

PSF JOURNAL

STRATEGY FOR PROFESSIONAL SERVICE FIRMS

DISCOVER YOUR POTENTIAL

Interview with Li Cunxin
Andrea Booth

Q&A PHILLIP McDONALD

Deacons, Hong Kong

ENGINEERING FIRMS EMBRACE MARKETING

Charmaine Teoh

STOP THE MERRY-GO-ROUND: REBRANDING LATERAL HIRES

John Hellerman,
Hellerman Baretz Communications

SPOT THE WARNING SIGNS

Scott Atkins, Henry Davis York

ADJUST YOUR STYLE FOR DIFFICULT PEOPLE

Byron G. Sabol, author of *Taming The Beast*

FROM MARCOMS TO BUSINESS DEVELOPMENT

Matt Baldwin, PSMG

STRENGTHENING A GLOBAL BRAND

Jon Geldart, Grant Thornton

NETWORKING FOR SUCCESS

Kate Horan, Milan Partners

BUILDING A NETWORK IN ASIA

Neil Hough, RSM International

BOOK REVIEWS, AWARDS DIRECTORY, PARTNERS



HOW TO WEATHER THE STORM

Byron Connolly



Produced in association with



Asia-Pacific Professional Services Marketing Association

EDITORIAL

Editor
Grant Butler
gbutler@editorgroup.com

EDITORIAL COMMITTEE

Cat Wirth
Erin Thomson
Jenny Miller
AP SMA

www.apsma.com.au

STAFF WRITERS

Andrea Booth
Byron Connolly
Phil Radford
Charmaine Teoh

SUB-EDITOR

Angela Damis

DESIGN

Brooke-Star Elliott
Design Animals
brooke@designanimals.com

ILLUSTRATION

Loui Silvestro

ADVERTISING

Please direct all inquiries to:
inbox@psfjournal.com
Phone: +61 2 8912 9500

Published by:

Editor Group
Level 5, 249 Pitt St
Sydney NSW 2000
www.editorgroup.com

Designed by:

Design Animals
Level 5, 249 Pitt St
Sydney NSW 2000
www.designanimals.com

Submission Guidelines:
see page 34

© Editor Group

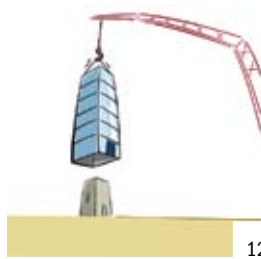
August 2008

Apart from any permitted
use under the Copyright
Act 1968 (Cth), no
material in PSF Journal
may be reproduced or
communicated in public in
whole or in part without the
written permission of the
publisher or the relevant
copyright owner.

ISSN 1836-0653

PSF JOURNAL

STRATEGY FOR PROFESSIONAL SERVICE FIRMS



04 WELCOME

Grant Butler, Editor

06 DISCOVER YOUR POTENTIAL

Interview with Li Cunxin
Andrea Booth

10 Q&A

Phillip McDonald, Head of BD, Deacons Hong Kong

**12 DRIVING CULTURE CHANGE IN
ENGINEERING FIRMS**

Charmaine Teoh

**16 APSMA: CELEBRATING 15 YEARS
OF INDUSTRY EXCELLENCE**

Cat Wirth

**18 STOP THE MERRY-GO-ROUND:
REBRANDING LATERAL HIRES**

John Hellerman, Hellerman Baretz Communications

**20 ADJUST YOUR COMMUNICATION
STYLE FOR DIFFICULT PEOPLE**

Byron G. Sabol, author of *Taming The Beast*

22 ARE YOU READY TO WEATHER THE STORM?

Byron Connolly

**25 WARNING SIGNS: INSIGHTS FROM AN
INSOLVENCY AND RESTRUCTURING SPECIALIST**

Scott Atkins, Henry Davis York

26 FROM MARCOMS TO BUSINESS DEVELOPMENT

Matt Baldwin, PSMG

**28 STRENGTHENING A GLOBAL
ACCOUNTING BRAND**

Jon Geldart, Grant Thornton

30 NETWORKING FOR SUCCESS

Kate Horan, Milan Partners

31 BUILDING A NETWORK IN ASIA

Neil Hough, RSM International

32 BOOK REVIEWS

33 AWARDS DIRECTORY

34 OUR PARTNERS

WELCOME TO PSF JOURNAL

Welcome to the inaugural issue of *PSF Journal*, the new publication for marketing professionals and other business owners and managers within professional service firms in Australia, New Zealand and the wider Asia-Pacific region.



Professional services makes up a large part of the Asia-Pacific economy, particularly in locations such as Australia, New Zealand, Hong Kong and Singapore. Yet most management and marketing strategy material focuses on industrial companies that deal with either large amounts of capital or mass-market groups of customers.

There is very little available for people running professional service firms (PSFs) which are essentially run for cash, comprised of talented individuals selling time, and promoted to very targeted and typically well-known groups of customers – the all-important client. There is even less material written specifically for marketing and other support staff working within PSFs.

This is where *PSF Journal* comes in. We will cover the issues that affect those responsible for running and growing PSFs. This includes marketing and business development professionals as well as partners, chief operating officers, other professionals within firms and investors with stakes in private firms or listed companies built around PSFs.

We will focus on accounting, law, engineering, architecture and business consulting firms, which account for a majority of the PSFs in the region. However, many of the issues we cover will be just as relevant to firms in other sectors who provide services to clients, from ad agencies to IT consultants and designers.

PSF Journal will be published twice a year and is being produced by Editor Group and Design Animals in collaboration with the Asia-Pacific Professional Services Marketing Association (APSMA). You will also find stimulating articles from the Professional Services Marketing Group (PSMG) in the UK and the Legal Marketing Association (LMA) in the US – both affiliates of APSMA.

All three bodies are not-for-profit associations with a rich heritage of helping members. This means *PSF Journal* will not only reflect the efforts of our writers but the contributions made by marketing professionals from around the world.

This edition features a profile on Li Cunxin, the inspirational author of *Mao's Last Dancer* and keynote speaker at APSMA's annual

conference this year. We also speak to Phillip McDonald, head of business development for Deacons Hong Kong and hear from Neil Hough, who has been building RSM International's Asia network.

There are further articles on how engineering firms are learning to love marketing, the best way to retain and maximise the value of lateral partner acquisitions, and the changing relationship between marketing and business development, as well as a look at the thinking behind Grant Thornton's new branding. Also check out our awards directory for a comprehensive listing of upcoming industry awards – and who's currently holding them!

In case you're wondering, we have decided to be 'retro' and publish on paper for three reasons: if you're like us, you spend enough time looking at computer screens; it's easier to read on the bus or in the bath; and we would be delighted to see readers keep editions of *PSF Journal* on their shelves for some time. But don't fear, members can access our articles via the members-only section of the APSMA website at www.apsma.com.au.

We hope you enjoy this first edition and encourage you to get involved by sending in feedback, writing a formal letter to the Editor, proposing contributions, recommending books to review or supporting us – and building your brand – through advertising. See page 34 for submission guidelines and page 3 for information on advertising.

Finally, we wish you every success in developing your professional services firm. We share your passion for the very idea of the PSF – from its ability to help talented individuals make their mark; the wealth even the smallest firms can generate; the satisfying and long-term relationships that well-run and well-marketed firms establish with clients; and the subtle but important role many firms play in regulating our business environment and reinventing the ethical guidelines that make our entire system work. This goes to the heart of what it means to be a professional. ■

GRANT BUTLER, EDITOR

gbutler@editorgroup.com

**“We will cover the issues that affect those responsible
for running and growing PSFs.”**