


 Agile
The point at which business and technology converge.

Win in Any Economy by Enhancing Client Relationships


If you keep on doing what you've always done, you'll keep getting what you've always got. W.L. Bateman



Win in Any Economy by Enhancing Client Relationships

So what can we do Differently, What can we Change, What can we Improve?


- Δ Build deeper relationships
- Δ Think and Act Strategically
- Δ Generate True Value
- Δ Solve Critical Problems



Win in Any Economy by Enhancing Client Relationships

Δ Build deeper relationships

- Keep your word
- Value people more than things
- Take time, be genuine
- Serve them
- Become their advocate
- Build Trust




Win in Any Economy by Enhancing Client Relationships

Δ Build deeper relationships

Serve without expectation of return



- Build Trust
- Solve big problem with a simple solution
- Consider the long term



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Δ Think and Act Strategically


- Discern needs and build bridges now for future
- What keeps your customer awake at night?
- Learn and adapt to their environment
- Teach client



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Δ Think and Act Strategically – Learn and Adapt



- Share their vision
- Paint your solution according to their vision
- Be Passionate



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Δ Generate True Value


- Go the extra mile
- Make sure scales tip in their favor
- Be perfect
- Choose the harder but superior way



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Δ Generate True Value – Superior Way



- Tough Decisions
- Integrity and Honesty
- What you do when no one can see you



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Δ Solve Critical Problems

- Think about how we think
- Systemize the process
- Produce solid results




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Δ Solve Critical Problems

- How do you solve problems, where do you start?
- Do you have a systemized process?


“Leaders buy from those who provide more certainty, structure and a defined path to solve their problems than the competitor.”
Debra Schlaht, Human Performance Solutions



Win in Any Economy by Enhancing Client Relationships

Δ Solve Critical Problems



- Certainty
- Structure
- Defined Path



Win in Any Economy by Enhancing Client Relationships

The Jigsaw Puzzle Approach to Solving Problems



- Keep the big picture in mind



Win in Any Economy by Enhancing Client Relationships

The Jigsaw Puzzle Approach to Solving Problems




- Meet with key stakeholders
- Listen for their "pain"
- Identify the issues
- Take the lid off and look inside



Win in Any Economy by Enhancing Client Relationships

The Jigsaw Puzzle Approach to Problem Solving



- Identify and separate "the mess"
- Core objectives of the organization
- Organizational framework



Win in Any Economy by Enhancing Client Relationships

The Jigsaw Puzzle Approach to Problem Solving


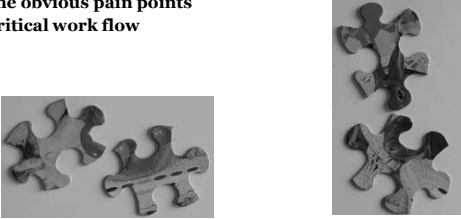
- Develop the framework
- Identify the key people, processes and objectives
- Identify the core strengths and how they come together



Win in Any Economy by Enhancing Client Relationships

The Jigsaw Puzzle Approach to Problem Solving


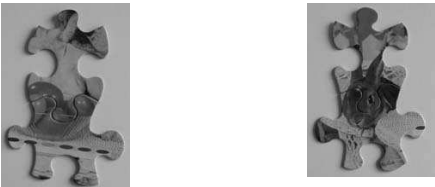
- Identify and Isolate the larger objectives
- The obvious pain points
- Critical work flow



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The Jigsaw Puzzle Approach to Problem Solving


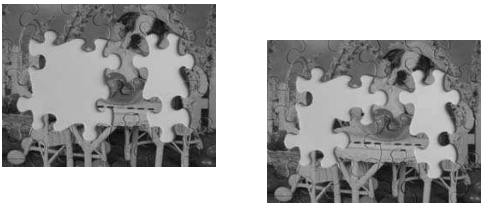
- Systemize and improve these standouts
- Solve initial pain
- Often solved in isolation of the rest of the issues



Win in Any Economy by Enhancing Client Relationships

The Jigsaw Puzzle Approach to Problem Solving



- Review the outliers
- How can you connect them
- Improve these outliers as they relate to the major pain solved



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The Jigsaw Puzzle Approach to Solving Problems


- Finalize the solution
- Smooth out the objectives, work in the outliers
- Step back and look at the big picture again



Win in Any Economy by Enhancing Client Relationships

What Can You Change, Do Different, Improve to enhance your client relationships?

- Δ Build deeper relationships
- Δ Think and Act Strategically
- Δ Generate True Value
- Δ Solve Critical Problems



Confab 2009

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Problem Solving

Problem Solving requires certainty, structure and a defined path. How can you improve on these areas in your practice to bring confidence to your prospects and clients that you are the best choice to solve their problems?

Certainty – How can you display more “certainty” to the client that you can solve their problem?

Structure – How can you display more “structure” to your approach?

Defined Path – How can you more clearly identify or layout a “defined” path?

