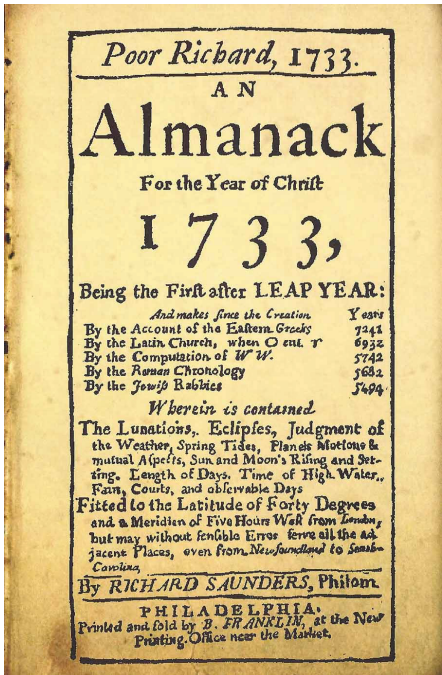




Poor Richard's
Almanack

...with
Modern Translations
for the
Print and Mail
Operations Manager

Edited by Mark M. Fallon
President & CEO
The Berkshire Company



**"What one
relishes,
nourishes."**

March 1734

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3

People are your greatest asset.

- Employees are:
 - the first contact with internal/external clients.
 - valuable resources for information.
- Employees must learn to grow. Training is essential.
- It's better to lose employees to other departments than to other companies.

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4

**"Tho' modesty
is a virtue,
bashfulness
is a vice."**

September 1750

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5

You're a *professional* Operations Manager.

- Print and mail are high-tech industries.
- Promote your department within your company or organization.
- Professional appearance and behavior brings professional respect.
- Participate in industry associations.
- Attain professional certification.

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6

**"Observe all men,
thy self most."**

August 1740

**"There are
three things
extreamly hard:
steel, a diamond,
and to know
one self."**

January 1750

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7

Keep accurate records of volumes and costs.

- You need to know what you have before you can make any changes.
- Maximize data from all systems – inbound/outbound and print.
- Daily/weekly/monthly reports will help you identify volume cycles.
- Mailer Scorecard.
- This information will help you adjust to paper prices, postal rate changes, and accurately project budgets.

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8

**"Little strokes
fell great oaks."**

August 1750

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9

Always look at discounts.

- Multi-year contracts
- "Future purchase" agreements
- Learn what types of volumes are needed for the classes of mail you generate.
- If volumes are too low, investigate presort houses and drop-ship companies.
- USPS Promotions.

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10

**“Look before,
or you’ll find
yourself behind.”**

January 1735

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11

AI isn’t the future—it’s the present.

- You have been using AI tools for years.
- Generative AI is only the tip of the iceberg.
- ML, RPA and Data Lakes.
- Privacy and compliance issues.
- Becoming AI literate will be never-ending.

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12

**"One today
is worth
two tomorrows."**

April 1757

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13

Systems plus culture equals accountability.

- Integration of automation.
- Tracking (everything?)
 - Inbound and outbound
 - Jobs
 - Piece-level
 - Packages
 - Service levels
- Records management is a skill.

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14

**“Diligence is
the mother of
good luck.”**

February 1736

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15

Continue to work on your workflow.

- What is the logic of the current process?
- What are your customers' current needs?
- Process maps should be displayed.
- Regular reviews – internal and external.
- Technology brings opportunity.

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16

**"Keep thy shop,
and thy shop
will keep thee."**

June 1735

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17

Review your business hours and staffing.

- Why are people working when they are working?
- Why are people working where they are working?
- What skills/talents do you need for the future?
- How are you preparing your team for the future?
- End of day/end of shift messaging.

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18

**"He that buys
has need
have 100 eyes,
but one's enough
for him that
sells the stuff."**

July 1743

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19

**Acquire the right
equipment, software
and services.**

- Technology is changing rapidly.
- Buy/lease equipment at the level you need with room for reasonable growth.
- Pricing models are constantly changing.
- Talk to your staff. What do they want/need?

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20

**“Drive thy
business,
let not it
drive you.”**

July 1734

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21

Know your company's business.

- Learn about the industry you serve.
- Follow your leadership in LinkedIn.
- Take any internal/external courses that are available.
- Volunteer to teach courses.
- Read your company's annual report.
- Become a resource person.

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22

**"Read much,
but not
too many books."**

February 1738

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23

**Not everything you
need to know is
printed on paper.**

- Websites, newsletters, podcasts, webinars and ...
- Seek out information.
- Take note of situations that are like your own.
- Circulate articles/links among your staff.
- Write articles/be a guest for outlets of all types.
- Online resources, including LinkedIn groups.

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24

**“Wealth is not his
that has it,
but his
that enjoys it.”**

March 1736

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25

**Use the USPS:
Their name begins
with “U” and ends
with “service.”**

- Business Service Network
- Business Mail Entry.
- Mailpiece Design Analysts.
- Mailing and Shipping Solution Center.
- Free USPS webinars.
- www.usps.com
- <https://postalpro.usps.com>
- <https://pe.usps.com>

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26

**"Reading makes
a full man,
meditation
a profound man,
discourse
a clear man."**

October 1738

**"Generous minds
are all of kin."**

March 1734

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27

Network. Network. Network.

- Take advantage of the experience of others.
- There's nothing new under the sun.
- Professional associations:
 - Postal Customer Council (PCC).
 - IPMA
 - NACUMS, ACUPS (chapters)
- LinkedIn

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28

**"You may talk
too much on the
best of subjects."**

April 1745

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Questions?



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