BECOMING A TRUSTED ADVISOR

COLLABORATION

WHAT IS IT ABOUT?

In today's complex business environment technical mastery of one's discipline is not enough. Maister, Green & Galford, authors of 'The trusted advisor' argue that the key to professional success is the ability to earn the trust and confidence of clients.

The way to be a great advisor is to care about your client. A common trait of these trusted advisor relationships is that the advisor places a higher value on maintaining and preserving the relationship itself than on the outcomes of the current transaction, financial or otherwise.

WHAT WILL YOU LEARN?

- Understand the importance of building trust and how this helps you operate at all levels of the customer advisor continuum
- Understand the key steps of how trust and commitment can be developed
- Learn (from neuroscience) how you can effectively create and manage a culture of trust

BE HELPFUL BEFORE BEING RIGHT

WHOM IS IT FOR?

Professionals in client-facing and business partnering roles

METHODOLOGY, TOOLS, TECHNIQUES TAUGHT

- The trusted advisor continuum and the key skills and steps to build trust.
- The neuroscience of trust and how you can apply it to your day to day work.

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Learning for the curious