



rev 5.1

THIS WORKSHOP SUPPORTS THESE ORGANIZATIONAL INITIATIVES

Once upon a time professionals were only expected to research, make recommendations and implement management's predefined technical or professional problems. It was not considered to be the professionals' role or responsibility to ensure those recommendations met business and organizational needs. The manager, client or customer was expected to take care of all that.

No more! Now, professionals themselves are expected to take care of the "full cycle"—from understanding organizational and professional strategies; to surfacing and defining the underlying, "real" need; to negotiating the best systemic approach to the problem; to ensuring a strategic solution is selected; to selling the solution to multiple stakeholders; then, after all that, often leading the change to ensure the recommendations are implemented effectively. We call *that* person a **Powerful Professional**.

Specifically, *Powerful Professionals* supports these kinds of organizational initiatives:

. **INTERNAL/EXTERNAL CUSTOMER/CLIENT SERVICE**

This workshop clarifies modern professional-manager/client/customer relationships and roles, setting up a partnership model, where professional and client have a 50-50 role in the success of a project.

. **NEW STRATEGIC DIRECTIONS—ORGANIZATIONAL AND/OR FUNCTIONAL**

Traditional 'staff' group roles—engineering, information systems, finance, human resources, medical, environmental and so forth—must now support core work of the organization, requiring professionals to look at more strategic roles for themselves—at all levels.

. **CONNECTING TO THE BUSINESS**

Related to the item above, professionals are being asked to think more as business people, less as professional experts. The workshop emphasizes the skills of connecting to organizational needs.

. **PROFESSIONAL OR TECHNICAL CAREER DEVELOPMENT**

The workshop emphasizes the skills shown by research to be valued by internal and external customers/clients, showing how these skills support a professional's transition from "independent professional contributor" to "getting results through others."

. **MODERN ORGANIZATIONAL STRUCTURES**

Organizational changes require the expansion of professional roles to include many former management functions. The *Powerful Professionals* presentation helps professionals look at their roles in a broader, more powerful context.

. **SHARED SERVICES**

More and more internal professional groups are being organized into "Shared Services" roles. Professionals need skill development to support the new expectations of this role.

. **WORK DESIGN, SIX SIGMA, REENGINEERING AND THE LIKE**

This skill-building workshop helps professionals look at the 'big picture' from identifying value-add projects, to selling these projects to multiple stakeholders, to leading change.

. **ON-JOB CONTINUOUS LEARNING/KNOWLEDGE MANAGEMENT**

Designed as a desktop reference to support continuous learning **after** the workshop, the *Powerful Professionals* book—now in its 3rd edition—contains a wealth of follow-up ideas.

. **PROFESSIONAL LEADERSHIP**

Powerful Professionals has access to the over 125 leadership development tools in the author's second book, *The Encyclopedia of Leadership*. Modern professionals need to be leaders in their areas of expertise!

. **CREDIBLE ACTIVISTS**

Some organizations have called this more business-oriented role "Credible Activists"—credible professionals who get business results.