



Professional Education / Best Practice Forums

Overview

Creative Growth Group's Best Practice Forums are content-rich client development and professional advisory skill workshops that combine the deep, custom insights of 1:1 coaching with the open dialog effectiveness of large group training. The forums are interactive, experiential and results-focused so participants leave not only with information but also with clear understanding and direct action steps.

Each program can be delivered as a summary presentation, a half-day primer or a full day intensive and interactive workshop. Our programs are presented in a multimedia (audio-visual equipment required) format combined with written deliverables and active roundtable dialogue. As often as possible, we endeavor to include a Partner Panel discussion into the event so that the audience can interact with Partner-level professionals who can elaborate on their own experiences with the material presented in the workshop. Our costs are negotiable based on the session length and variable cost we incur (i.e. travel expenses, etc.).

Creative Growth Group's Best Practice Forums

"Becoming a World Class Client" provides strategies and systems for selecting and engaging professional services firms and also facilitating an organization's advisory relationships before, during and after the engagement. Appropriate for Professional Services firms that want to help their clients learn to engage and use professional services more effectively. Also, for client companies who want to improve their "client professionalism" and get more value from professional services firm relationships. **Level of Experience:** Senior Level Associates, Partners and Senior Staff within professional services firms; and/or Mid to Senior Level executives within client companies.

"Building a Client Development Culture" provides a framework for how outstanding professional service firms create structure, systems and support to drive a client development environment in which all professionals participate in the process. **Level of Experience:** Partners and Senior Staff within professional services firm who are responsible for leading marketing and client development initiatives.



Professional Education / Best Practice Workshops (Continued)

“Rainmaking Essentials” is targeted for the individual professional and covers client development strategy; hand-to-hand marketing tactics and detailed advice on ensuring high impact dialogues with prospective clients. It outlines a system for client development in professional services firms that helps professionals learn how to build awareness and preference for their services among prospects as well as how to build upon existing client relationships to grow additional business. **Level of Experience:** All levels

“Collaborative Rainmaking” Great teams yield better results than any one great individual. This program presents a comprehensive approach to help firms grow business more successfully through client development teams. **Level of Experience:** Senior Associates and Partners and Senior Staff within professional services firm who are responsible for leading marketing and client development initiatives.

“Rainmaker Archetypes” The word "archetype" (pronounced “arka-type”) implies that there is a set of recurring personality types that can be recognized and managed. We’ve co-opted this notion for the purposes of client development in professional services environments and have identified five basic Rainmaker Archetypes which can be used to develop more successful marketing efforts for firms, practice groups and individuals. **Level of Experience:** All Levels

“Connecting with Content” The most important and powerful tool that professional services firms have to market themselves is the relationship marketing efforts of their individual professionals. They are the walking embodiment of the firm’s brand; your ambassadors and evangelists. This program provides professionals (and those who must motivate and equip them) with a simple set of frameworks and tools to help them optimize their existing relationships to grow business. **Level of Experience:** All Levels of Professional and Staff

“Executive Presence – The Laws of Gravitas” How we present ourselves physically and verbally and how do we *think* about the situation when we are encountering senior level client and prospect executives, colleagues and referral sources in order to make a maximum positive impact? The Laws of Gravitas takes what is otherwise a nebulous topic – Executive Presence – and presents concrete competencies that professionals can master to raise their level of personal impact. **Level of Experience:** All levels of Professional and Staff

“Marketing Your Career” This program helps professionals understand how to apply the tools of client development to their own efforts to grow their career and find their “next best step” professionally. This program can also be combined with our “Making Partner” survey content to create a unique program for rising professionals. **Level of Experience:** Rising Professionals and Staff

“Your Personal Effectiveness System” Professionals have seemingly impossible roles: you must be a technical expert, great colleague, and rainmaker while also being a solid family and community member. Who has time? This session helps professionals strategically plan their efforts without sacrificing billable hours in order to do the essential, long-term career and life building activities that often get marginalized. **Level of Experience:** All levels of Professional and Staff



**Presentation References
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More references are available upon request.