

MasterClass Success

How a seasoned consultant learned a more personal touch

Client Situation

Starting out in a new city our client was faced with the double challenge of developing new business opportunities while adapting her positioning and engagement style to suit her new target market.

What we did



Surveyed a sample of the consultant's clients.



Demonstrated a more intimate and curious approach.



3-day Consultant MasterClass.



Stayed in touch to support the consultant changing style.



Challenged the direct consulting approach and hidden assumptions.



Developed a strong advocate relationship.

Outcome

A new operating model for her consulting practice

- Better and deeper questions to uncover real needs and motivations
- Better listening for hidden clues
- Greater presence when describing capability and the consulting proposition
- More confidence when dealing with the different styles of senior clients

"Thank you so much for the workshop this weekend. I got a lot of value from it. I would like to support you on LinkedIn and Twitter".

"This workshop was daunting, scary, risky — and I'm glad I did it"