



Global Management Consulting Services

Commentaries and Insights from Allawos & Company

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“Pro Bono Publico”

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Pro bono publico, is a Latin phrase that has been shortened over the years to simply “pro bono” denoting professional work undertaken without payment. These services are traditionally a service that uses the specific skill set of professionals to provide services to those who are unable to afford them. This is usually associated with attorneys whose legal fees could become challenging to repay.

It’s important that businesses invest back into their community whether locally or the size, scope and foot print of your organization. If I’ve learned anything in my career it’s that giving back is an important aspect of running your business including how your employees and the community that you serve feels about you.

In 1985 I started a fledgling aerospace company with very little start-up capital. I found an old three wheel gas powered stand up forklift with a dead man break that barley ran. The problem was that I had no way to transport it to my new factory 10 miles away.

So I looked up in the yellow pages (back then there was no internet) and found a towing company that had the specialized equipment that could likely do the job but with no guarantees. The driver showed up and scratched his head and “you want me to do what?” After several minutes of figuring out how to load the forklift on the transport we got it loaded.

The tow truck driver followed me to my new facility and as we unloaded the forklift he asked what type of business I had and when I started my new business. I replied that the business was brand new. It just so happened that the tow truck driver was also the owner of his company and he also just started his business.

As we finished I asked how much I owed him and he replied “just do well in business and be successful”.

Thirty years later I ran into that same tow truck driver and his company had grown into a large, well respected firm. He asked me for some advice on a contract proposal and I offered my assistance (I ended up writing his proposal for him). When he asked how much he owed me I simply said “be successful in business”. We now work on projects together where we both have a payday!

You never know how your past will catch up to you either positively or negatively so always plan for a happy ending and start planning!

About Allawos and Company, LLC

Allawos & Company is a comprehensive global management business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

We are a global management consulting firm specializing in business plans, business development, corporate development, contract negotiations, employee surveys, strategic planning and turnarounds.

We service the aerospace industry to healthcare, semiconductor to farming and most industries in between.

Our comprehensive consulting services improve the client’s condition and leaves behind the tools for growth.

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