

# C-Speak, C-Level Engagement (CLE) & Networking Rules of Thumb

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# C-Level

## Interests of C-Levels:

- Improve our customer satisfaction
- Increase our market share
- Decrease our operating expenses
- Increase our revenue
- Beat the competition or at least keep pace
- Shorten our time to market
- Improve employee performance
- Reduce turn-over

## C-Levels Likes & Dislikes:

- Do not like leaps of faith
- Are focused on the bigger picture
- Want concrete examples that are industry relevant adaptations
- Need to understand the assumptions to have proper expectations
- Have limited time and your time might be short-cut when talking to them
- Don't want a pitch but do like a plan ie timeline & roadmap
- Want to focus on strategic topics

# CxO Discussion

- Context: build up credibility and trust
- Mistake: not talking to c-level because they don't buy work directly ie missed opportunity

## CRITICAL COMPONENTS OF CXO TRUST

Strategic Value and Impact

Long Term Commitment

Stakeholder Appeal

Minimal Financial and Reputational Risk

Sizable, Early Impact

Presence and Interpersonal Skill

Differentiated Value Proposition

Minimal Project Risk and Disruption

Compelling Portable Story

Related Knowledge , Insight and Experience

Demonstrated Business Impact

Communicates with Confidence and Clarity

Prepared for the Meeting



# Trusted Advisor Means?

## "What is a Trusted Advisor?"

### Key Points:

Client advisor relationships can be depicted as a function of 'breadth of issues' and 'depth of personal relationship':

- Breadth of issues - range of issues in which an advisor gets involved
- Depth of personal relationship - extent to which the client allows you to address his / her personal relationship to the issues at hand
- Trusted advisors tend to place higher value on maintaining and preserving a relationship than on the outcome of the current transaction
- Trust allows you to focus on important matters rather than spend time on inconsequential projects or tedious procedural issues (eg creating proposals, provide detailed reports and budgets)
- A trusted advisor relationship allows both you and your client to share information and ideas, feel comfortable with yourselves and have great access to each other's emotions and inspirations
- Trusted advisors are valued for their support, dedication to our interests, and courage to challenge us

## "Earning Trust"

### Key Points:

Trust must be earned and deserved—you must do something to give the other person evidence on which he / she can base his / her decision on whether to trust you

- Trust rarely develops instantly, except in the face of a powerful experience
- Trust is a two-way relationship—your client must participate and reciprocate
- The potential of trust violation is always there—it is up to the advisor to not violate the trust that makes the relationship special
- Trust is different for the client and the advisor—just because you can trust does not mean you can be trusted; however, if you are incapable of trusting, you probably can't be trusted
- Trust may be earned if you exhibit some form of caring—evidence that his / her interests are as important as your own interests
- Relationship Development Conversations Network Building Selling



# Trusted Advisor Means?

## “What’s Your Mission?”

### Key Points:

- Successful people set goals for themselves; they know what they want and they go after it
- A goal is a dream with a deadline Before you start writing down your goals, you should know what your dream is first or you might find yourself headed in the wrong direction
- The more specific about what you want to do, the easier it is to develop a strategy to accomplish it
- Your strategy should include establishing relationships with people who can help you to achieve your goals

## The Process

### Follow the three-step goal setting process:

- Step 1: Find your passion
  - Internally – conduct a self-assessment of your goals and dreams and match them against the activities / people / things that bring you great joy in your life
  - Externally – ask your friends and family what they think are your greatest strengths and weaknesses and where they think you should focus your efforts
- Step 2: Put your goals to paper
  - Identify people, places and things and the best way to reach out to them to accomplish your goals
- Step 3: Create a personal ‘Board of Directors’
  - Identify people that will hold you accountable for achieving your goals, whom you can bounce ideas off of, and who will provide you with honest feedback
  - Relationship Development Conversations Network  
Building Selling



# Trusted Advisor Discussions Guidelines

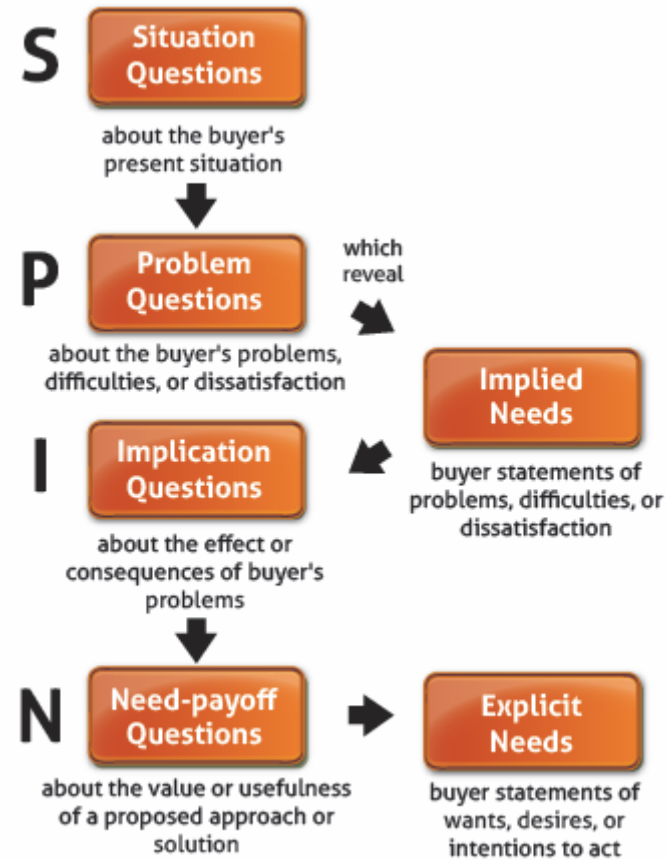
- Prepare for all the C's in the C-Level
- From technical solutions to executive level thinking
- Keep it simple and short
- Think bigger and more outside the box
- Have an elevator pitch ready
- Right level of detail
- PowerPoint might not be the correct medium
- Explain the journey: from analysis to results but start with the results
- Answer the "What is in it for me" question
- Have a personal touch
- Tie success to revenue



# Trusted Adviser Approach: *SPIN the problem & LEAP to an answer*

SPIN question:

- Situation
- Problems
- Implications
- Need Priority



LEAP answers:

- Listen
- Empathize
- Act
- Propose



# Networking Tips



# Networking Tips!

1. Recognize the importance of networking: gives new perspective and ideas
2. Aim to become visible: say hallo when you walk the halls, leave your details for people to reconnect
3. Keep your online CV/Resume up to date: your CV is your primary marketing tool for new opportunities
4. Take care of your image: dress professionally, check your body language, think about the way you speak
5. Always be positive: it is more fun to work with upbeat people, be pro-active and sage place to be
6. Treat all events as networking opportunities: formal events allow for the opportunity to socialize
7. Building relationships means knowing more than just their names: go with an open mind to meet people  
Take an interest in someone you meet Respect and kindness are key
8. Stay in contact with your network regularly...not just when you need something: pass interesting information or just say hello
9. Recognize the importance of "small talk: Being able to initiate a conversation means you are more likely come into contact with people
10. Develop active listening skills: showing them you are interested in them by active listening
11. Build and maintain a small "circle of trust": all of us need a safe place to go to vent and open up , find a person or group of peers who you trust and can speak to candidly if needed
12. Be organized: you may also want to jot down personal information as well as professional information – favourite hobbies, names of spouses, names of children,



# Executive Presence

- Take care of your well being
- Be prepared
- Create an environment that supports you
- Dress like a leader
- Attend your mannerisms

