

# Our work with... business and professional services

in this sector for whom we've delivered training over the last three or four years cover a wide variety of businesses (lawyers, accountants, communications agencies, specialist consultancies, property services, etc, etc), so it's no surprise that the range of areas in which we've had the pleasure of supporting them has been equally wide.

*The fifty or so organisations* 

They break down into five main categories:



# Management and personal effectiveness

The most popular subjects recently have been (with the top five in bold):

Obviously, given that this is 'our thing'.

Coaching skills for line **Management essentials** 

# Conflict management

managers

**Executive coaching** 

#### Honest conversations

Impact on others Influencing skills

Judgement & decision-making Management development

programme

### law

Managing people within the

Personal branding Presentation skills, TED-

style

Remote management **SMART** objectives

Team member to team leader Time management

Programme is perhaps the one for which we're most well-known. It gets great feedback. Emma Ferry, Head of

CRM Services at PayPoint, said:

The Management Development

'I wholeheartedly recommend Maximum Performance for arming managers and

teams with a toolkit they can carry with them throughout their career. Maximum fun and maximum return on investment!' And there's an equally loyal following for our remarkable presentation skills

Sales and business

workshop, TED-style.



## Whether we call it sales, business development or practice development, we all need more clients. But the process of getting new business

development



Through our sister brand, **The In-House Training Company**, our work in this area has centred on consultative selling, networking skills, and presentation skills, in addition to the

can be very different for professional services.

more conventional range of sales and business development skills.

#### We have another sister brand, The Customer Service Training Company, through whom we have delivered quite a number

more specialist workshops on Building good relationships and Challenging client conversations. Here's some sample feedback from just a single session on telephone customer service skills, one of many we ran for an accountancy practice:

> Can't fault, everyone is engaged within the first 10 minutes and it applies to everyone – the lessons learnt stick and are pleasantly memorable.

Great teacher with some really helpful tips with regards to call handling. **Brilliant!** 

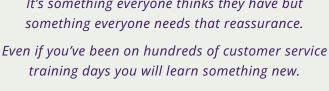
Very engaging and enjoyable. Lots of good tricks, tips and skills to enable the team to control, manage and direct the call so it is professional and polite.

of customer service programmes for our business and professional services clients, some of them relatively generic and some entirely bespoke. The 'flagship' programme, **GREAT** customer service, is very popular, of course, but so are the

> It's something everyone thinks they have but something everyone needs that reassurance.

Emphasis on customer highlighted in an informative, enjoyable way.

development



#### And, through our sister brand, The Boardroom Effectiveness Company, we've also delivered the core programme, **The effective company** director (this last six years running in one case,

in all the regional offices of a major planning consultancy).

Director

Sometimes it's not just the front-line staff or the managers who need support. We've delivered one-to-one executive coaching for numerous partners, directors and senior managers in business and professional services firms. We've also delivered bespoke sessions for the board.

Specialist topics Once clients realise the range of topics we can cover, they begin to ask for more and more specialist training. Examples from recent clients in the business and professional services sector include: Mental health in the workplace MS Word Project management

Train-the-trainer

Unconscious bias

**Workplace investigations** 

World class mindset

Every client is different and that's particularly the case with business and professional services.

Contract negotiations Credit control and debt Excel Level 2 Health and wellbeing IT helpdesk skills Level 2 award in Food Safety

> And there can be a world of difference between dealing with a marketing communications consultancy, for example, and a City law firm. We 'get it'.

So if you've got a development need in your

firm that might need sensitive handling, have a word - we're here to help!

