

Would you like to get more from your current resources?

Would you like to get higher billable hours from your technical talent?

Would you like to gain a distinct competitive advantage?

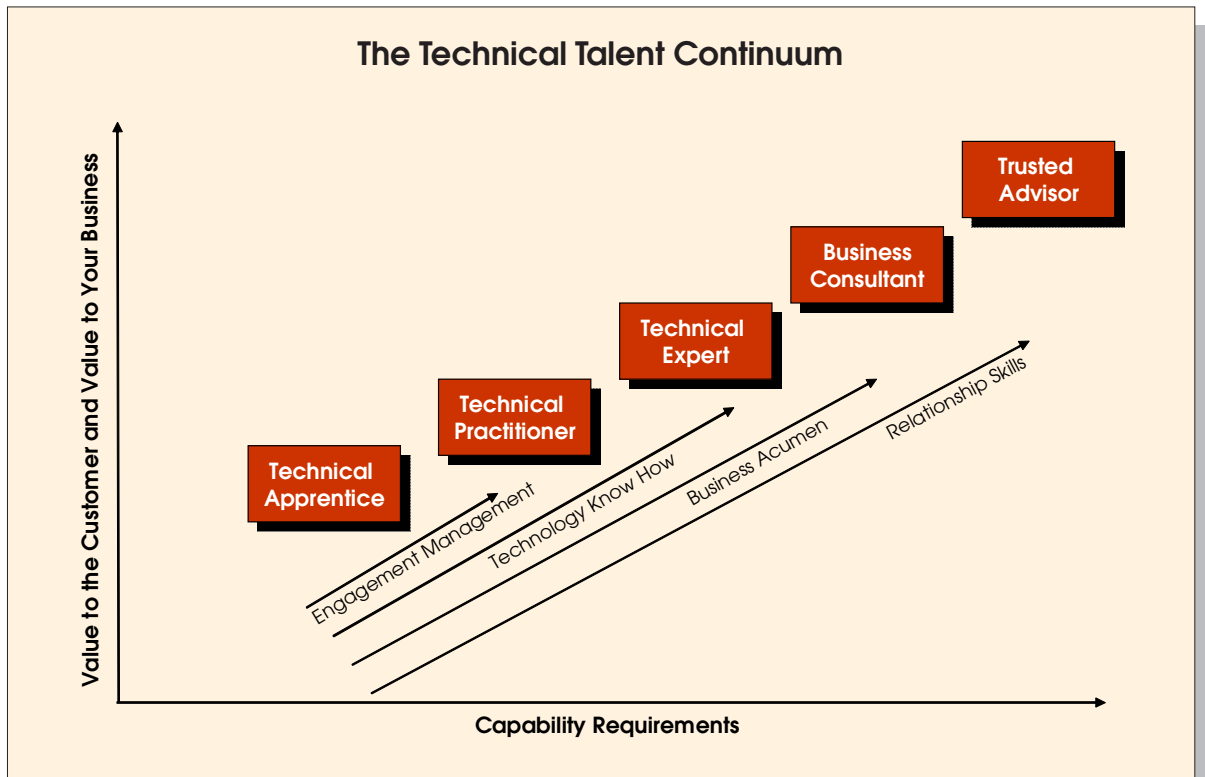
*Join us for...*

# Leading and Managing Technical Talent: Turning Technical Experts into Trusted Advisors



*A One-Day Success Strategies Workshop*

Technical experts who achieve trusted advisor status with their customers provide your organization with a distinct competitive advantage. Their value to your organization is immense. Yet, on average, only about **five percent** of technical talent enjoys this special relationship.



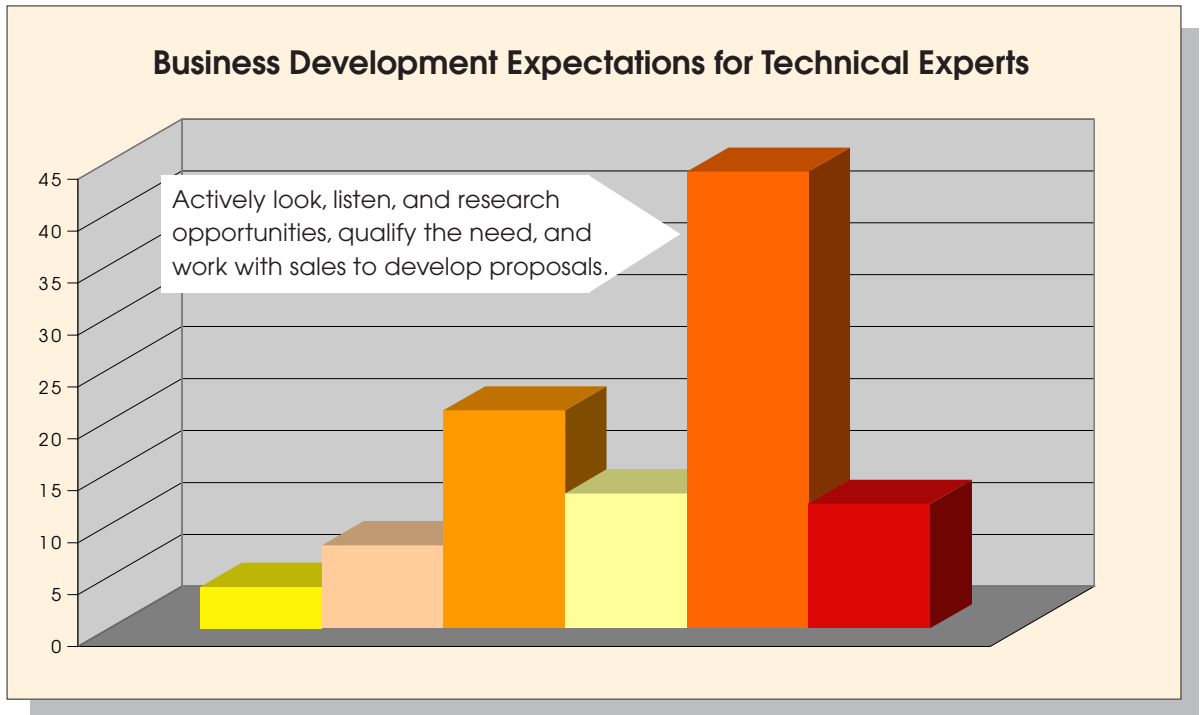
This one-day, highly-interactive workshop teaches the critical concepts, practices, methods, and tools required to effectively lead and manage your technical talent. Implementing what is taught will help you increase the number of your trusted advisors and improve the competencies of all your people to add more value for your customers and more value to your organization.

### What Makes this Workshop Unique?

Dr. Jim Alexander, the workshop leader, has conducted five studies (including the just-published *Transitioning Technical Experts into Trusted Advisors*) to determine the best practices that separate the very best from all the rest. In addition, he has consulted and trained organizations on this topic for over 15 years. Therefore, everything taught is research-based, yet highly practical—and actionable. Participants will leave this hands-on session motivated to use the information and tools learned to immediately improve the performance of their technical talent.

## Who Should Attend?

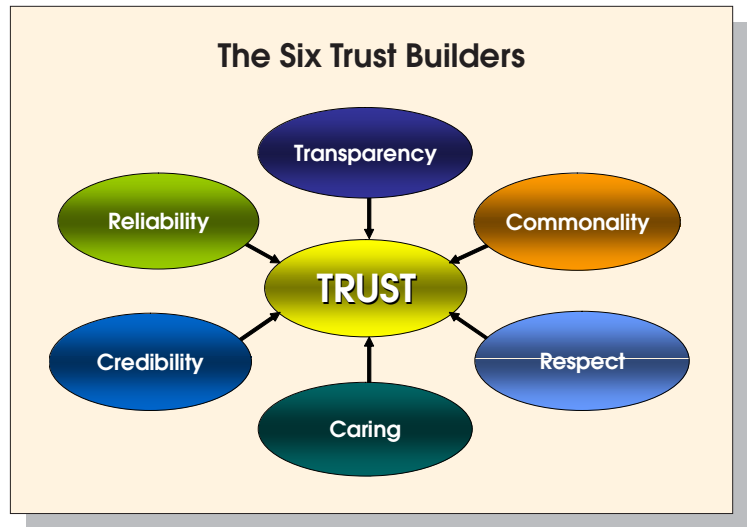
Any executive or manager who has responsibility for technical talent who interact with your customers and all others looking for ways to improve profitable growth.



## What You Will Learn

- The benefits gained from increasing your number of trusted advisors.
- Highlights from Alexander's latest trusted advisor research.
- What trusted advisors do that others don't do.
- Where your people are on the Technical Talent Continuum.
- How your people stack up today on the Trusted Advisor Assessment.
- The six trust builders.
- The 10 commandments of trust-based consulting.
- The 12 success levers.
- The four trusted advisor capabilities.
- The six business development roles.
- Core relationship skills.
- Why everyone who touches the customer needs to sell.
- Influencing with integrity.
- Influencing the senior executive.
- Creating value.

- Steps to increasing your people's business acumen.
- Special issues in managing knowledge workers.
- How to assess your technical force.



## Workshop Topics

### Introduction

- Talent as a Performance Differentiator
- Why Most Talent Efforts are Wasted
- Critical Talent Issues

### Unit One: It's All About Trust

- Trusted Advisor Definition
- The New Expectations of Technical Talent
- The Benefits of Being a Trusted Advisor
- What Separates Trusted Advisors from Everyone Else
- The Technical Talent Continuum
- The Six Trust Builders
- The Four Trusted Advisor Roles
- The Trusted Advisor Self-Assessment
- The 10 Commandments of Trust-Based Consulting

### Unit Two: The Four Trusted Advisor Capabilities

- Technical Expertise
- Engagement Management
- Business Acumen
- Relationship Skills

### Unit Three: Business Development

- Creating Value
- Why Everybody Sells Services (At Least They Should)
- The Persuasion Continuum
- Influencing with Integrity
- Determining Your Technical Talent's Appropriate Role in Business Development
- Qualifying Good Business
- Influencing Executives—What's Different

### Unit Four: Five Steps to Top Talent Performance

- Strategic Talent Alignment
- Vital Capabilities versus Important Capabilities
- Re-Thinking Positions
- Assessing Your Talent
- Closing the Gaps



## Your Workshop Leader



**James A. Alexander, Ed.D.**

**Dr. Alexander** is the founder of Alexander Consulting, a TPSA-certified management consultancy that helps product companies create and implement professional services strategies. Offerings

include strategy formulation, market research, performance consulting, and training.

Jim has authored or co-authored over 80 articles, three white papers, five research reports, and two books and has taught at universities in the U.S., Europe, and Mexico.

Jim was selected as the services pundit for IBM Global Services 2003 Headlights Program. He served as the U.S. Department of Commerce's e-business subject-matter expert for the duration of its Inter-American E-Business Fellowship Program. Furthermore, he acted for 12 years as the vice president of professional services for AFSM International.

## About Alexander Consulting

Alexander Consulting helps companies formulate and implement professional services strategies for clients ranging from mature professional services organizations (PSO) seeking the next level of performance to newly formed organizations attempting to build capabilities to product companies contemplating whether professional services is the proper strategic move.

Alexander Consulting offers consulting, workshops, training, and company-specific assessments and benchmarks. In addition, their pioneering research studies, books, articles, and white papers have led the professional services industry for years. Alexander Consulting experts are also available for keynote speeches and presentations.

What participants of previous Alexander Consulting workshops and presentations have said:

"Very, very good and topical for our needs. Highly appropriate for a services company with technical experts and consultants."

*Michael Polelle  
Senior Director, QAD,  
North American Services*

"Outstanding! Our CompTIA members gave terrific feedback after your "How to Become a Trusted Advisor" presentation."

*Richard Rysiewicz  
Vice President Services  
CompTIA*

"Impressed as always with the quality of your courses."

*Gary Stowe  
Director Services  
GE Healthcare*

"Alexander Consulting is definitely a thought leader in professional services. Not only do they have a great base of knowledge, they are excellent communicators."

*Patrik Melander  
Director, Network Consulting  
Ericsson Latin America*


"As a result of the services training conducted by Alexander Consulting, CDI was able to close several professional services consulting engagements worth over \$10 million in two months!"


*LeRoy Ruggerio, Vice President,  
Technology and Professional Services,  
Computer Design and Integration*

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## Interested in this Workshop?

Contact Jim Alexander directly to discuss whether this workshop is right for you: 239-283-7400 or [alex@alexanderstrategists.com](mailto:alex@alexanderstrategists.com)

	<p>The research foundation for this workshop is based on Alexander Consulting's recently-released, landmark, trusted advisor study <a href="#"><i>Transitioning Technical Experts into Trusted Advisors</i></a>, by James A. Alexander, Ed.D.</p>
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	<p><b>100% Satisfaction Guarantee</b> We feel so strongly about our ability to fulfill our commitments that we promise to perform our mutually agreed-upon duties to your complete satisfaction.</p>
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Alexander Consulting  
2308 Date Street  
St. James City, Florida 33956  
239-283-7400 voice • 239-283-7442 fax  
[ac@alexanderstrategists.com](mailto:ac@alexanderstrategists.com) • [www.alexanderstrategists.com](http://www.alexanderstrategists.com)