

3 on 13

3 things from EP
to make life
better.

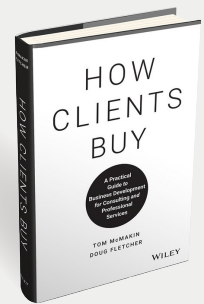
JUNE 13 · 2024

Emanuelson-Podas produces the **3on13 Newsletter** on the 13th of every month in the hopes of putting in your hands three things that will help make your life better. Entries may include quotes, reminders, jokes, random recipes, book recommendations, advice, or anything else that might make you think, make you smile, or make you a better, happier human being. **Got something worth sharing? Send it to 3on13@epinc.com**

1 | It All Comes Down to Trust

In the book [How Clients Buy: A Practical Guide for Consulting and Professional Services](#), authors [Tom McMakin](#) and [Doug Fletcher](#) explain why selling a product is different than selling a service and remind us of “the three R’s” that build and transfer trust:

- **Relationship:** I have a relationship with this person or company, and I know them to be good, knowledgeable, and reliable.
- **Referral:** I have a friend or colleague whom I trust, and she or he recommends this person or company.
- **Reputation:** A source that I trust — maybe a professional organization, maybe an online resource, etc. — suggests that this person or company is generally considered to be of high quality.



Economists tend to call professional services “credence goods,” with “credence” coming from the Latin word *credere*, a verb that means *to believe* or *to trust*. The question for today: given the whirlwind of your everyday work, how much time and energy are you putting toward building up the Three R’s for your business?

2 | Leaving Responsibly, Part II

Because you read the [awesome June issue of 3on13](#) we sent out last month — where we covered some of the super-important-but-often missed details that should be handled *before* leaving the office — you no doubt have things buttoned up nicely and are ready to responsibly head out on vacation. And *of course* you’ve considered your email strategy for while you’ll be gone, right?

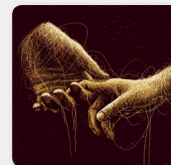


Everyone has a slightly different feeling about how to handle email while you’re on vacation, says [Leslie A Perlow](#), Professor of Leadership and Organizational Behavior at Harvard Business School. There are the shouty *you’re-on-vacation-leave-all-email-alone!* types who suggest a total hiatus from the email machine. On the other end of the spectrum are those that suggest it’s easier to stay on top of your inbox rather than digging out from under the email heap upon return. Regardless of your approach, here are some tips:

- If you must check email while on vacation, do it on a schedule. The before-breakfast and before-dinner slots are popular. Give yourself 15 minutes to hit the important stuff, then slam that laptop shut and move on. (Yeah, yeah... we know that you’re probably checking email on your phone and not a laptop. But slamming a laptop is just so darn *gratifying*.)
- In combination with the above, consider setting up a “VIP List” using email filters to ensure that messages from a predefined group (like a top client) can be easily monitored — or, at a minimum, tackled first upon your return.
- If you’re going with the digital detox approach and completely disconnecting from your email, make sure your out of office message is complete and accurate. (If you’re someone who values building relationships, consider — *just consider* — putting a little more thought into your out-of-office message by reading [this](#) and then [this](#).)

3 | Art, Just Because

Cool Instagram stuff for your eyeballs by digital illustrator [Jessica Coppet](#), product designer [Steven de Groot](#), and digital artist [Goro Fujita](#).



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