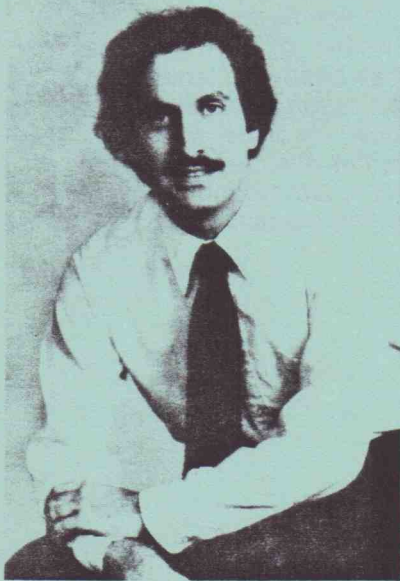


perspective on Jeff Davidson



Jeffrey P. Davidson

What would you expect a successful Washington D.C. management consultant to do for a hobby? Something exotic, like big game hunting, or something tame, like gourmet cooking? Guess again, but make no mistakes, this University of Connecticut graduate is as successful at his hobby as he is at his job. Jeffrey Davidson (BS '73, MBA '74) has published nearly 400 articles on management, employee communications and leadership topics and he has become a sought after public speaker.

"I like writing — it's fun. It's a great hobby and it has a lot of benefits, too," says Davidson who admits he backed into his favorite pastime. Armed with his University of Connecticut MBA and a lot of enthusiasm, Davidson entered the world of professional consulting. Since he didn't have any clients when he joined a small Connecticut firm in 1974, Davidson's boss told him to write an article. "I wasn't a particularly good writer in college, and up to that

point I had never considered writing articles," says Davidson.

His first piece, *Ten Tips on Survival for Small Business*, was printed on the second try — impressive for even seasoned writers. Davidson wrote an article a year for the next three years and then he discovered the dictaphone; he began writing an article a week. Davidson now has nearly 400 articles published, a book soon to be released, and an impressive list of speaking engagements nationwide.

Davidson's earlier writing followed a formula — picking several ways to do something better, for example, and adding an attention getter and a conclusion. "I've gotten away from formulas in the past several years, but people always like to read "how-to's." His style has become more sophisticated, but his technique is the same: he often starts with an experience derived from his consulting, he writes a substantive outline, and he dictates from his outline. Through his work as a management consultant for small and medium-sized businesses, he has observed wholesale, manufacturing, construction, and service firms. Many of his articles have appeared in small business publications where he has written on subjects as varied as selecting a store location to assessing the impact of electric rates on small business.

Davidson has written many articles for sales publications. His articles offer the kind of practical advice for improving sales presentations that often times can't be found in textbooks, like techniques for closing a sale and the power of words. Managing cycles of productivity is another topic David-

son has written on extensively.

Davidson explains how he has written so many articles in such a few years. "The trick is to spin-off material," he says. He sold 14 articles to publications which were spin-offs from an original study on opening a professional practice. Among the journals he was able to adapt the material to was a journal for dentists, a publication for lawyers, and a national real estate periodical. Spin-offs use reverse marketing techniques, the main article is written first and then it is tailored to individual publications. "I find targeting a specific publication puts too much pressure on me and stifles the creativity of my ideas. I look for the journal to fit the article," says Davidson, whose success is phenomenal.

Working for a Washington-based consulting firm has given Davidson good experiences to draw from, but he also counts his days at The University of Connecticut as a valuable asset. "My UConn MBA has served me well. I've been with Ivy Leaguers and I've never felt like my MBA is second class," says Davidson.

"You can get what you want from a UConn MBA, and personally, I use about 95 percent of what I learned," he continues. Davidson thinks education should never be over, and he offers this advice to MBAs just starting out, "Learn all you can and be open to new ideas, but trust your own ability to create your own path."

Davidson also says every business student should try to write at least one article for publication because it can lead to many more things, recalling how his speaking schedule has built as a result of his publishing efforts. "Many of the papers students write for