



Table Talk

Consultants Roundtable Monthly Newsletter - James Perkins, Editor

OCTOBER 2007 TABLE TALK

MEETING 16 OCTOBER 2007

This meeting features Ed Semmler, Business Editor, South Bend Tribune. Mr. Semmler will address business issues relevant to the area covered by the Tribune. Area business issues are of great importance to business consultants because most of the consulting assignments are from area businesses. Perhaps Mr. Semmler will have some information about the possibility of attracting high-paying jobs into the area. Also, coupled with that might be the state of technical research in the area from which new businesses are born. Mr. Semmler joined the Tribune in 1999, coming from the position of business editor of a northeastern Ohio newspaper. Mr Semmler holds degrees from the University of Cincinnati and the Ohio State University.

OCTOBER'S FIRST MEETING

This was discussion led by Tom Dobson. The topics discussed were:

1. How do you set yourself apart from your competition?
2. How do you overcome personal handicaps?
3. How do you motivate yourself?
4. How do you contact your prospective clients? How do you peak their interest in meeting with you?

These items are age-old questions for most of us. Yet, there was quite a variation in responses from those consultants in attendance. Highlights were things like:

- Develop a niche expertise which sets you apart.
- Identify what one sees as handicaps. Work hard to overcome them.
- Self-motivation was seen mostly as self-discipline.
- Also, is one happy in what one does? If not, then self-analysis is required.
- Contacts with prospects were networking and follow-up; newsletters; telephone/Fax/email/ maybe advertising if one has an obscure niche.

COMMENTS

The current leadership is open for comments on speakers, meeting format, discussion topics, the annual brochure, whatever.

RIGHT IDEAS

It's just as sure a recipe for failure to have the right idea fifty years too soon as five years too late.

- J. R. Platt

(Ed's note: the automotive hybrid propulsion system popular today was first invented in the 1970s. The Big Three ignored it. Now they're desperate!)