



## The Challenge:

Corporations are constantly seeking new sources of competitive advantage. An often over looked source is the knowledge, capabilities and skills already existing within staff groups. In fact, internal support groups such as HR, Technology, Finance, Quality, Purchasing and Marketing play an integral role in the organization’s ability to plan, execute and sustain business strategies. Yet, staff groups and their internal clients do not know how to effectively work together. The new challenge is non-negotiable; staff groups must better demonstrate value and produce results while corporations must learn to better leverage this vital asset.

## IGNITE TALENT – GAIN ADVANTAGE

### ■ THE VALUED PARTNER

Gaining a place at your client’s table

#### TAKING STOCK

How true is the following for your staff group?

- We influence strategic thinking
- Our services are highly valued
- We understand the priorities of clients
- Clients actively seek our recommendations
- The future of our staff group is secure

#### A NEW MINDSET – SKILL SET

Staff professionals often walk a fine line... needing to effectively represent and balance the potentially diverging interests of the client, the company and their own group.

The traditional mindset has primarily focused on the technical knowledge and competence of the staff professional. The tendency has been to push answers, requirements and recommendations. Client responses to this approach have included:

- “Why do I have to do this?”
- “Is there a hidden agenda?”
- “Why wasn’t I consulted?”
- “They don’t understand my business.”

The new model for effective staff groups requires partnership; presenting credible and competent staff professionals who blend a

working knowledge of human behavior with subject matter expertise to build productive relationships that will yield results and satisfy multiple interests.

**THE VALUED PARTNER** is a multi-faceted business process. It transforms both the mindset and skill set of the staff professional. The road map for successful partnerships becomes:

- Identifying Dissatisfiers: Proactively identify and evaluate points of dissatisfaction.
- Building Enough Credibility: Satisfying the client’s need to know if you are competent, capable and useful.
- Identifying Shared Priorities: Learning what is most important and defining a relationship that is mutually beneficial.
- Creating Mutually Beneficial Solutions: Ensuring all parties own the solution.
- Ensuring Satisfaction: Moving from an absence of dissatisfaction to real satisfaction and a desire to re-purchase your services.

#### REAL-TIME LEARNING

Our *real-time* approach is highly versatile, and enables a non-traditional implementation process. It emphasizes business application, not just intellectual learning.