

# The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Collaborate With Other Consultants Working For Your Client  
and Being Thorough in Your Diagnosis"

December 2011

The Write Plan, LLC, 104 Renee Drive, Mars, Pennsylvania 16046  
www.thewriteplanllc.com info@thewriteplanllc.com 724.910.9640

## What's New ...

### INSIDE THIS ISSUE

What's New ...

About Us

Promoting A Networking  
Event

Advertising Your Business

How to Receive the Newsletter

Feedback, Questions, or  
Comments?

Guest Book

Collaborate With Other  
Consultants and Being  
Thorough In Your Diagnosis

Ads

Last month of the year 2011 is here!!! Hope everyone is enjoying the holiday times with great friends and/or family. :o)

With regards to business and networking it seems that things are slowly turning around in the economy (at least in this area) and jobs are being added /created. If you find yourself still looking and struggling there are many great programs out there offering assistance - feel free to contact me if needing help locating these programs since I do volunteer time with a few of them as well.

Happy Networking and Happy Holidays!

*Chad*

"The NetworkKING of Pittsburgh"

## About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.

### NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

### HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 2,300** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

### HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage [http://www.thewriteplanllc.com/Monthly\\_Newsletter.html](http://www.thewriteplanllc.com/Monthly_Newsletter.html)

### FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage [http://www.thewriteplanllc.com/Request\\_Form.html](http://www.thewriteplanllc.com/Request_Form.html)

### GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).



**I have a new client whose company seems to be crawling with outside consultants. I am not convinced that I want any of them involved in areas for which I am engaged with. How should I make that clear?**

Although most times we may be the only, or principal, consultant in a company, it seems increasingly common these days to be one of many. This makes sense, since we each have our areas of expertise and don't expect to be the expert on everything. We were brought in because of our reputation and referral on a specific skill, technology, or ability. Other consultants were brought in because they bring their own expertise.

I suggest you consider this a tremendous opportunity rather than a problem. What could be better than to work alongside someone with greater skills than you in a discipline important to your client on a problem in the same general area? Other than the obvious benefit of getting to meet and observe in action some new professional colleagues, this is a fabulous opportunity to improve the quality and effectiveness of your own work product for this client. Everyone wins here by collaboration.

**Tip:** Take the initiative to collaborate. Talk to the other consultants in the client office about getting together at least once (on a regular basis would be better) to discuss how you might all collaborate to best serve the client. Maybe you can arrange a brown bag lunch every week or two to discuss ideas or resolve problems you face individually. Even better is to discuss your findings and recommendations before presenting them to your client to be sure your recommendations do not create a conflict between different parts of the organization. Be careful to be sure there isn't something in office politics or confidentiality you should attend to.

\*\*\*\*\*  
**If solid diagnosis is the foundation for effective organizational change, what is a good way to structure my recommendations?**

There is no excuse for sloppy description of an otherwise solid diagnosis. How you present your results affects how well they are understood, accepted and implemented. One good way is how many financial analyses and audits are presented:

- Material Weakness - a description of the facts in evidence that bear attention by management.
- Cause of Condition - the source of the material condition and why this condition exists (and what the recommendation seeks to alleviate).
- Effect - how this condition affects the organization's core needs or performance, in effect the reason you are recommending the organization address this as a priority.
- Recommendation - what actions the organization should take to eliminate the effect and prevent reoccurrence of weakness.

One of the real benefits of this approach is its ability to clearly document your diagnosis for future use. When consultants make recommendations for their clients, everyone usually understands the implications at the time they are made. However, six months or a few years later, the nuances of your findings and recommendations are lost. This format should help make the value of your diagnosis last.

**Tip:** This format will help you be very clear about the subtleties of your findings and recommendations. Propose a specific format, with a few examples, of how you will characterize your diagnosis, and review with your client.

# Advertise here



**Santillan & Associates, P.C.**  
 Accounting & Tax Law  
 www.atsllaw.com  
 4300 Commonwealth Blvd  
 Suite 320  
 Secor, PA 15709  
 Phone: 724-730-1010  
 Fax: 412-774-2269  
 eds@atsllaw.com

*Edgarlin D. Santillan, Esquire*



**The Write Plan, LLC**

Chad E Zwigart, MBA/MPM  
 Principal Business Consultant

104 Renee Drive  
 Mars, Pennsylvania 16046

724.910.9640 Cell  
 724.625.2552 Fax

chad@thewriteplanllc.com  
<http://www.thewriteplanllc.com>