

# The Pocket Guru

Priceless Nuggets of Business Wisdom



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# The Pocket Guru



PEARSON EDUCATION LIMITED  
Prentice Hall Business is an imprint of Pearson Education

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Fax: +44 (0)1279 431059  
Website: [www.pearson.com/uk](http://www.pearson.com/uk)

First published in Great Britain in 2011

© Smokehouse Ltd 2011

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ISBN: 978-0-273-75519-7

*British Library Cataloguing-in-Publication Data*

A catalogue record for this book is available from the British Library

*Library of Congress Cataloguing-in-Publication Data*

A catalog record for this book is available from the Library of Congress

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10 9 8 7 6 5 4 3 2 1  
15 14 13 12 11

Designed by Janet Brown  
Typeset in 10/20pt Avenir by Janet Brown  
Printed and bound in Great Britain by Scotprint, Haddington, East Lothian

P.S. I've always loved you **Alex**



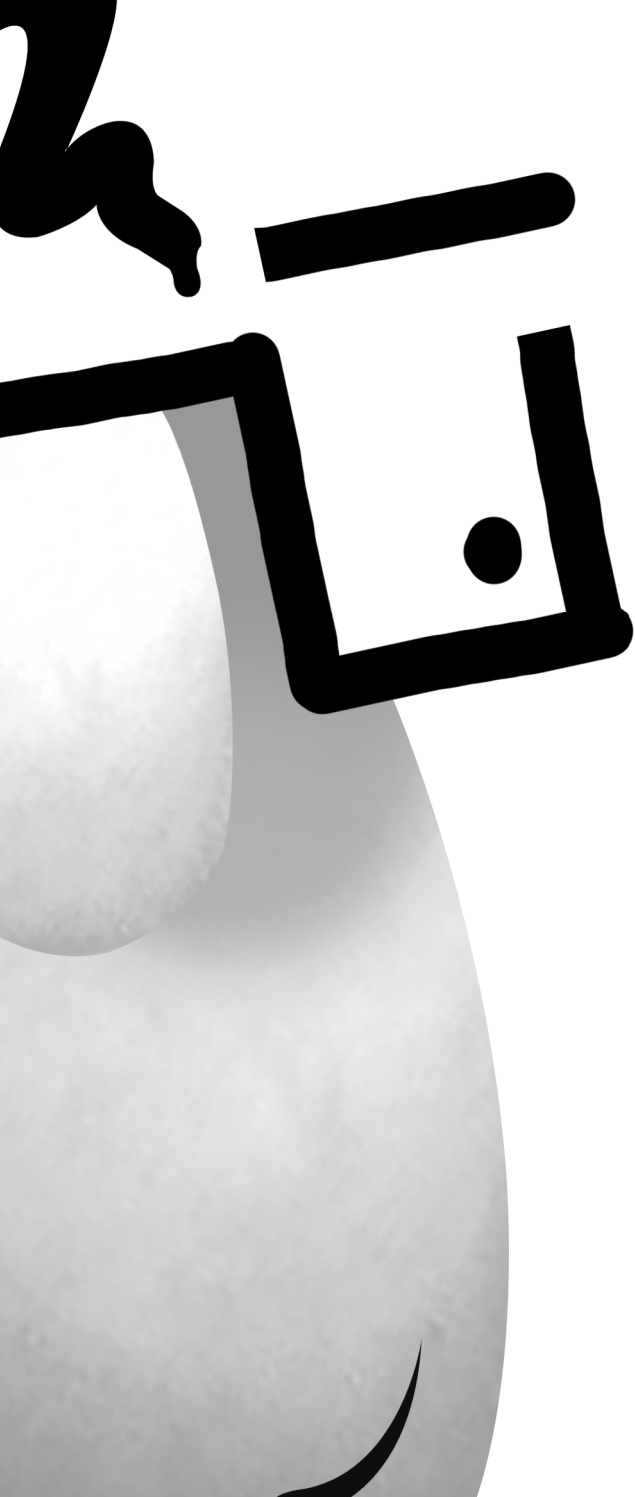
## **Dedication**

**This book is dedicated to the mini consultants – Ceci, Theo, Archie, Will and Libby.**

## **Thanks**

We would like to thank the following for their utter helpfulness. Beefing up the content side we've had the input of Lee Kemp, Emma Hendrie, Ralph Browning, Ed McCabe, Dominic Reibold and Mike Brown. On the design side we've had great technical support from Martin Spear.

We've also had one of the world's finest publishing teams behind us in the form of Rachael Stock, Richard Stagg, Paul East, Nick Gowler and Emma Devlin. We'd also like to thank Rowan Lawton and Juliet Mushens from pfd for their sterling work.



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## **1. Business Basics**

From easy budgeting to effective marketing

## **2. Smooth Operations**

From efficient meetings to project management

## **3. Personal Training**

From time management to confidence boosting

## **4. Managing People**

From inspiring leadership to tricky appraisals

## **5. Communication**

From powerful presentations to engaging training

## **6. Getting Ahead**

From impressing your boss to making more money

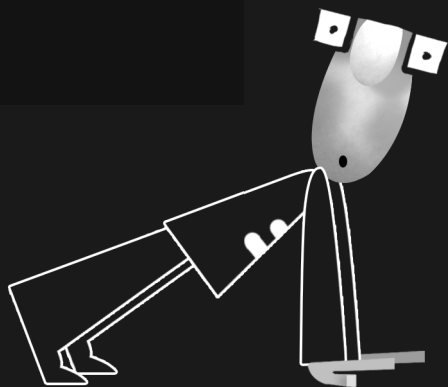
## **7. Moving On**

From great CVs to business start-ups

**10-POINT PLANS FOR EVERYTHING THAT MATTERS**



# Personal Training





# WORK

How to do stuff you hate



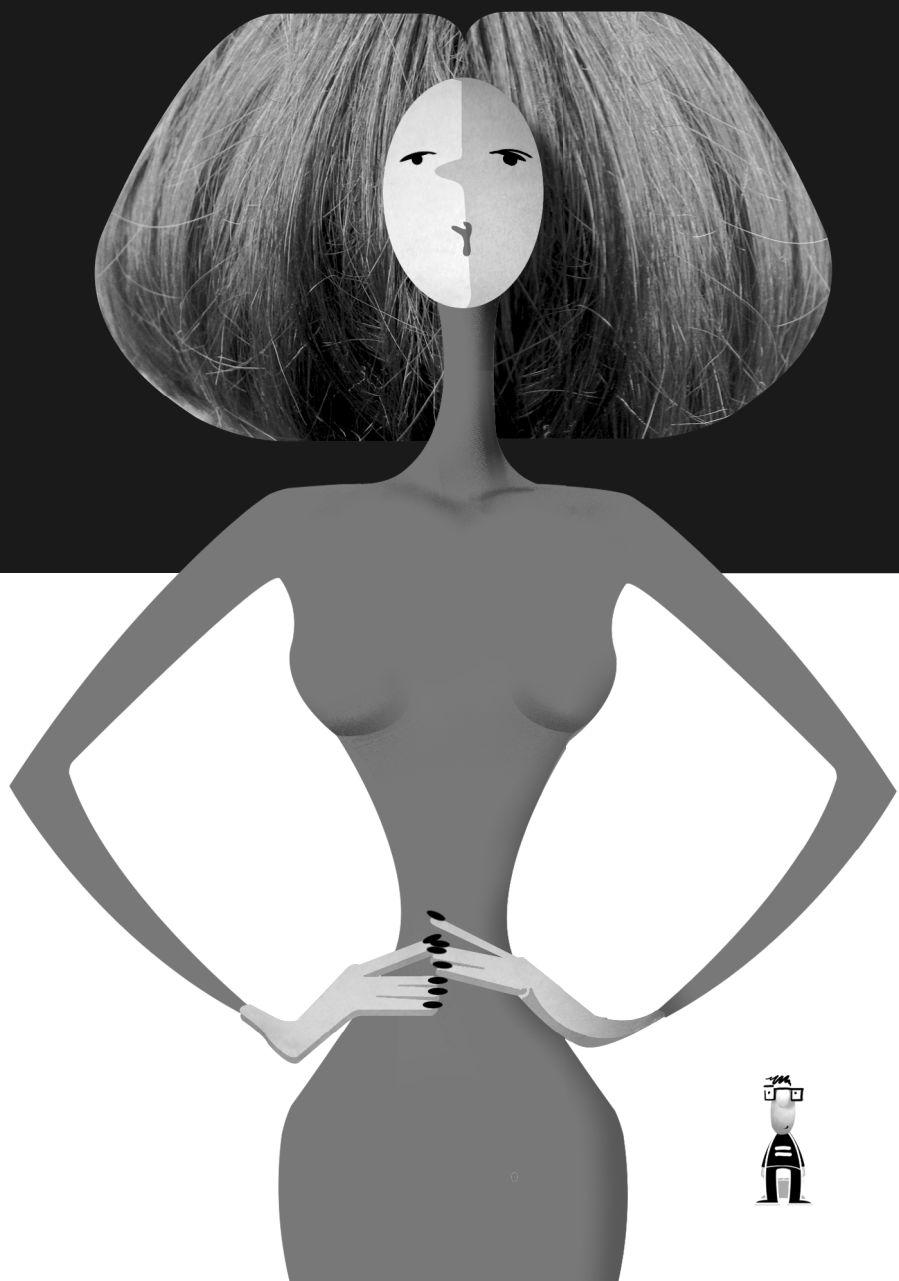
# PAIN RELIEF

- Make it the first thing you do
- Remind yourself of the benefits
- Talk to people. Reduce the fear
- Ask for support
- Plan in detail
- Commit to a start time
- Make the first step the easiest
- Remember it could be a lot worse
- Plan a reward for yourself
- Start now. Get it over with

# Magic Pants

Stay in control without being a freak

- Be clear about your own agenda
- Allow yourself time to think
- Keep on top of your inbox
- Plan ahead. It's later than you think
- Work out what makes other people tick
- Be flexible in your approach
- Take time before responding
- Check in with people regularly
- Keep on top of the finances
- Prepare for the best and the worst



Nice Guys Finish

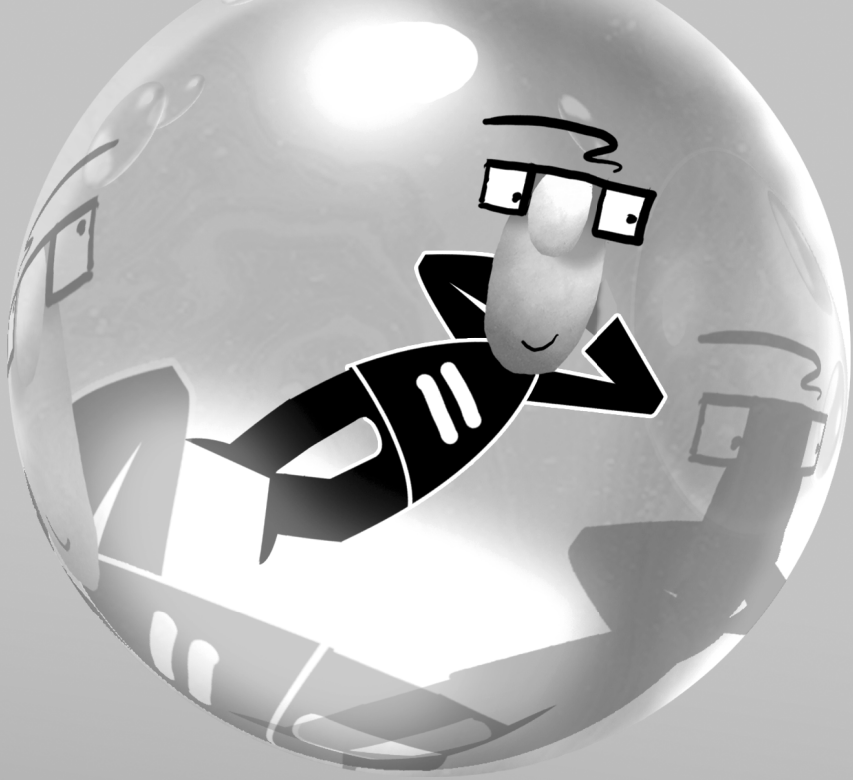
# Happiest

Personal values that work at work



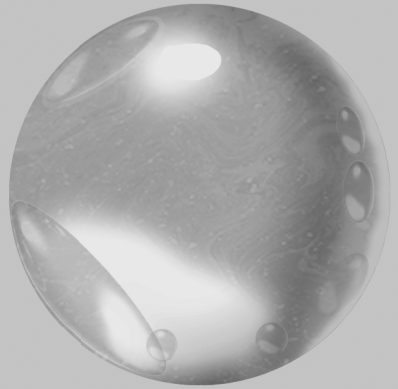


- Listen to people
- Be generous with your talents
- Don't speak ill of the living
- Hurting other people hurts you more
- Take time to say thank you
- If it feels wrong, it is wrong
- Don't discriminate against humans
- Volunteer to make things better
- Give as much as you take
- Keep your desk and conscience clear



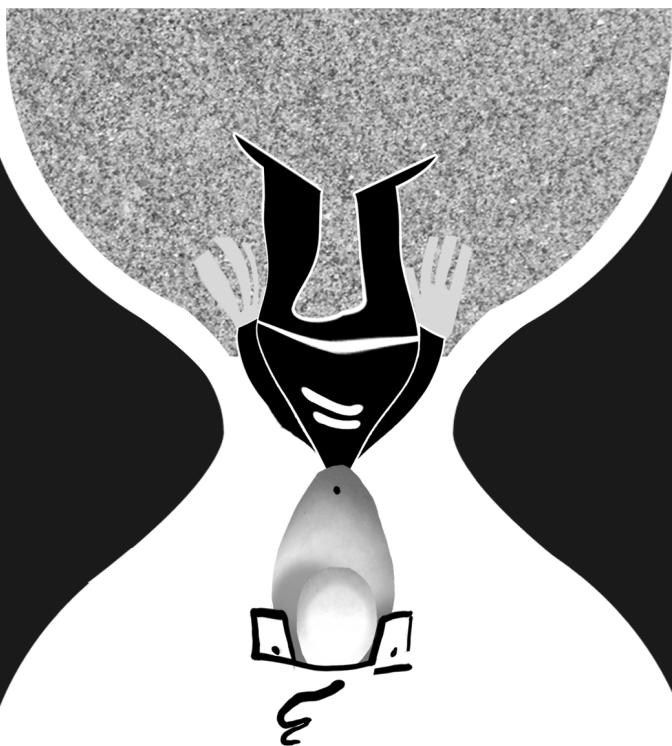
# Relax...

Manage stress before you can't manage anything else



- Be clear what you do and don't want
- Say thank you, but no thank you
- If it's not necessary, don't do it
- Simplify everything you do
- Plan relaxation time
- Relax your body and your mind will follow
- Laugh, eat lunch, have a chat
- Good communication always helps
- Never take your work home
- Relax, it's only a job





# About Time!

Time is money. Spend it wisely

- Don't accept impossible deadlines
- Negotiate schedules
- Promise it later, deliver it earlier
- Time spent planning always saves time later
- Build in contingency time. You'll need it
- Communicate progress regularly
- Allow time for checking stuff
- Everything has a cycle. Go with it
- Don't give time to time wasters
- Start work now. It's later than you think

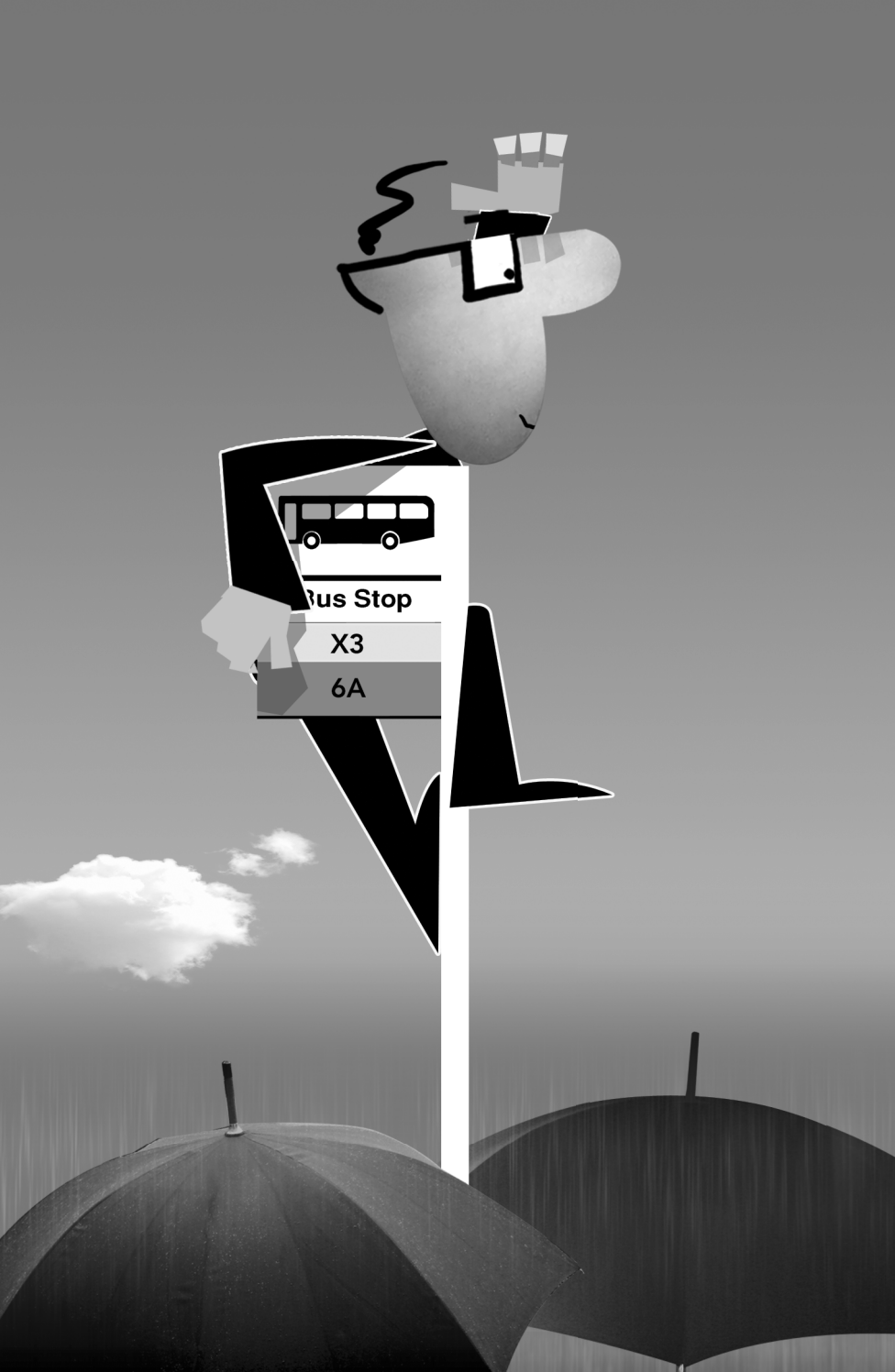
# Squeeze Your Creative Juices!

Give your brain its head

- Put what you know aside for a moment
- Think about something completely different
- Imagine how things could be
- Know the golden rules, then break them
- Draw your problem and then redraw it
- Find new words for new ideas
- Try varying time, money and people
- Import an old idea into a new place
- Solve the problem behind the problem
- Liberate the simple from the complex







Bus Stop

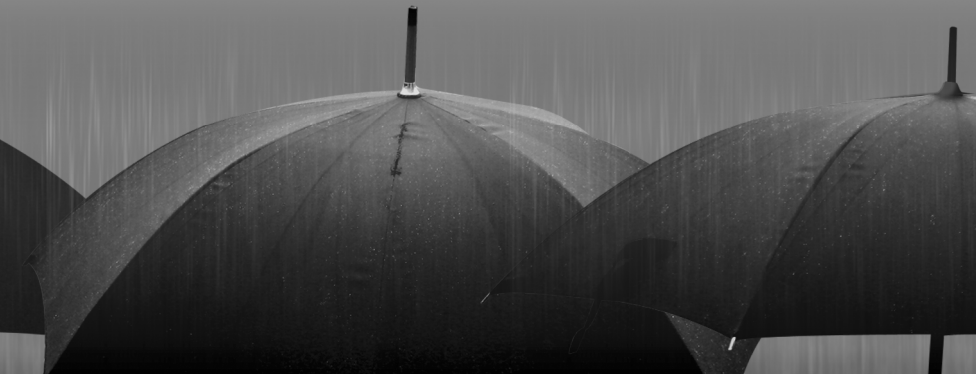
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6A

# Thank God it's Monday!

## How to go to work happy

- Do something worth doing
- Work an eight-hour day
- Be relaxed about stress
- Work with people you like
- Help others enjoy their work
- Take pride in what you do
- Walk, run or cycle to work
- Learn something new every day
- Do more of what you're good at
- Avoid vending machines



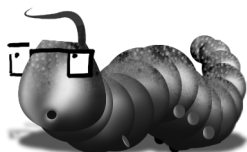




# Butterflies?

## Confidence tricks for caterpillars

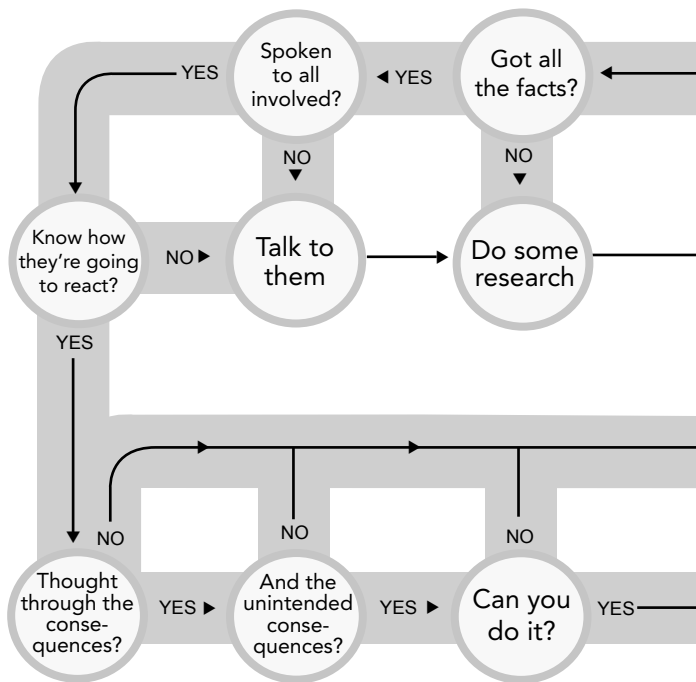
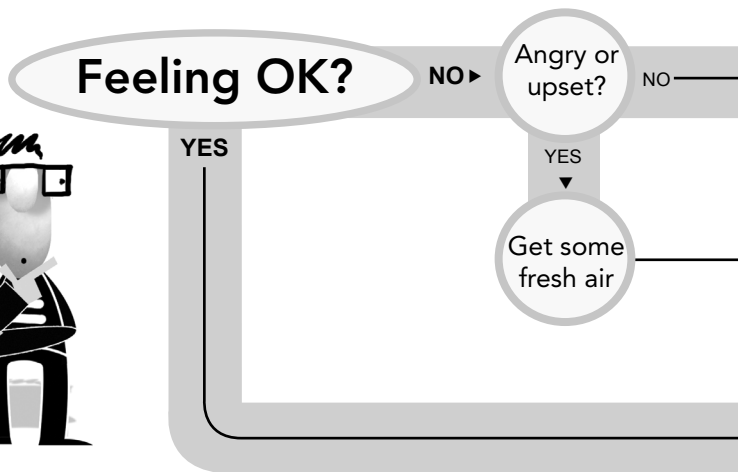
- What exactly scares you? Really?
- Talk through your fears – it shrinks them
- Remember no-one else is perfect
- Say hello quickly. The rest is easy
- Smile – it kick-starts confidence
- Go at your own pace
- Don't talk yourself down
- Focus on your strengths
- Do your best, then relax
- Be yourself – it's what you're best at

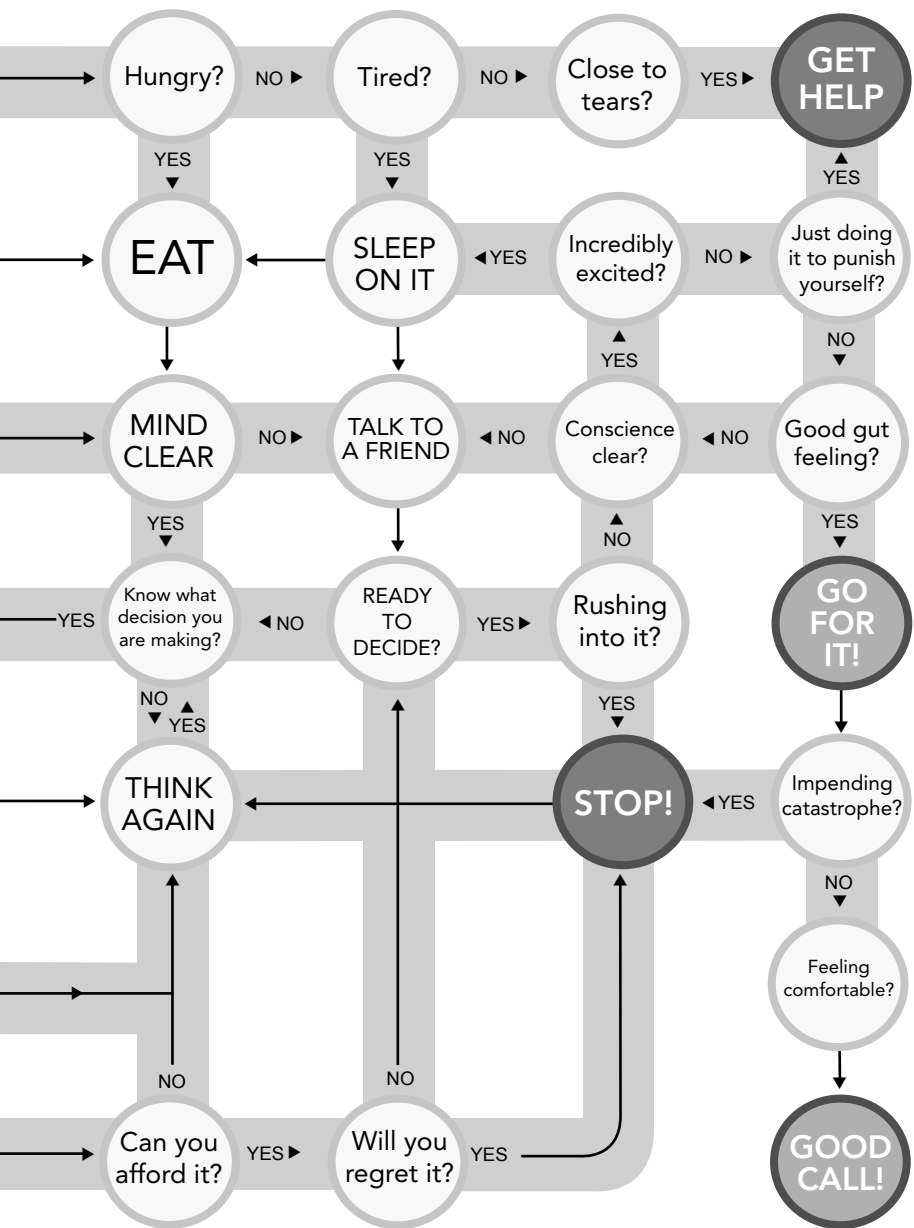




# How to make Big Decisions

you won't bitterly regret for years afterwards

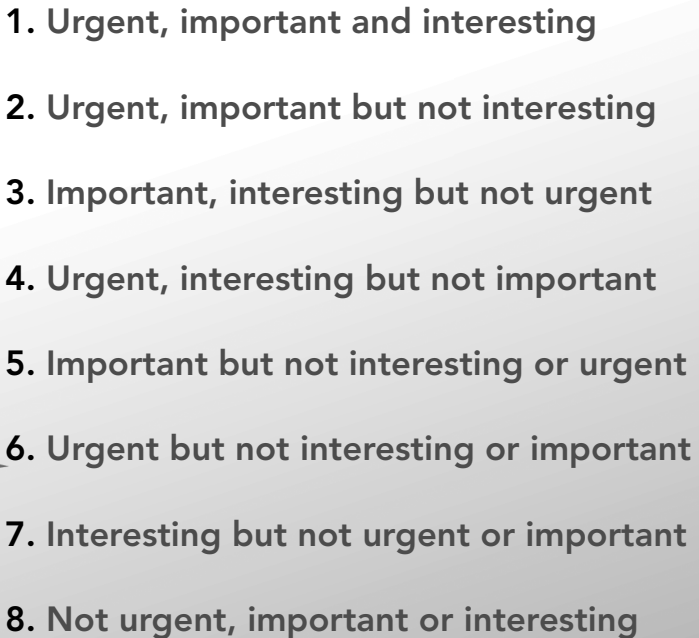




# FIRST THINGS FIRST

How to prioritise



- 
- 1. Urgent, important and interesting**
  - 2. Urgent, important but not interesting**
  - 3. Important, interesting but not urgent**
  - 4. Urgent, interesting but not important**
  - 5. Important but not interesting or urgent**
  - 6. Urgent but not interesting or important**
  - 7. Interesting but not urgent or important**
  - 8. Not urgent, important or interesting**



Listen



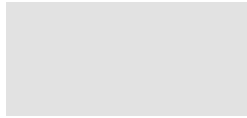
Make time



Empathise



Remember names



Say thank you



Celebrate success



Notice small things



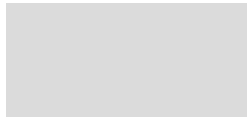
Keep in touch



Look for the best



Make coffee



Be polite



Relax



Don't whinge



Be optimistic



Give good feedback



Admit to mistakes



Ask questions



Wash



Resolve conflict



Inspire



Lead by example

# Interpersonal Skills



Don't judge



Include people



Say hello



Pay your debts



Love your family



Control your ego



Help out



Wait your turn



Have a laugh



Introduce people



Be on time



Forgive



Smile



Be interested



Respect differences



Trust people



Keep an open mind



Be patient



Stay calm



Gather opinions



Go for lunch





# Work Fitness

How to keep fit in the office

- Sit up straight. Give your lungs a chance
- If it's less than 20 floors, use the stairs
- Do something active in your lunch break
- Bring your own lunch. It's cheaper and healthier
- Put a bottle of water on your desk and finish it
- Fill your drawer with fruit and nuts
- Walk to the furthest bathroom in the building
- Try walking, cycling or canoeing to work
- Give yourself thinking time in the gym
- Do butt squeezes (your own) in meetings



# REACTION GENERATOR

WHAT TO DO WHEN YOU DON'T KNOW WHAT TO DO

Jump in	Choose	Harmonise	Check timing	Persuade	Di de
Distribute	Follow orders	Mutiny	Rise above it	Panic	Unco
Consult widely	Control	Leave	Accept	Reject	Flat ou
Redesign	Laugh it off	Negotiate	Debate	Find	Pu ap
Delay	Compromise	Imagine	Argue	Listen	Hic
Respond	Correct	Delegate	Act calmly	Wait	Sepa
Speed up	Repeat	Move	Emphasise	Rethink	Open
Go back to basics	Confront	Invest	Rest	Pay	Gen
Clarify	Promise	Get it in writing	Stop	Go for a walk	Disap
Meet up	Apologise	Learn	Improve	Let off steam	Stitch

g ep	Build on it	Say thanks	Dream	Buy	Fight back
over	Step back	Change	Simplify	Search the net	Disagree
ten ut	Plan	Brainstorm	Sell	Ignore	Slow down
ull art	Look into	Pray	Support	Research	Offer help
de	Reconcile	Seek assistance	Redefine	Acknowledge	Develop
rate	Relax	Champion	Agree	Sleep on it	Celebrate
n up	Embrace	Park	Take legal advice	Divide up	Avoid
tre	Publicise	Communicate	Start again	Say nothing	Look up
pear	Review	Appeal	Think	Reward	Travel
h up	Follow instinct	Explore	Go home	Prioritise	Check facts

