

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

Does Your Client Understand You? Post Hoc, Ergo Propter Hoc

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What's New ...

Happy New Year!!!

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Another year has started and it seems everyone asks "did you make your goals for this year?" "What do you plan on accomplishing this year?" and so on ... Blah is my answer cause you don't always know what is going to happen so at least come up with things you would like to do and make an effort and change as needed. Nothing should be set in stone!

If the end of last year was an indication of a great new year then I am well on my way, cannot wait to share all the news with each and everyone one of you as we get together throughout the time this year.

Hear is hoping that each of you has a healthy and prosper New Year!!!

Happy Networking!

Chad

"The NetworkING 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 3,465** 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

FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage http://www.thewriteplanllc.com/Request_Form.html

GUESTBOOK

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



In most of my engagements, I deliver a lot of work product. Much of this is analysis findings, recommendations and implementation protocols. How do I know I am getting through to my clients with all this content?

This is a question all consultants should ask. The assumption is that clients ask for advice, the consultant delivers it and the clients understand and integrate it into their operations and culture. If we stop to think about it, the client often asks for our advice because we have expertise they don't. Why should we assume that our findings and recommendations are immediately and fully understandable to a client?

Your effectiveness as a consultant depends upon your advice being understood. If your clients don't appreciate the nuances of what you propose and trust its usefulness enough to make good use of it, you are not providing full value. If you give a presentation and your client thanks you, says "**excellent work**" and neither questions nor challenges you, how do you know you got through? You would do well to make sure you can confirm that your client understands and takes ownership of your work products. Part of doing so is keeping clients in the loop during the engagement but you can also make sure that you don't lose them in the final delivery.

Tip: Design your final delivery to include an in-person briefing and assure that you have plenty of time. Watch your client's expression to see whether you have them or not. **Ask questions so you are comfortable that they can describe both your approach and your findings. Ask them how they intend to staff and resource implementation. How will they deal with implementation constraints and hiccups? Who is accountable for what? You are done when you feel comfortable that your client "owns" your deliverables.**

For my marketing materials, I know that it is always best to describe the significant performance improvements my clients have achieved due to my counsel. However, I don't know exactly how much to attribute to my work and how much to attribute to what the client would have achieved anyway?

This is a great question and one that clients looking at your marketing materials are likely asking themselves. If you review consultant collateral, some may contain statements like "Our technology solutions have created \$450 million in cost savings for our clients." I have heard clients make fun of these statements by consultants, pointing out that the consultant, even under the best of circumstances, could not be responsible for anything close to that impact. Their point is that it is the person who has P/L responsibility who is responsible for this savings and the cost savings can be attributed to many sources other than the consultant.

The Latin phrase "Post Hoc, Ergo Propter Hoc" is applicable to describe this fallacious thinking. It literally means "after this, therefore because of this," and implies that an event is attributable to an act that preceded it. My client increased sales by 20% in the year after I consulted to them, therefore I can say I added \$XX in value to my client. Or, the sun rises each morning because my alarm clock goes off. *Not so fast!!!*

Tip: Be extremely careful about making claims like these. Clients, especially those who are really responsible for P/L numbers like those you would like to claim, will discount such statements. At best, assert your value in terms of what you actually did. For example, you can say that the accounting system you planned and installed reduced collection times by 45% or that the sales close rate increased by 20% in part because of you helped develop a new process to track prospects. Don't let your desire to impress people with your value become a negative.

Advertise here



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