

# Newsletter January 2023

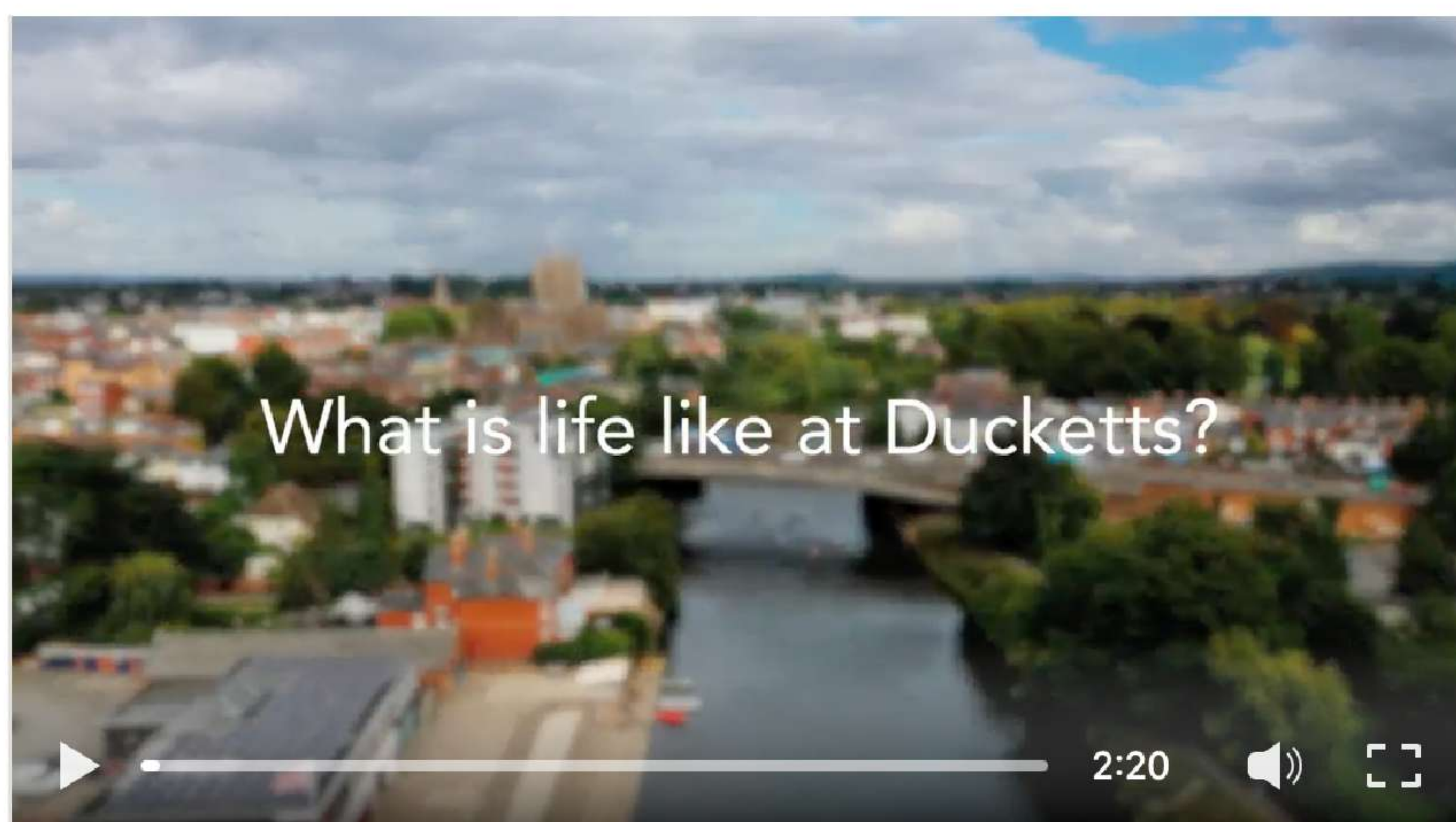
## M asterpiece Released!

Following our last film "blockbuster", filmed by Maria and David, back in 2017, we decided to engage with professionals to create our What is Life Like at Ducketts? video this Autumn.

A big thank you to Shooting Reels, in particular Dom, for helping us with this project.

To find out what life is like at Ducketts, you can watch it here <https://www.duckettsgrowth.co.uk/>

The good news is that there is a further video in production!



## IN THIS ISSUE;

- Book of the month - "Outliers" by Malcolm Gladwell.
- Meet the team - Susan Pudge
- Team news - New starts and new babies.
- Winning feedback from happy clients.
- Events - Past and future

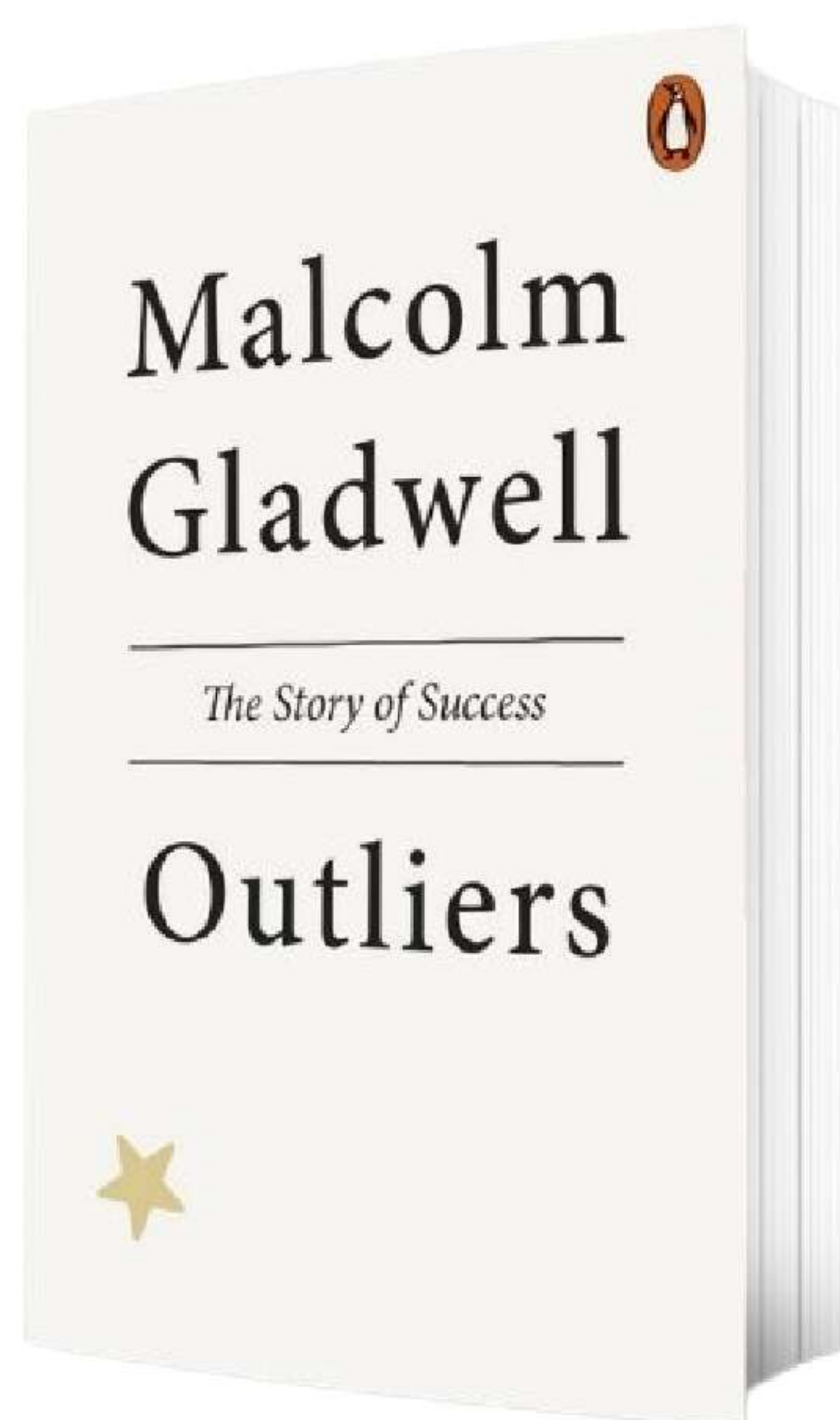




# Book Of The Month

We've dug this out of our archives, but it still resonates today.

The author also wrote the excellent Tipping Point.

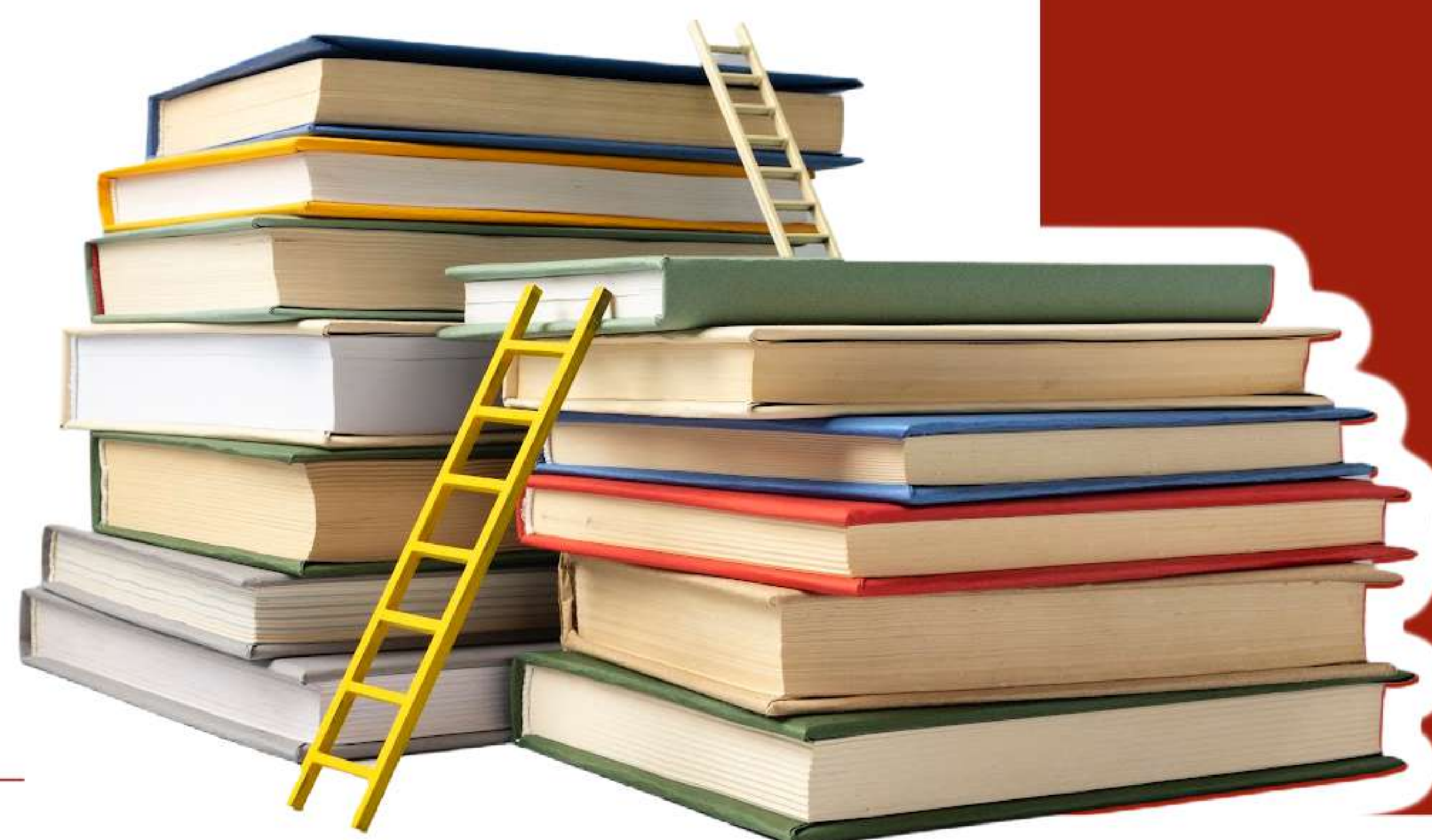


"Outliers" by Malcolm Gladwell.

This book got a mixed review in the press, mainly because the outlier theme is a bit weak. But the stories are wonderful:

- Why ice hockey players are all born in January/February/March
- Why the most successful lawyers in New York are Jewish
- Why children born in a recession year (eg 2009) do better
- Why you're safer on a Korean airliner if the co-pilot is flying.

Or, better yet,  
fly with Quantas.  
It's all about cause  
and effect.



## MEET SUSAN PUDGE

Soo, also known as Spudge, joined Ducketts in April last year and heads up our Tax Department. Those of a nervous disposition, will be delighted to learn that Soo's approach to client management is somewhat different to that of Sara's! Although be aware, that Sara is still very much an integral part of Team Ducketts.

Outside of work, as well as being what feels like a professional bridesmaid, Soo enjoys travelling and has been to many European countries. Her latest trip was to Israel, for a friend's wedding at which she was an obligatory bridesmaid. She likes going to the gym, spin (masochistic tendencies?) and playing rounders in the Summer.

She was once asked by the Queen whether she was wearing any clothes. They were at a garden party and whilst the Queen was mingling with the guests she saw Soo, aged 10, who had a Union Jack Flag wrapped around her and the Queen said "I hope you have something underneath that"



# Team news

**Annette (Netty)** - Joined us in December 2021 and heads up our Non-Corporate team. Netty grew up on her family farm and anything she doesn't know about farming, isn't worth knowing.

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**Rachael**- Baby number two, Henry, was born in late April 2022.

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**Maria**- returned from maternity leave in late April 2022.

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**Sara**- has reduced her hours to 3 days per week but don't worry she is not going anywhere (even if she wanted to, Chris won't let her).

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**Susan** - Joined us to step into Sara's shoes (although given the number of pairs of shoes that Sara owns - this feels like a really unfair task!).

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**Lauren**- Baby Brayden was born in mid September 2022.

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**John**- returned in September initially one day a week to undertake our special project work, but with the price of energy and the colder weather this has become two days a week, at least until the Spring.

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**Callum**- Joined the Management Accounts team in early November 2022.



## Happy Clients

We've had some great Google reviews lately

### A Rule of Tum Group Limited:

"We have used Ducketts Growth for several years now and they have really helped with our expansion at every step of the journey.

They have a wide panel of experts that really deliver value when developing our strategies and solutions. We love them if you need a great accountant 5 out of 5"

### Evergreen Shutters Limited:

"Excellent company - it's always a pleasure to work with them."



# Events you missed...

Back in October 2022 we held a Cyber Security event at the The Cyber Quarter, Rotherwas.

This is Chris's debrief;

For those of you reckless enough to miss this event, let me tell you what happened:

So, the (interactive bit of the) event was run by Richard Whitby of Crisis Solutions - the global leaders in crisis exercising and training.

The scenario was that we were advising a small bank that had come under attack from cyber criminals.

How do we respond? Richard then fed info to us as the situation developed.

What I took from this:

- Never put lawyers in charge of a crisis.
- Events move faster than your thinking.
- Practice making decisions based on incomplete and contradictory data.
- Put your favourite liquidator on speed-dial.
- But above all, try to avoid a crisis of any sort as we're just not cut out to deal with them.

If in doubt, relive the Govt's pandemic response.

## CYBER ATTACK

...the debrief.

**DUCKETTS**  
TRUSTED ADVISORS

# Events you haven't missed...

Join us for our annual Cocktails and Canapes at The Offa Bar, Green Dragon Hotel, on Thursday 19th January.

Book your place by emailing Rachel at [rachelmason@duckettsgrowth.co.uk](mailto:rachelmason@duckettsgrowth.co.uk).

We are currently finalising the programme for the rest of the year, full details to follow shortly.





# Christmas Jumper day and Lunch

A big thank you to everyone in the Ducketts team who took part in our Christmas Jumper day.

Together we raised £136.00 for Save The Children.

What are John and Mark doing in this photograph?

Answers on a postcard.....



## Charity Fundraising in 2022

As well as the monies raised from the Christmas Jumper Day, the Ducketts team raised £5,270 in 2022 for charity.

- Sue raised £150 for St Michael's Hospice by completing the Venus Walk in July (without the benefit of Prosecco this time!).
- Jo, Dasha, Caleb, Maria and Soo raised £950 for Macmillan Cancer Support, through the Mighty Hike (despite nobody walking a step – due to its cancellation, although Maria and Caleb did run the equivalent distance). Should they have to walk twice the distance next time?
- Our Golf Day in September raised £4,170 for The Midlands Air Ambulance.  
We are already planning this year's Golf Day. Burghill Valley Golf Club are hosting us on Wednesday 20th September – full details to follow shortly.

## Disclaimer

**Pessimism of the intellect: optimism of the will.**

[Apparently a concept put forward by an Italian communist who was put in prison by Mussolini in the 1920s.]

Which translates as: “We’re all doomed: carry on regardless”

And then there's the rather more useful contribution by Liz Truss: “Forecasts are not destiny”