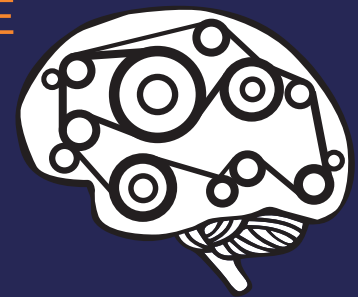


Dramatically improving how engaged clients feel by partners at a Big Four firm

WHY CONFIDENCE WAS AT THE HEART OF TRANSFORMING DIALOGUE WITH CLIENTS AT A GLOBAL PROFESSIONAL SERVICES FIRM - AND HOW COACHING STARTED A RELATIONSHIP REVOLUTION...



At the Partners' Conference of a Big Four firm the question was asked 'what would your senior team - whether audit or tax - talk about if they found themselves stuck in the lift with the CEO of a client firm?' The answers made the firm realise that they had a long way to go to meet their promise to be a true strategic advisor for their clients - particularly in the mid and senior management level below partner.

They had simply not invested enough in the soft and non-technical skills their people needed to genuinely engage with clients at anything other than a product delivery level.

Relationships: the one domain in which partners had not deliberately developed excellence

The brief we were given was to dramatically improve the confidence and effectiveness of directors and junior partners in engaging particularly with CEOs of prospects and clients with the aim of improving the level of engagement between the firm and their C Level clients.

Not skills... but confidence needed

In researching the background to this challenge, it quickly became apparent that the problem lay in the confidence of the individuals rather than their skills or abilities. In every other area of their professional life they had structure and process to deliver excellence. In human communication and in strategic conversations they had none.

The Contexis team gave them that structure.

The programme involved coaching small groups in short weekly session over 2 months in how to create a 'culture of engagement'. This was intended to create 'easy communication' and to get participants to widen and deepen their interface with clients.

All participants completed an 'indicator' of communication style to identify their own style of operation. The subsequent course of workshops and seminars took participants through concept, strategy and implementation of engagement skills. The programme was designed to be practical and participative giving delegates many opportunities to practice their newly gained skills.

A quiet revolution, a packed room

The pilot programme was voluntary and open to all. The client anticipated around 20 attendees at each location. By the second session the room was full, with people standing at the back. By the third session, nearly 70 people tried to attend at one location and even senior partners were quietly starting to attend.

At the end of the programme delegates were asked to rate the programme and whether they would recommend it to colleagues. 100% chose the strongest response of 'strongly recommend' for the programme.

"We never realised how much there is to coaching and how much value it would add to the softer skills around communication and relationships. Trust levels have rocketed and our people are less scared to "have a go" now."

conversation?

dial it .

+44 (0) 207 692 8393

type it .

hello@contexis.com
www.contexis.com
@contexis

post it .

Contexis Ltd
23 Hanover Square
London
W1S 1JB