



**ARE  
YOU  
RECOMMEND  
ABLE?**

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# PROLOGUE

In thousands of years past, at the appearance of the first man on the scene, work has been in existence and been a part of man's day to day activities. The world of work has evolved with technology , complexities, and new skills - hard and soft.

Many entrepreneurs, artisans, and small business owners are always getting jobs to do, while many more in the same field also hardly get jobs to do despite their dexterity and experience merited over the years. Why is this the case? In this short write up, I share a few but factual reasons, and practicable approaches to help curb this, and assist both clients and small business owners achieve a win-win in their day to day business operations.

# Table of Contents

Prologue	4
Why work?	6
No Job is a 'Small' Job	8
Friends and Family could be Clients	10
Being A Client With Integrity	13
Communicate! Communicate !! Communicate!!!	15
Changing the narrative	17
About the Author	19

## CHAPTER 1

# WHY WORK?

**M**y Pastor shared with me how that his father once told him, 'My son, it is a blessing to work'.

This is a statement which came in to strengthen my understanding of a statement my parents reiterate in my mother tongue anytime we speak over the phone, that 'Èdò ye enye ame', to wit 'work is what makes man'.

I will make my reference to the scriptures, where in the Bible according to the account in the fifteenth verse of Genesis chapter two, we see that the first business committed to the formed man was a business of work.

Considering the law or principle of first mention, work has been a fundamental aspect of man's existence. If this is well established, then it matters how man carries out their work.



## CHAPTER 2

# **NO JOB IS A 'SMALL' JOB**

This point is quite blurry for many entrepreneurs, especially for some who want to succeed (blow) in no time. So the unconscious attitude here is treating the 'small' jobs with little or no sense of seriousness because after all it might not bring in much inflow. The 'big' jobs are what we are chasing, because just one big job can turn things around.

Let's be quick to remember that one 'small' job executed properly can lead to one recommendation



for the 'biggest' job of a career or in one's chosen area of business. I mean the person bringing you the small job might know someone who can give you another 'small', and the the next, and eventually land you the 'big' job. But if you handle their 'small' job with a poor attitude, it is only fair for the client to assume that all subsequent jobs will be handled in same manner, and hence act proactively to sever the channeling of jobs to you before the unpleasant outcome happens. No one wants to take chances.

## CHAPTER 3

# FRIENDS AND FAMILY COULD BE CLIENTS

People must learn how to relate with friends as clients too.

Unfortunately many small business owners fail to attend to friends who are patronizing their goods and services with the equal seriousness they attach in getting a job done for an unknown person. This is unhealthy for the business, because sooner than later, all your friends and relatives are going to realize that you carry out their work without excellence and

professionalism, and will begin to withdraw from you to another place, where they will 'feel' as a client. Every client likes to feel special anyway. What this means is that eventually if all your clients become your friends, then you are going to be losing everybody, if you do not learn how to treat a client as a client (with all the care a client deserves), irrespective of your relationship with them.

A few days ago, an artisan came over to work at my house, and before he left, saw some products of mine and decided to get one for himself. After I packaged it for him, he looked surprised and insisted that I hand it over to him without

the packaging, as it could easily fit into his pocket. I however declined and told him “this is how I package the product for every client of mine irrespective of who they are”. His face beamed with smiles as he received the packaged product from my hands.

## CHAPTER 4

# BEING A CLIENT WITH INTEGRITY

Observing from afar, it may be tempting to think that many artisans, entrepreneurs, and small business owners are dishonest in their dealings with clients. But it is not the case with all. I am sure you who is reading this right now might know others in this bracket who are exceptional.

Many small business owners develop a conscious insincere approach towards clients because of some clients equally dishonesty in meeting their obligations in a business transaction.

I have encountered artisans who shared with me how they deliberately would choose to frustrate some clients because they refused to pay them the agreed rates, or over-delayed their payments, which affected the artisans. There is indeed no smoke without fire. The client or customer may not always be right. Sometimes, the vendor may have a valid point too.

## CHAPTER 5

# **COMMUNICATE!** **COMMUNICATE!!** **COMMUNICATE!!!**

Yes, things do happen, emergency cases may set in, and there are times things come up beyond our control.

As humans, a business owner may put together a perfect plan to serve their clients excellently, but it may not materialize due to one reason or the other. The point here is that if situations like this come up, just communicate to the waiting client. Any reasonable client despite their high expectancy, having received a

timely communication on change of plans or an inability to attend to their request would amend their plans accordingly or resort to other alternatives.

An attempt to keep that one job knowing well you will not be able to meet the timelines and specifications while disappointing the client may only end up making you lose the client in the end.

People are no longer looking for hardworking contractors or artisans per se, but honest and sincere ones.

Let us let our Yes be our Yes, and No our No. Both clients and business owners will be happy.



## CHAPTER 6

# CHANGING THE NARRATIVE

Can we change the narrative?

Where most artisans are no longer seen as dishonest, where clients pay small business owners and artisans what is due them as per all laid down agreements, and where people can boldly recommend your business to another, without the fear of disappointment.

I understand that as an entrepreneur, one needs to build shock absorbers for some of these as a risk, however we also need to be aware that your work alone isn't

what will sell you out there on the market, but your attitude and client relationship. We have gone past the era of skill alone. People are looking out for more qualities. Are you recommendable?

Selah

# ABOUT THE AUTHOR



Padmore O.Y. Amati (aka @thepadmoreothniel) is a young Leader with a dedication to see young people grow into Leadership in their various field of endeavors, to serve humanity with the deposits of God in them. He holds a Master's degree in Occupational Safety and Health Risk Management from the Open University of Malaysia. Padmore is the Visionary and Team Lead of Tassō Pattern of Leadership Organization (T-POLO), a not-for-profit organization aimed at raising servant leaders for global positive impact. Padmore is a soon to be published author.