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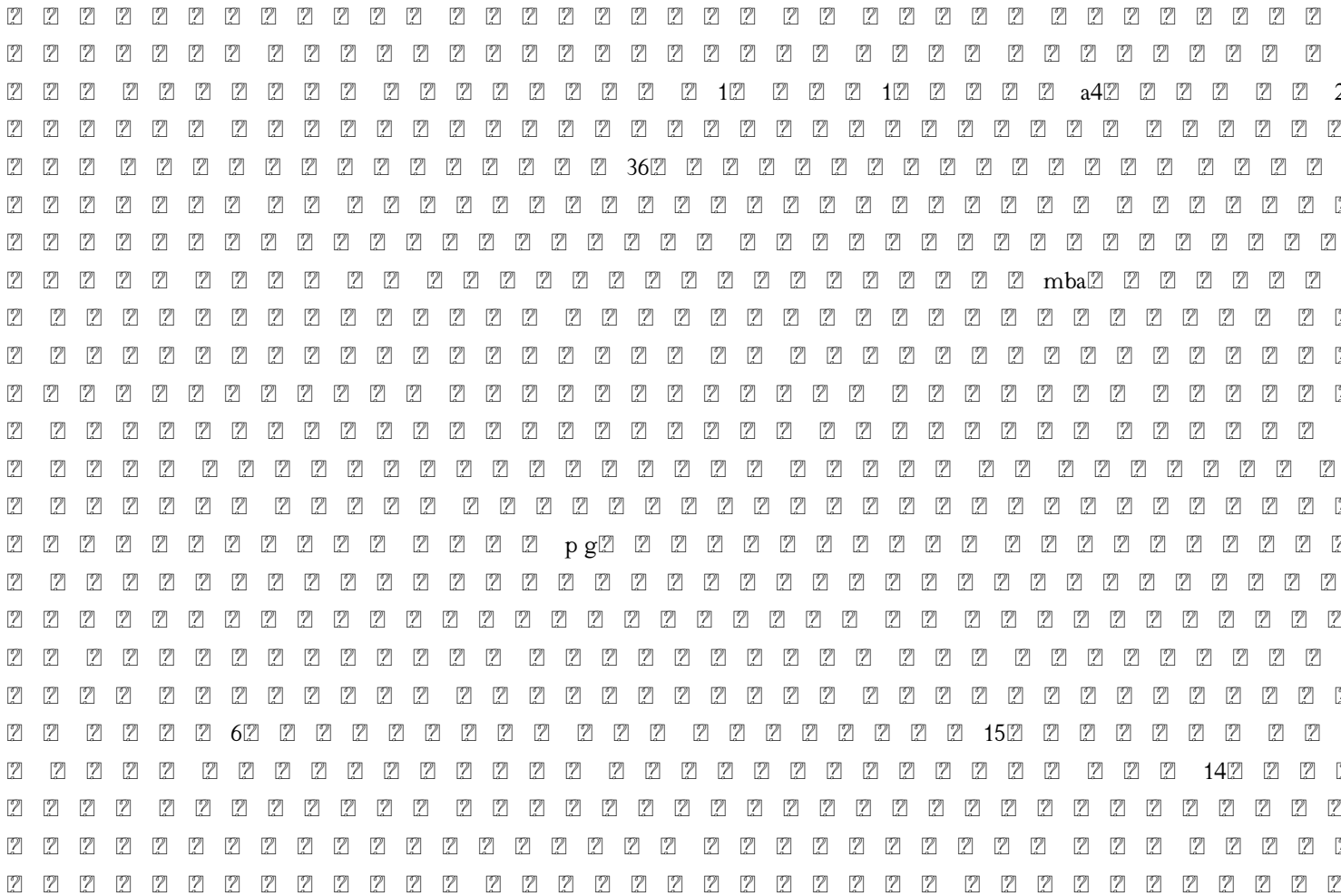
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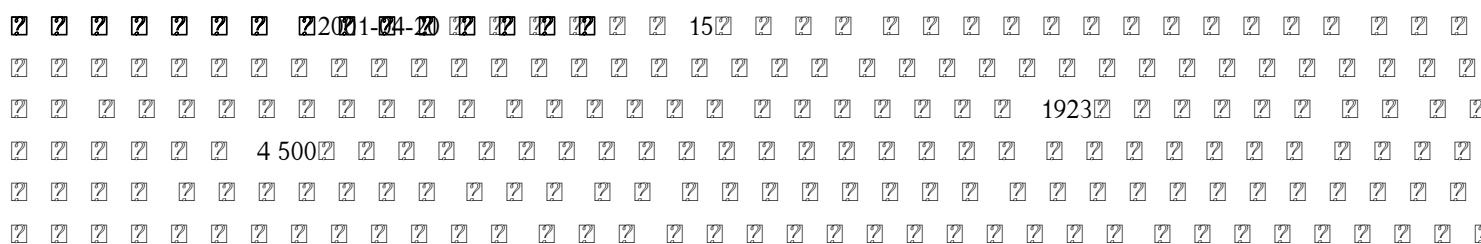
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are boss of a 23 person finance department in a division of a big company or rather you were boss of the finance department now per our suggestion model you are managing partner finance inc a full fledged professional service firm which is a wholly owned subsidiary of your division goal learn from the best professional service firms transform your unit today even after re engineering done well the department doesn't look much like mckinsey andersen or chiat day and that's an understatement aim in short cool people call them talent working on cool projects with cool clients the aim redux a cool finance purchasing is hr sales department why not the cool professional service firm is just that cool people talent a portfolio of cool projects cool clients period it's only asset literally is brains it's only product is projects it's only aim is truly memorable client service so step 1 then is the organization psf transforming departments in which white collar folks work into way cool professional service firms adding way cool value by doing way cool stuff peters discusses making the most of presentations working with outsiders on market analysis how to improve brainstorming meetings how to develop relationships with clients and get the most out of them 50 of tom peters's trademark insights on how to get the most out of your department see also the other 50list titles in the reinventing work series by tom peters the brand you50 and the project50 for additional information on how to make an impact in the professional world

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