

rev 5.4

# 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/Business Partnering

Related to the item above, professionals are being asked to think more as business people, less as professional/technical 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.

#### ✓ 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.

## ☑ . WORK DESIGN, SIX SIGMA, REENGINEERING ROLES

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.

#### ☑ 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.