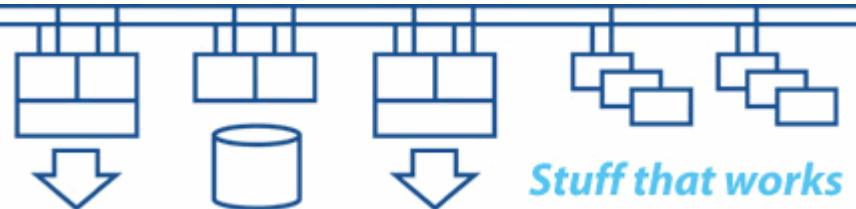
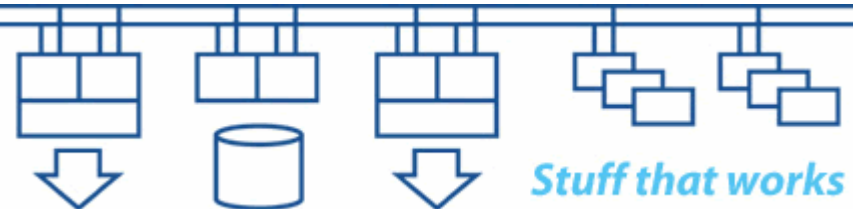


Thoughts on working as an independent professional

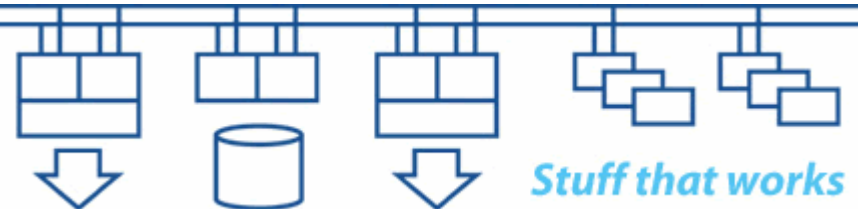
Colin Butcher
XDelta Limited



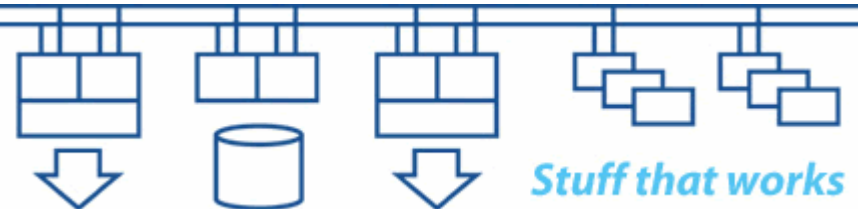
- **Occam's Razor:**
“Pluralitas non est ponenda sine neccesitate”
“Entities should not be multiplied unnecessarily”
“Keep it as simple as possible”
- **Hanlon's Razor:**
“Never attribute to malice that which can be adequately explained by stupidity”
- **Colin's Caveat:**
“Allow for failures – success is only one of many possible outcomes”



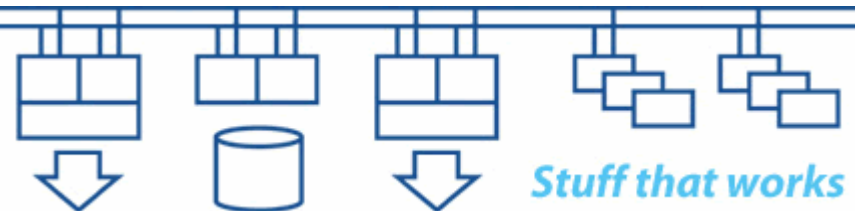
- **What problems does using independents solve?**
- **What problems does using independents cause?**
- **Why would anyone hire you to help them?**
- **How do people know that you exist?**



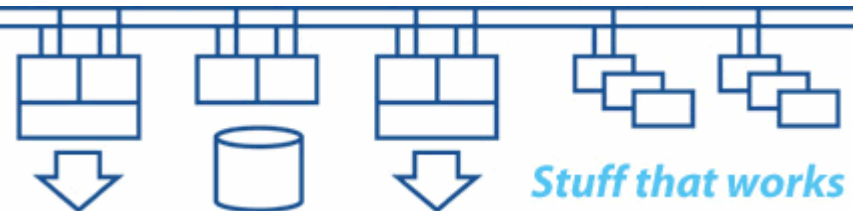
- **Decision making is become ever more driven by perceived cost and the need to respond to a crisis**
- **Don't expect to be in paid work all the time**
- **Be well prepared - use slack time to work hard on stuff that you don't like doing**
- **Recognise that pre-sales activity is essential - and don't expect it all to pay off**



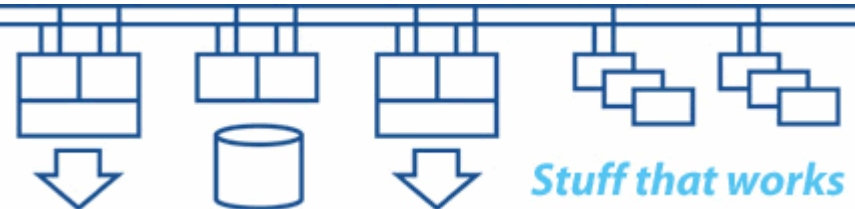
- **Appear to be different things to different prospective clients**
- **Become more aware of “soft” skills in order to “fit in” (clothes, language, behaviour, car etc.)**
- **Realise what’s happening to you mentally - you will experience highs and lows, often in the same day**
- **Treat clients as friends and colleagues - keep in touch**



- **You are a commercial business - so behave like one (merge, collaborate, sell differently to different clients etc.)**
- **Understand the psychological contract and reflect it in the statement of work**
- **All contracts are compromises - be prepared to say “No”**
- **Invest in your own “infrastructure”**



- **Strive for excellence**
- **Be the “trusted advisor” to whom clients can turn**
- **Offload what you can’t do or don’t want to do**
- **Keep learning, evolving and adapting**
- **Have a great support network of family, friends and colleagues – you’ll need them at times**



Thank you for your attention. Any questions?

Colin Butcher, XDelta Limited

Office: +44 117 904 8209
Cellphone: +44 7768 857615
E-mail: colin.butcher@xdelta.co.uk
Web: www.xdelta.co.uk

