Help Desk and Deskside Support – Recommended Reading

Franklin Stevens – Director, IS User Support – Bryan Cave LLP

180 Ways To Walk The Recognition Talk

www.walkthetalk.com

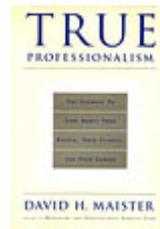
Recognizing the efforts and achievements of employees at all levels is critical to organizational success! Yet most people quickly run short of ideas on how to recognize others. As a result, acknowledging and reinforcing good performance doesn't happen as often as it could or should. This handbook will help you change that!



True Professionalism

<http://davidmaister.com/books.tp/>

There are relatively few new ideas in business, if any at all. How often can one repeat the basic advice of "Listen to your clients, provide outstanding service, train your people, look for and eliminate inefficiencies, and act like team players?" The problem, clearly, is not in figuring out what to do. Rather, the problem is to find the strength and courage to do what we know to be right.



The lesson is clear: Believe passionately in what you do, and never knowingly compromise your standards and values. Act like a true professional, aiming for true excellence, and the money will follow. Act like a prostitute, with an attitude of "I'll do it for the money, but don't expect me to care," and you'll lose the premium that excellence earns. True professionalism wins!

Managing the Professional Service Firm

<http://davidmaister.com/books.mtspf/>

Two aspects of professional work create the special management challenges of the professional service firm.

First, professional services involve a high degree of customization in their work. Little, even management information, can be reliably made routine.



Management principles and approaches from the industrial or mass-consumer sectors, based as they are on the standardization, supervision, and marketing of repetitive tasks and products, are not only inapplicable in the professional sector but may be dangerously wrong.

Second, most professional services have a strong component of face-to-face interaction with the client. As a consequence, definitions of quality and service take on special meanings and must be managed carefully. Very special skills are required of top performers.

This compilation of 32 articles written over the previous ten years covers everything from strategy to profitability, marketing to motivating employees.