

Ramsay's Rules

Ten Simple Principles for Working Well Learned Through the Years

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1. Know Your Purpose

If you don't know where you're going, any road will suffice and it won't matter what you do. Thinking about your overall purpose is perhaps the most important thing you can do. It may lead you to surprising places, but they will be places that have integrity and are satisfying.

2. Take Care of Customers

No person, regardless of the work they do, is without customers, without people they serve. Make sure you serve your customers well in everything you do.

3. Money is Important, But Not That Important

It is important to keep your eye on the bottom line. Finances cannot be ignored with impunity. However, becoming rich is not your most important goal. Money is merely a way to keep score.

4. Tend Your Network

Every business deal, every trip, every meeting will place people in your path. Learn their names. Learn about what interests them. Find out what you have in common. Stay in touch. Who knows where your next opportunity will come from?

5. Never Burn a Bridge

When a business project ends, or employment conditions change, the natural tendency is to move on. Especially if things didn't end under ideal conditions, there can even be a temptation to burn your bridges behind you. Don't. Everyone involved with your work, even the failures, is a part of your network.

6. Technology is a Tool

Technology is not the goal; it is merely a powerful extension of your own abilities. Learn to use technology well and it will serve you well. But don't make an idol of it.

7. Work on Projects that are Worth Doing

Life is too short to be wasted on worthless projects. Know your purpose, and choose your work accordingly. There is deep satisfaction to be found in working on things that have lasting value.

8. Work with People You Like and Respect

Choose to work with good people, affirming people, talented people, challenging people. You must work; make the people you work with a priority.

9. Know Your Personal Work Style

Everyone has work styles that work for them, as well as some styles that don't. Pay attention to how you work when you're most effective. Take steps to maximize those conditions, and to minimize the conditions that make you less effective.

10. Know Your Strengths ... and Your Weaknesses

Some of us are too modest, and can't admit what we're really good at. Others are too cocky, sure they're good at everything and blind to their own failings. Don't fall into either category. Know yourself and what you're good at. Know those things that you're not so good at. Maximize your opportunities to use your strengths. Work to minimize the impact of your weaknesses by either learning to overcome them or by reducing the need in your work for those capabilities.

Need help with your team's work? Please contact us at:



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