THE NECESSITY OF PROFESSIONALISM

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THE NECTSSITY OF PROFESSIONALISM

WHATCHEOO TALKIN’ ‘BOUT

One
The Necessity of Professionalism

Two
How to Deal with Clients

Three
How to Deal with You
THE NECESSITY OF PROFESSIONALISM

DESIGN PROFESSIONALISM
By Andy Rutledge
Foreword ............................................................ by Jeffrey Zeldman
Introduction ...................................................... by The Author
Appendix

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1. Definition 4. Practical Issues
2. Preparation 5. Distractions

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“professionalism means, in every situation, willfully gathering responsibility rather than avoiding it.”

—Andy Rutledge
THE NECESSITY OF PROFESSIONALISM

One
Responsibility

Two
Accountability

Three
Expertise
WHY DO WE NEED PROFESSIONALISM?

We are problem solvers.

We aren’t surgeons...but what we do matters.
WHY DO WE NEED PROFESSIONALISM?

Our clients need us to be professional.

And we need us to be professional too.
WHATCHOO TALKIN’ ‘BOUT

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How to Deal with Clients

Three
How to Deal with You
HOW TO DEAL WITH CLIENTS

The first way:
They want and need a strong leader.
HOW TO DEAL WITH CLIENTS

The second way:

They are the domain expert. You are the design expert.
How to deal with clients

The third way:

They need to be coached.
HOW TO DEAL WITH CLIENTS

The fourth way:
They want dependability.

I'm not interested in caring about people.
The fifth way:
They aren’t paying you to design...they’re paying you to ship.
HOW TO DEAL WITH CLIENTS

The sixth way:
Don’t die on stupid hills.
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HOW TO DEAL WITH YOU

The first way:
Design for the problem. Not the trend.
HOW TO DEAL WITH YOU

The second way:
Learn to accept criticism.
The third way: Learn how to manage.
The fourth way:
Establish Systems.
HOW TO DEAL WITH YOU

The fifth way:
Don’t chase the dollar.
HOW TO DEAL WITH YOU

The sixth way:
Design for the work you want.
PROFESSIONALISM MATTERS.