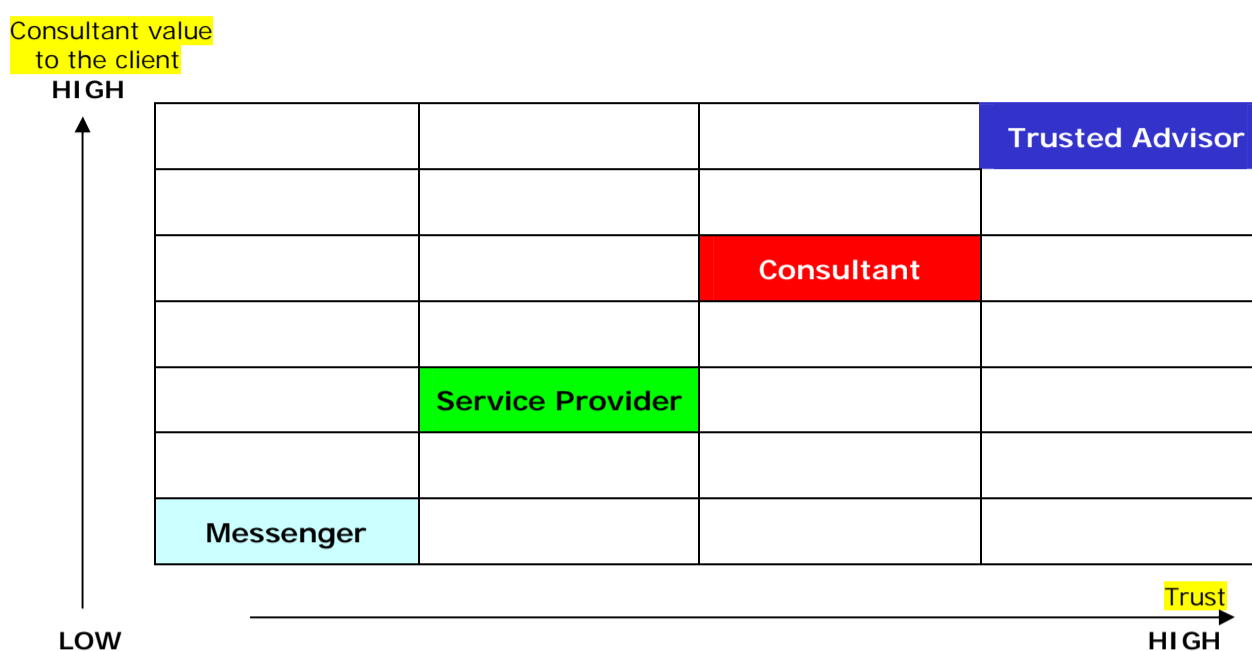


## Adding Value to consulting delivery - Moving towards the 'Trusted Advisor' role

How do you know you are a 'Trusted Advisor'? When it's written on your business card?

Many consultants and contractors work in the green space, denying their clients the greater benefit from delivery in the red and blue spaces. Reading the table below this diagram will give you a better insight into how to move into the red and blue spaces.



© Ian Benjamin, Melbourne V, 2008. Adapted from David Maister's 'The Trusted Advisor' by Maister DH, Green CH and Galford RM. <http://preview.tinyurl.com/qdmbpn>

Consultant Role	Service / Value
1. Messenger	Delivers messages: Courier skills, knows people, knows context. Adds no value other than saving some time!
2. Service Provider	Delivers what the client asks for. Uses skills, knowledge. Adds some value by implementing client determined solutions – adds depth.
3. Consultant	Delivers what the client really needs Uses skills, knowledge, <b>plus</b> independence, wisdom, challenges client. Adds more value by using breadth and depth and delivers solution on broader base – either expert or collaboratively designed solution.
4. Trusted Advisor	As for the consultant. However, the client requests input of the TA at the outset. Client sees Advisor as a 'Partner'. Adds most value as is brought in at the start so can help with design, the process and the solution before a sub-optimal path has been commenced by the client.

I've often found this diagram useful to discuss how consultants can seek to move up and across into the right spaces.

A combination of consulting and relationship skills with a successful track record will see you better placed to move into the 'Trusted Advisor' relationship with your client. It's an outcome from a process, not an instant event.

Skills, knowledge and attitude can help to put you in the spot where the client comes to you. So too will David Maister's book "The Trusted Advisor" - full details above and available from good bookshops and on-line from ourselves: <http://preview.tinyurl.com/qdmbpn>

Oh, and the answer to that question is ...- when your client invites you in at the start of the process!

Consulting firms: Consulting & Relationship Skills training available in-house > <http://tinyurl.com/ol5ugo>

### Consulting business skills workshops in

- **Sydney – November 16 & 17, 2009**
  - **At the Mercure Sydney, 820 George Street**
5. Standard business compliance matters - tax, insurances, structures, invoicing (this is only 90 minutes at the end of Day 1 but all details included in the 150 page manual accompanying the course).
  6. Most importantly, how to run the business so that it can work - a series of strategies that when applied, can see you well placed to make the business viable.
  7. The next steps - clarity.
- The 'early bird' workshop fee is 715. Either day of the workshop is bookable separately. Group bookings can be negotiated.  
Mention this newsletter for early bird rates.  
Go to [www.consultanttraining.com.au](http://www.consultanttraining.com.au) and click on any of the links on the right hand side of the page.  
Or just go now to <http://tinyurl.com/pmvsqp>
- Another way to develop your skills is to consider attending the How to be a Successful Consultant workshop: run and continuously adapted since 1991. Set in the Australian context, the focus is on -
1. Creating client interest in your services - presenting yourself as someone who can help the client achieve what they want.
  2. Securing engagements - knowing how to approach, how often, by what medium and how to turn enquiry into commitment.
  3. Being confident in pricing - how much, how to negotiate, how to move from free to fee and then up to reasonable fee.
  4. Avoiding the pitfalls.

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