

## Tip 10 - Recognise Experts from the Jack of All Trades

It's Torquay in 'British Summer Time'. The year is 1976. A certain Hotel Owner of the name *Basil Fawlty* has been given a (nother) job by his beloved *Sybil*. *Basil* loves a gamble, doesn't he? If it's not a flutter on the horse '*Birdbrain?*' ... '*Fishwife?*' ... '*Smallfly?*' ... '*Flying Tart?*' ... '*No! They're not right*'. In *Polly's* relieved tone it's ... '*Dragonfly!*' It will be a gamble on somebody's service to the hotel. *Fawlty Towers\** needs a new door. *Basil* wants his go-to provider *Mr. O'Reilly*, whereas his beloved *Sybil* wants '*Stubbs, Basil!!*'. Always wanting to save a penny, *Basil* instructs *Mr. O'Reilly* and his team who somehow get the job wrong and block off the dining room doors. *O'Reilly* returns to rectify his bad workmanship ... '*lick of paint, lick of paint*'. The result is even worse as he puts a door in a load bearing wall. *Sybil* (the female domestic abuser) takes over and calls in the Expert ... *Stubbs* ... who does what Experts do and gets the job done well, at a higher cost, but first time round and to the highest standard. Not only did this cost *Basil* more money, taking on the **Jack of All Trades** in *Mr. O'Reilly* (and then having to pay for it again with *Mr. Stubbs*), but it also caused him much anxiety and stress.



\*Such a shame that they only made 12 episodes of *Fawlty Towers*. One of the Greatest! They just can't make comedy like they used to what with all that PC bullshit.

I will ask you a question? And please be honest. Firstly, in your role now (or at previous jobs), has there been a time when you have chosen a non-expert for a job that really needed a True Expert? And if so, what went wrong? What further headaches did this bad decision give? What grief did you get from other Managers? How much was the financial loss? Jot down your answers here.

Now, I will ask the same questions, but this time I want you to apply them to your personal life. Here we go again. Has there been a time when you have chosen a non-expert for a job that really needed a True Expert? And if so, what went wrong? What further headaches did this bad decision give? What grief did you get from other people? How much was the financial loss? Jot down your answers here.

Now let's define the phrase *Jack of all Trades, Master of None ...*

*Jack of all Trades, Master of None, is a figure of speech used in reference to a person who has dabbled in many skills, rather than gaining expertise by focusing on one.*



There it is, that last sentence ... *rather than gaining expertise by focusing on one.* The Jack of all Trades offers lots of services (or products) but none of them are of the highest standard. And a lot of times they are, well, substandard.

In *Tip 8 - Complete this Questionnaire*, question 5 specifically asked you ...

***What are your experiences of Manual Handling Risk Management/ Training providers, good and bad?***

If your answer went down the bad route and you chose a *Jack of all Trades, Master of None* ... I get it. As in the UK, from my 15 years in this Industry (as of 2022 when *Sorry! We're Closed*, this 1st Edition was written), I have come across **ONLY** three other well known Companies, like us at Osteopathic Solutions Ltd, who truly specialise in Manual Handling Risk Management. And of the three, only one of them has a Team of Experts. The others, well ...



Now instead of going on and on about what a *Jack of all Trades, Master of None* in the Manual Handling Risk Management Business looks like, I am going to tell you what True Experts look like (who will give **you** the remarkable) within your *Expert Seeking 5-Step Action Plan*.

## Expert Seeking 5-Step Action Plan

### 1). How Expert is their Website content?

Thoroughly vet providers' websites. This may take a good amount of time but it will be worth it. Does the provider have a professional looking website with well written content? Case Studies? Client Success Stories? 5 star Reviews or Testimonials (better through *TrustPilot* or *Feefo*\*)? Useful Blogs and Vlogs? Professionally filmed Explainer Videos? Thoughtful Podcasts? An up to date Social Media presence? (*LinkedIn*, *Twitter* and *YouTube* suffice for that). Product and/ or Service Features and Benefits? Costs clearly stated?

\*We use *Feefo*. Check out our Client Reviews on [www.feefo.com/en-GB/reviews/osteopathic-solutions-ltd](http://www.feefo.com/en-GB/reviews/osteopathic-solutions-ltd)

2). Are they Accredited?

Whether with *IOSH, City & Guilds* or with *The CPD Certification Service* (who we are a Member\* of) the Expert will be accredited with one of the UK's leading Accreditation Experts.

3). Who are their Training & Consultancy Team?

Right, I will be blunt with this one. What are you trying to prevent with **your** Expertly run Manual Handling Risk Management programme? I hear you say ...

*'Well, Gareth. Lost time accidents and Claims of course'*

My reply ... *'Ok, but what is the initiating event?'*

And your reply ... *'Ahh, I get it ... musculoskeletal disorders!'*

I ask ... *'What Professions clinically treat musculoskeletal disorders?'* (and I emphasised with my tonality, the words 'Professions' and 'clinically')

You answer ... *'I know that one. Orthopaedic Consultants ... Osteopaths ... Chiropractors ... and Physiotherapists.'*

For the last three Professions there I would add the word 'Occupational' in front of their Profession and **there you have your Manual Handling Risk Management Experts.**

4). Do a Branson, again!

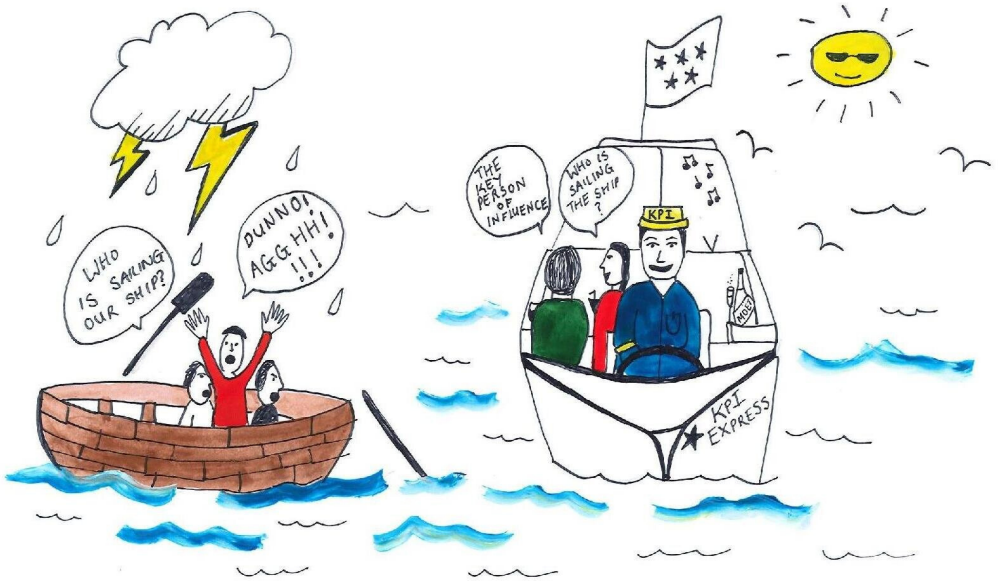
The only, definitive way you can be 100% sure of a provider's True Expertness (is that a word?) is by yes, *Doing a Branson, again!* and observe, watch, view ... be at one of their Courses\*\*. If it is a Risk Assessment Consultancy you are seeking request some sample Manual Handling Risk Reduction Reports. Simples.

\*You can find out more about our Accreditation with *The CPD Certification Service* on [www.osteopathicsolutions-manualhandling.co.uk/accreditation-manual-handling](http://www.osteopathicsolutions-manualhandling.co.uk/accreditation-manual-handling)

\*\*At *Osteopathic Solutions Ltd*, we offer this (and of course free of charge), where you can go to one of our Client's venues and watch our Occupational Osteopath expertly deliver a Bespoke Manual Handling Training Programme.

## 5). Who is steering the Ship?

A True Expert will have a 'Key Person of Influence' at the Business' helm. Check them out on *LinkedIn*. How many people are *LinkedIn* connected with them? What sort of posts do they make? What sort of articles, blogs, vlogs, podcasts do they put out there? Have they written a Book showcasing their expertise? Are they actually a True Expert in their Profession other than just being a Business Owner; this is with reference to 3). above.



I haven't included this in your 5-Step Action Plan but thought it was essential to include in *Tip 10*. In *Jordan Belfort's The Way of the Wolf: Straight Line Selling* he talks about how a True Expert sounds. He says True Experts will ask questions. They will probe and explore with you as they want to give you the best possible service/ or product. *Jordan* says they certainly won't be talking 'silly shit' with reference to Duck Hunting in Kent. In this anecdote *Jordan* tells us about a Telemarketer who is trying to build rapport with his potential client and somehow gets on the subject of Duck Hunting and how he loves Duck Hunting, just like the potential Client does. Experts don't need to apply fake charm when talking to you, and they certainly don't say 'Silly Shit!'

And wrapping up *Tip 10*, just one last reminder. If you get a non-expert or a *Jack of all Trades* like Mr. O'Reilly for your Manual Handling Risk Management, you **will** in his words 'Worry too much ... Mr. Fawlty\*.'

\*You can replace 'Fawlty' with your surname here.