Powerful Professionals Workshops

rev 6.0

THIS SKILL-BUILDING SUPPORTS THESE ORGANIZATIONAL INITIATIVES

Once upon a time professionals were only expected to expertly 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* skill building supports these kinds of organizational initiatives:

☑ **BUSINESS PARTNERING**
Professionals are being asked to think more as business people, on top of their skills as professional/technical experts. The workshop emphasizes the skills of getting below the tip of iceberg requests leading to Order-Taker roles to the often obscured under-the-waterline client and organizational needs. "You can't be a business partner unless you clarify the business need."

☑ . **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.

☑ . **MOVING PROFESSIONAL GROUPS FROM TRANSACTIONAL TO STRATEGIC WORK**
Traditional 'staff' group roles—engineering, information systems, finance, human resources, medical, environmental, planning and so forth—must now support core work of the organization, requiring professionals to look at more strategic roles for themselves.

☑ . **PROFESSIONAL OR TECHNICAL CAREER DEVELOPMENT**
The workshop emphasizes the skills shown by our 65,000+ database 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.

☑ **PROJECT MANAGEMENT/LEADERSHIP**
Powerful Professionals consultative skills compliment project management skills with the "softer" skills such as establishing a value-added role, asking effective questions to get at the underlying need, and selling your 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/BUSINESS PARTNERS**
Some organizations have called this more business-oriented role "Credible Activists" or "Business Partners"—credible professionals who are able to produce business results.

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