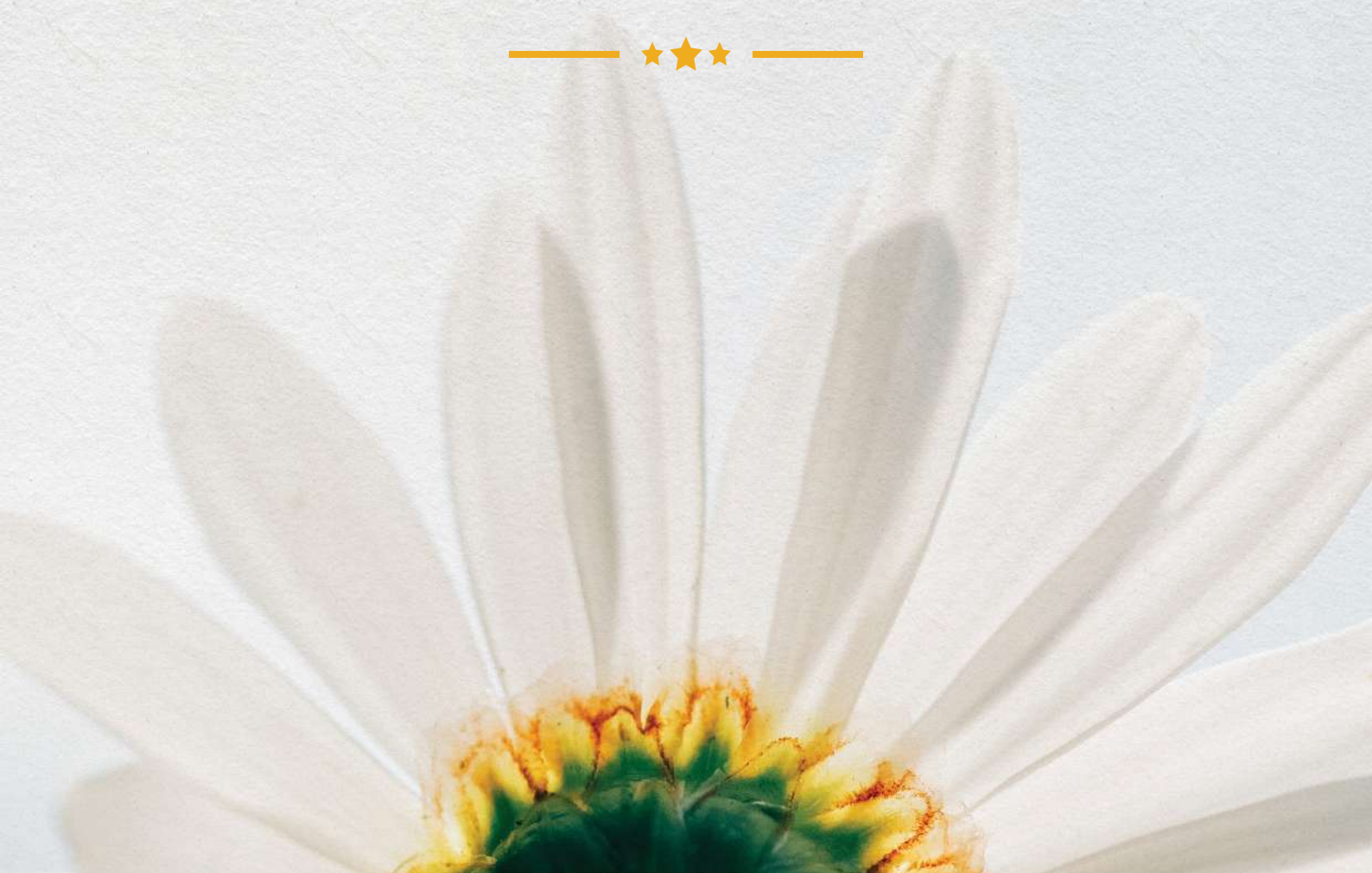


★ *Original* ★

CONSULTING STRENGTHS

NAVIGATOR

by
CINDY TONKIN



I can...

Working with clients

- Consciously use influence skills
- Sell intangible ideas and benefits
- Ask questions that will get the information I want
- Redirect a client who has gone off on a tangent while maintaining rapport
- Build rapport with everyone on the job
- Identify and maintain relationships with gatekeepers, mavens and connectors within the organisation

Choosing the work you want

- Know what an ideal assignment looks / sounds / feels / pays like
- Know what an ideal client looks / sounds / feels / rewards like
- Know when I need to walk away from work
- Know when the client can't afford what they need
- Know when to/not to compromise my reputation for a deal

Taking a brief

- Prepare physically for the meeting
- Prepare mentally for the meeting
- Make friends with the client
- Find out what the client really wants
- Giving value while not giving away the farm
- Making it about the client and their problem, not about me

Contracting with the client

- Talk about fees
- Put together a proposal
- Create time lines and plans
- Set up performance indicators and milestones
- Make sure my solution fits with their vision and mine
- Report on progress

Planning and managing work

- Analyse client needs
- Plan activities, timetables, and resources accurately
- Calculate return on investment
- Manage the project to meet my plan
- Invoice appropriately and at the right time

Analysing

- Think critically about ideas, structures, and systems
- Analyse data me and my colleagues collect
- Work out what the client really wants to know

I can...

Working with other consultants

- Work in a team
- Build a team
- Network across and outside my technical area
- Understand team member personality types
- Leverage team member personality types for better performance
- Create strategic alliances

Pitching for work

- When to pitch (and when not to)
- How to tailor a pitch to my audience
- Pitch the actions not the journey
- Pitch to outcomes not process
- Make the pitch client-centric not info-centric

Presenting information

- Pass on information in an entertaining and exciting way
- Write proposals, tenders, reports, marketing communications
- Weave in relevant stories and case studies
- Train others and make it stick
- Present findings – in writing or in person
- Keep the room's attention
- Prepare quickly
- Appear confident under pressure

Managing Yourself

- Manage my stress
- Manage my time
- Overcome harmful patterns in how I work
- Know how to relax
- Appear confident and calm under pressure

Dealing with Difficult Jobs

- Overcome personal conflict between clients
- Rescue a brief that won't work
- Guide the client when they don't know what they want
- Negotiate when two clients disagree
- Tell the client the project's behind the schedule

I can...

Breaking
a Contract

- Get paid when the client is folding
 - Maintain business relations when the client's personality sucks
 - Back out when I just don't "get" the client
 - Escape ambiguity when there is more than one culture or personality to deal with
-

Building
business while
on the job

- Manage clients to meet their / my deadline
 - Make sure clients get what they paid for
 - Get feedback on my performance
 - Review what I've achieved and where I can do better
 - Make sure clients pay me
 - Get references and referrals
 - Get clients to help me win more and better work
-

So what: Using my strengths

What I'm excellent at:

How I can capitalise on this strength:

My first step

I'll take this step by this date: _____

Other steps I need to take for this to happen:

So what: A problem I would like to solve

Any problems I would like to solve:

How I can use my strengths to tackle these problems:

The first step is to

I'll take this step by this date: _____

Other steps in the problem fix:

What's next: Smarter, faster, nicer with Cindy Tonkin



Cindy Tonkin, the Consultants' Consultant builds analytics capability through soft skills for data teams. They can work smarter, faster and nicer.

If your team is hard to manage, your stakeholders are cranky and budgets are tight, then she can help.

Talk to her cindytonkin.com/chat

Listen to **Cindy's Smarter Data People** podcast:

Leaders in data science talking about how they work smarter, faster and nicer. Smarterdatapeople.com

Cindy Tonkin +61 412 135 426



Read one of Cindy's 18 books on consulting better: cindytonkin.com/books



Get tools to help you work smarter, faster and nicer: cindytonkin.com/tools

