



How To Do an Excellent Job

by Peter Kardel, CTO/CEO

1. **Never forget that Clever Ducks exists to serve its clients and be a great place to work.** Treat everyone with patience and respect. Have appropriate fun doing it.
2. **Stop, look, listen and think. Then think ahead.** Find out what your clients want you to do. Find out what's been done. Then be proactive. Don't assume the client knows what they want. Considering the best possible service of the client is the goal, do the best job possible to solve the problem at hand, but remember look ahead and anticipate issues and advantages.
3. **Plan all projects in writing.** Enable yourself to find discrepancies and make the first step in documentation.
4. **Handle things once whenever possible.** Don't pick things up and put them back down. That is costly to the organization and client. Use the 2 minute rule: If something takes less than 2 minutes do it now, it will save much more time later.
5. **Know when to switch gears.** Don't keep with an approach that will result in unrealistic cost to the client. Know when to call in other team members or a vendor for support.
6. **Take responsibility and ownership.** "We are here to solve it. And if I make a mistake I own up to it." Occasional mistakes aren't tragic if they are honestly confessed and fixed.
7. **Challenge your assumptions.** Don't assume a client knows what they want. Never assume it works. Don't get target fixation and lose peripheral vision.
8. **Document accurately.** Timekeeping, orders, contacts, the system for the team and the client.
9. **Test. Test. Test.** Test your assumptions, your designs and your implementations. Don't let the client find issues before you do.
10. **Always have a backup between you and a mistake.** Client data must have its safety ensured from disaster, operator error or mechanical malfunctions.