

Cliff's Business Philosophy

(copied, created or stolen outright over the years)

- Greatest Asset Evolution of an idea
 - Our established clients are our greatest asset.
 - Later changed to "Our staff is our greatest asset."
 - Later changed to " Our greatest asset is the undeveloped potential of our staff."
- The 4 Rules of Marketing:
 - Do a good job.
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 - Tell people about it.
- Never hold a meeting without addressing the subject of quality.
- Expect from your suppliers the same quality and level of performance that you expect from yourself.
- The customer is not always right, but always has the right to be heard.
- If you can't explain it, you don't understand it.
- Find a way to be profitable in every endeavor.
- Exceptional service is the best sales strategy.
- Inefficiency is the silent enemy.
- Be curious about the competition, but don't be preoccupied. If you must rely on your competitors to set your standards, you will never be number 1.
- The Golden Rule applies in almost everything. You know your own perspective best. Think of how you would want the job to be done if you were the customer.
- Grow Slow.
- Bring me a problem. Bring me your solution.
- If everyone is responsible, no one is responsible.
- You can't expect if you don't inspect.
- Work smarter, not harder.
- For every ten new forms, you need one new employee.
- Lawyers make money from problems, not from solutions. Keep them on a tight leash, pick their brains, and the moment you see the road clearly which will lead to a solution, solve the problem yourself and get rid of the lawyer.
- Lessons from my mother: Look for joy in the little things. Be generous. Have faith.
- Lesson from my father: Be honest.
- It is not the lack of problems which indicate a professional, but rather the way in which those problems are resolved.
- Public praise / private criticism: Never pass up the opportunity to praise your colleagues in public, but when you disagree with something they have done, tell them immediately, and in private.
- The 1-2-3 rule: Hire one, pay for two, and expect the work of three.
- The unexpected will happen.
- Providing better service is your only assurance that you will have a place in the market.
- Race as close to the cutting edge of technology as you can. You will always be a little behind, but being a little behind is not a bad thing.
- Dull minds discuss people. Bright minds discuss events. Brilliant minds discuss ideas.