

Becoming a more trusted adviser to your internal clients

*Performing more effectively in your role and
gaining greater influence and impact*



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How do we get more buy-in and support for the projects we're involved in



How do we gain greater recognition for our knowledge and expertise



How can we better support and impress the firm's professionals to achieve greater results for the firm



This half-day programme will provide a range of strategies and techniques to help you answer these questions and become a more trusted adviser to your internal clients. It will help people from a variety of specialisms in the professional services and business to business arenas, including:

- Marketing and BD teams
- HR and Learning & Development teams
- IT support teams
- Operational management teams
- Finance teams
- In-house legal teams

Building on research and best practice in the sector, the session will use a range of practical simulations, tools and examples to help you become more effective and influential to those you support.

Timing	Focus	Exercises/approach
15 mins	Introduction and objectives. Obtain delegate reasons for attending	<ul style="list-style-type: none">• Introduce delegates to the key elements of a Trusted Adviser relationship and a proven formula.
30 mins	Your internal clients – what do they want and value?	<ul style="list-style-type: none">• Exercise: Checklist of attributes for delegates to assess themselves against and discuss.• Highlight internal client expectations and the implications of building trust with them.• Draw in the pre-programme exercise – Which internal contacts should delegates focus on?
50 mins	Relationship building strategies	<ul style="list-style-type: none">• Slides demonstrate different approaches to better understand your internal client and how they view you. Also discuss 11 relationship-building strategies and 'sell vs advise' approaches.• Exercise: Raising awareness of your team's priorities/ challenges and taking an idea to them.• Exercise: The Achieve, Address, Avoid approach to understand your internal client contact's agenda.
15 mins	Break	
30 mins	Managing the interaction effectively	<ul style="list-style-type: none">• Exercise: Applying the IBA approach when selling an idea to a stakeholder.
30 mins	Raising your internal profile and assessing and developing your personal brand	<ul style="list-style-type: none">• Explain the personal brand diagnostic and share tips on how to raise their profiles.• Discussion to review delegates' profiles against their internal and external networks.
30 mins	Gaining feedback on your approach	<ul style="list-style-type: none">• Exercise: Delegates prepare for gaining feedback from stakeholders who would be the least supportive of their team.
20 mins	Personal action planning	<ul style="list-style-type: none">• Individual reflection followed by sharing of action point highlights and an overview of the elements which destroy trust.

Contact

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