



Help a Friend or Associate

By Joel Pekay

It is the little things that make a difference. A small task to help a friend or associate can make all the difference in the world.

I have a good friend whom I have known for over 30 years. I will not name her as she knows who she is. For background, she has a degree in journalism and mass communications and has worked in public relations her entire career. She excels at writing and communications.

Each week, I ask her a favor – please review my upcoming LinkedIn posts. Without pause, she provides feedback, constructive criticism, and valuable ideas. It takes her only five or ten minutes, yet this small action on her part means the world to me as it helps me to build Scuderia Partners.

A small action is all it takes to make a difference, to start something that can grow into something else. Whether it is for a friend or associate - in their personal life or business – please take a few moments to lend your expertise to someone who asks.

This is even more true (and valuable) during these challenging and uncharted times. Too many people are unemployed and you could be the person who can possibly offer assistance or direction in their search. Think outside the box. Ask yourself, “What can I do to make a difference?”. Offer to share their resume, provide a recommendation on LinkedIn, or reach out to your network and make an introduction. Are you in a position to offer a consulting project while they are searching for a new position? Or, challenge yourself to come up with another creative way to assist!

As said in the movie Evan Almighty – “One single act of random kindness at a time”. These small actions will add up. Hopefully if you too are in need of assistance one day, someone will step up and aid you. To my friend that has been helping me, I say THANK YOU!

I am happy to help you if I can – just drop me a note.

About Scuderia Partners LLC

Scuderia Partners provides businesses an outsourced team with expertise in developing and growing revenue through sales and marketing. We work across the customer life cycle, from acquisition to engagement to retention, to build stronger customer connections.

Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.