

Coaching that brings results



Equipping professionals with best practice approaches to:

- be more effective and productive,
- capitalise on new opportunities, and
- protect revenues.

# Coaching that brings results

## The Results Consultancy coaching team

Our team is made up of highly experienced individuals. As former senior professionals in major firms, they have the seniority and experience to advise professionals on the areas important to them in building their practice and generating additional revenue.

We match the coach and coachee, taking into account the issues and opportunities they would like to focus upon and the likely chemistry and 'fit' with their style.

The CVs of our coaching team are set out towards the back of this document, together with their specialist areas of focus.

### Our coaching style

Whilst we understand the need for professionals to 'own' the solution to their issues and to think through how they can capitalise on opportunities, we also find that the best results come from a mix of 'friendly challenge' and input of ideas and experiences to provide a catalyst for better answers and action plans from the coachee.

Our coaching sessions are built around our active involvement in helping the delegate test out ideas or approaches and also refine and define actions. Professionals tell us that they value the pace of the discussion, and the injection of fresh ideas and options that they had not thought of themselves.

**"My coaching programme with The Results Consultancy helped me to think clearly about my options. It allowed me to broaden my thinking and not just get stuck on the first idea that comes to mind."**

**Director, Global Real Estate Firm**

### Our areas of coaching focus

- Implementing personal BD plans.
- Building a profitable practice.
- Leading a team to focus on business development.
- Communicating effectively.
- Hitting revenue targets.
- Managing difficult/complex client relationships.
- Passing the partner panel.
- Making an impact as a lateral hire.
- Becoming the 'go-to' professional in your field.
- Starting in a new geography/sector.
- Developing great personal impact and presentation skills.
- Pitching for work.
- Targeting new opportunities.
- Creating revenue generating plans.
- Winning new work strategies.
- Managing effectively an important fee negotiation
- Becoming more productive.

### Our coaching methods – One to One coaching

With one-to-one coaching the individual benefits from concentrated, personalised and specific learning that supports an immediate practical application. The result being a more confident, better directed and more effective winner of work.

Using blocks of 90 minutes to two hours, our one to one coaching sessions can either be face to face or conducted on the telephone or via MS Teams, Zoom or a similar online meeting technology. Experience tells us that this is the optimum time for intensive discussion and action planning and this timeframe usually fits well into a professional's busy schedule.

Our approach from the outset is to understand the particular areas of development through a pre-coaching session discussion. This ensures we are prepared to make the most of the time available in the coaching session itself. Where appropriate, we also liaise with the partner 'sponsor' for the coaching intervention and the appropriate Talent or Learning and Development professional, so that our coaching approach is agreed and planned and key results objectives are set.

Coaching interventions may vary from a single discussion through to several sessions a month or so apart, so that the delegate has time to implement the actions agreed.

### Small group coaching

We are increasingly being asked to work with small groups of professionals to help them improve their business development activities and generate high value work. This can take the form of a group of partners from the same practice area or sector; it can also involve a team working on a specific client or target client – or it can be a team of partners and associates who wish to work together to achieve their client relationship and revenue goals.

In these instances the sessions typically last two hours and adopt a very ‘sleeves rolled up’ and ‘friendly challenge’ approach by the coach. We find this really helps to stimulate idea generation and action-planning.

Such an approach to practical coaching with revenue generating results allowed us to win the Legal Education Training Group (LETG) Trainer of the Year in the past. Partners involved in the winning work programme generated, on average, 28% more revenues than their partner peers. We have several other examples of similar results gained using this innovative, but now well documented, approach.

### Pitch coaching

Our team all have significant experience of working with professionals pitching for high value work. Our areas of coaching here include assistance with individual and team rehearsals – scripting materials and providing feedback on the impact of messages so that they perform at their best and, ultimately, win the work.

**“I have worked closely with The Results Consultancy on our training programmes for several years. I have always been impressed by their team’s energy and enthusiasm as facilitators and coaches. They each engage one’s attention very effectively, have a great understanding of their subject area. They are also flexible as well as professional in their approach.”**

**Partner, Magic Circle Law Firm**

### Path to Partnership – our prospective partner programme

Our coaches also work extensively on coaching potential candidates through the challenges of the partner selection process to ensure that they give themselves the best possible chance of achieving partnership in their firm.

For firms that do not have a prescribed process, we can use our own processes and share them with the client firm. Alternatively, we very often work within a firm’s existing partnership selection process and time our coaching interventions to ensure that candidates are as fully prepared as they can be for each critical evaluation stage.



### Further information

For more information on our coaching approach, please contact John Timperley, Managing Director at:

**The Results Consultancy**

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# Our team of BD coaching specialists

## Nicola McGuire



**Nicola** – is a ICF accredited executive coach with significant experience of working at a senior level within an international law firm. She coaches senior professionals and their teams to strengthen client relationship skills in order to win work and generate profitable growth. Nicola has helped many clients aspiring for promotion, transitioning themselves into a new role or experiencing change professionally. Clients praise her ability to create an environment to think, problem solve and explore new approaches.

## Matt Robinson



**Matt** – is a highly experienced international coach specialising in personal impact, influence and gravitas. Drawing on decades of experience as a vocal coach and actor, he delivers positive and supportive experiential learning experiences where individuals feel valued, constructively challenged and empowered to refine their approach. Matt specialises in the Legal, Banking, Accountancy, Insurance, Pharmaceutical, Property and Telecomms sectors.

## James Stringer



**James** – is an EMCC Senior Practitioner. He has 15 years of on-the-ground experience working with practice leaders, relationship partners and prospective partners on business development, marketing and presentations. As a former head of bids at a Magic Circle law firm, he also coaches on high value tenders and associated presentations using market-leading techniques to maximise these teams' chances of winning.

## John Timperley



**John** – is an award-winning BD coach, and well-known speaker, trainer and author. He has more than 20 years' experience in advising clients at senior management level. His three books on winning business all have worldwide distribution. John coaches partners and senior professionals to win new high value assignments through targeting, relationship building and tendering techniques.

## Andrew Warren



**Andrew** – has worked with several leading professional services firms on programmes designed to help them build better client relationships, develop key accounts and perform more effectively in meetings, pitches and presentations. He has deep experience of one to one and small group coaching sessions at partner and senior professional level. Andrew also led a sales programme at PwC which is recognised as a leader in its field in terms of revenue generation and the way it developed participants.

## Rachael Younger



**Rachael** – is an EMCC Senior Practitioner coach and mentor. She helps clients build sustainable, profitable practices. As a former global law firm CMO and BD Director with over 25 years' professional services experience, she has valuable knowledge to support those aspiring for promotion, looking to improve their revenue generation and gain clarity of how to initiate and win work. She also helps develop client relationship skills, impact and confidence, and bring discipline and consistency to BD activities.

## Samantha Roberts



**Samantha** – is a marketing and BD professional with 30 years' experience in professional services. She is an EMCC Senior Practitioner status leadership development coach and was an internal coach at Deloitte. She specialises in personal impact, emotional intelligence, leadership mindset, communication effectiveness and neurodiversity. Samantha draws on her experience of working with professional services senior leaders, specifically in the field of client relationship development.

**“My Results Consultancy Coach gave a useful and practical insight into business development for professional services. More importantly, they tailored the content and guidance of their coaching to our specific sector, leaving us with tools and actions to help move our marketing forward.”**

**Senior Partner, Accountancy Firm**

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