



June 2015 Newsletter

The Relieved Special. Or should I be disappointed? My Dad (conservative to the Core) always said that socialist governments were good for accountants – more daft taxes to administer.

Lunch is for wimps

The requirement to maintain energy levels during the course of a long working day is one of those ideas that gets rolled out at 10 year intervals. Don't get me wrong, it's a key skill and can easily get forgotten about. Once the workload starts to build, the natural tendency is to start to wind up on coffee in the mornings, thereby generating the need to wind down with alcohol in the evenings. Once you're in the cycle, it's hard to break out. Here's K2's take on the subject:

<http://planetk2.com/blog/wp-content/uploads/2014/02/rest-and-recovery-part-one.pdf>

And, you've got to do exercise.



Budget approaching

Back in the good old days, before the Dotcom crash, I used to be able to bring a daft American idea to every Newsletter. Then the world got serious and I ran long articles on tax (and abuse of power). Light relief at last:

<http://siyli.org/whysiy/>

This is basically mindfulness applied to business: “*navigating our opportunities and challenges with more resilience, more engagement, and more happiness.*”

I'll have some of that.



What goes in?

Assuming your marketing plan (what's that Nick?) requires you to send out a monthly newsletter/update a blog, the next question is what are you going to put in it. There are lots of theories on the subject, but I suggest you put in whatever you like: I do. Tim Kidson addressed the subject rather well in one of his “Important, but Not Urgent” broadcasts. He relayed the (e.mail) conversation he'd had with one of his American mentors. Tim had politely suggested to this guy that his recent blog didn't take into account the attitudes of younger readers. The mentor replied that he wrote the blog for his own benefit. Read it or not – that's up to you, but it's absolutely not a dialogue.

Zybert blog

I've recently had a conversation with Richard Zybert, which led me to look at his blog. If you like IT, have a look:

<http://www.mysafeware.co.uk/blog/>

If not, it's probably incomprehensible.

I hope to have 4 servers soon. Does that make me a geek? Or a collector (of metal boxes that hum).



The runaway vacuum cleaner

Having referred to Tim Kidson above, this is a good analogy/analysis from him:

"Some people running businesses create untold stress for the management team that try to work with them. Someone told me last week that her leader is like a runaway vacuum cleaner without a dust bag, racing around at ninety miles an hour, whilst she tries vainly to follow after him clutching a dust pan and brush.

These charismatic leaders are full of energy, ideas and enthusiasms, but nobody else really knows what is going on in their head. They often have no patience with standard best business practice such as the Bull's Eye, SWOT analysis, 360 degree appraisals, facilitated staff and customer surveys, monthly management meetings.

It is not uncommon for these MD's to have some very successful years in terms of both cash and profit. Equally, these same people have other years when there isn't much of anything and they can go spectacularly bust too."

http://www.timkidson.com/video_blogs.aspx

Recognise anybody?

Videos everywhere

It may be my age, but I get the impression that the You Tube phenomenon has even taken over the world of business comment. The once wordy FastCo does networking in pictures:

<http://www.fastcompany.com/3046832/work-smart/are-you-networking-or-nagging>

Great by choice

I haven't featured anything by Jim Collins recently, but as things are looking up, I thought this article from 2011 should hit the spot:

http://www.jimcollins.com/article_topics/articles/how-to-manage-through-chaos.html
You get what you work for? Didn't The Stones say something like that?

Guy Kawasaki-Chief evangelist

The man is undoubtedly Silicon Valley royalty, having been involved in a host of start-ups and having written a very successful book on the subject. I was particularly impressed when he interviewed Steve Ballmer, then CEO of Microsoft, and asked him why Vista was such a mess (the reason we all went straight from XP to W7). Naturally, Ballmer insisted that Vista was fine, all production targets were met and the grain silos were full. Anyway, Kawasaki now specialises in promoting businesses by getting all employees to join in – the Art of Evangelism. As a man who was once afraid of public speaking, he's certainly come a long way as his collection of speeches testifies:

<http://guykawasaki.com/speeches/>

Medival tax haven

For some reason, archaeologists have been digging up bodies buried during medieval times (1,100 to 1,300AD) around Hereford Cathedral. 2,500 of them, in fact. They discovered that the men were from Normandy or N. Wales, whereas the women were local. This appears to be because there was a law (in Hereford) that any man coming into the area and marrying a local woman didn't have to pay any taxes. Does that mean local women were so ugly that men had to be bribed to marry them? What happened on divorce?

Win forever

A talk on the topic.

<http://brianjohnson.me/philosophers-notes/win-forever/>



Adam Grant - Giving, Trading, Taking.

Whilst we're all familiar with givers and takers, I'd never heard of traders. It turns out that I may well be one. Givers are the most successful in business:

<http://www.thepositiveapproach.global/adam-grant-encouraging-people-givers/>

It's not fair

The Institute is worried that the public can't tell the difference between avoidance and evasion:

<http://economia.icaew.com/opinion/april-2015/tax-avoidance-is-moral-question-for-clients-not-advisors>

So it must be the clients' fault?



Rising stars

I can't remember where this came from (so I can't credit it), but I'm sure it was written with a straight face:

"HMRC's strategy to clamp down on suspected tax avoiders has seen its internal 'Rising Stars' team of tax investigators intensify its scrutiny of those who are wealthy and newly successful entrepreneurs, professionals and celebrities.

HMRC's 'Rising Stars' team was launched in 2012 to investigate the tax affairs of individuals with rapidly rising incomes and a net worth of at least £15m, as well as anyone who has the potential to meet the £20m wealth criteria for the High Net Worth Unit within the next five years.

HMRC now has a system in place to monitor those with fast-growing wealth well before they reach necessary threshold for scrutiny by the HNW unit.

These individuals are likely to be successful entrepreneurs and those rising quickly through the ranks at investment banks and other financial services firms. Young sports-

stars and a number of well-known celebrities are also targets. Monitoring these taxpayers from an early stage is likely to result in more efficient scrutiny as they move into a higher wealth bracket.

Units focused on High Net Worths also tend to have a smaller ratio of taxpayers to officers which means resources are more concentrated. Investigations tend to bear more fruit as a result."

At least I can't complain that HMRC is looking in the wrong place.

Disclaimer

There's a calendar in my kitchen with the slogan "Sometimes a woman needs a man for company, no matter how useless he is". Should I be worried?





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