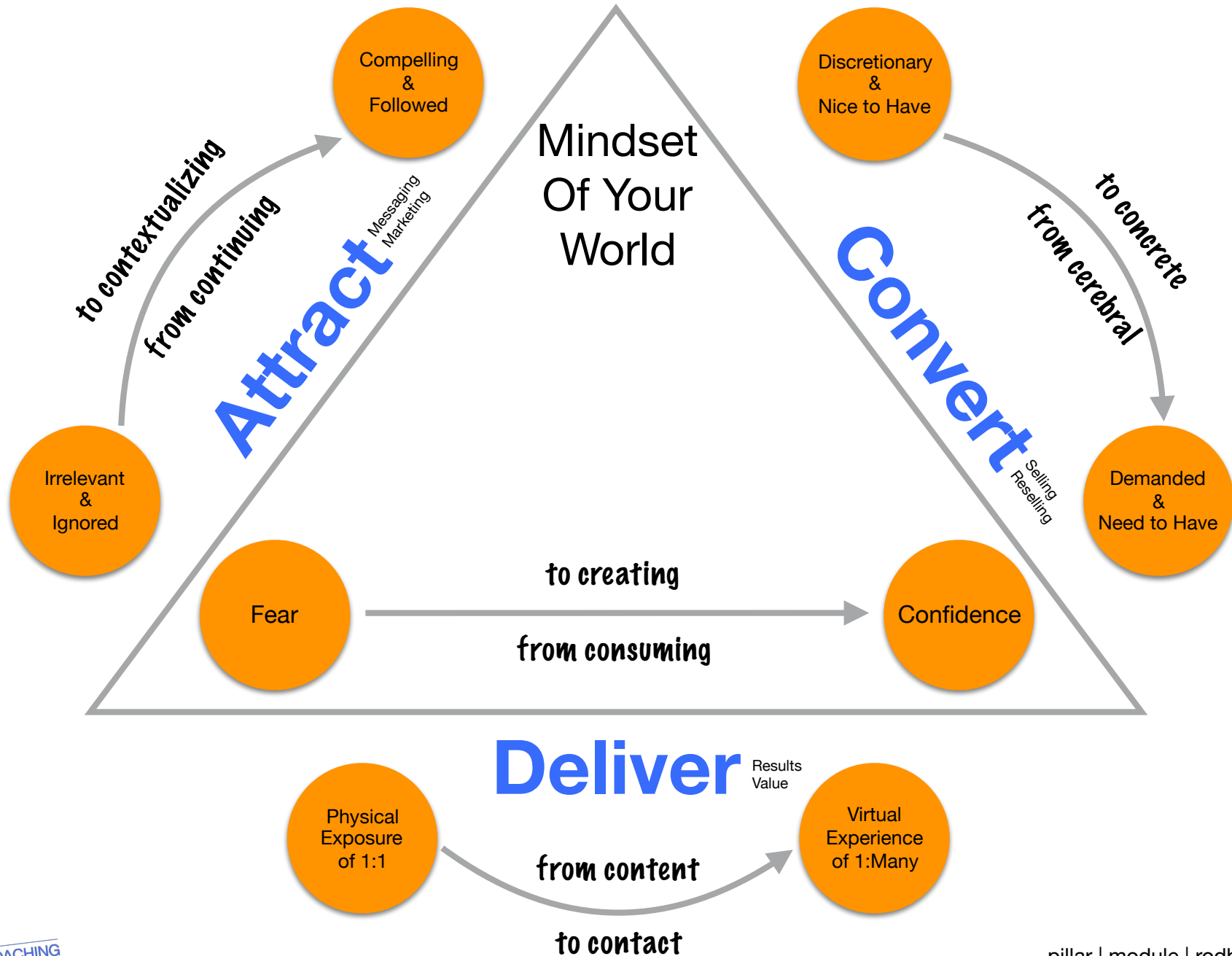




The Leadership Challenge/Opportunity™

How to turn the challenge holding other practitioners back into the opportunity that catapults you forward.



Epiphany

- If we want to save our practices and come out of this situation better than before ...
- We need to coach our prospects/clients/referral sources on how to save their businesses ...
- And to do that, we need to know our practice area or industry niche as well as the prospects/clients we are trying to serve.
- *[what leads, prospects, clients, and referral sources are now saying]*
So after 4+ weeks, I get that you are working from home and your firm is operational. **But what are you going to do for me?**

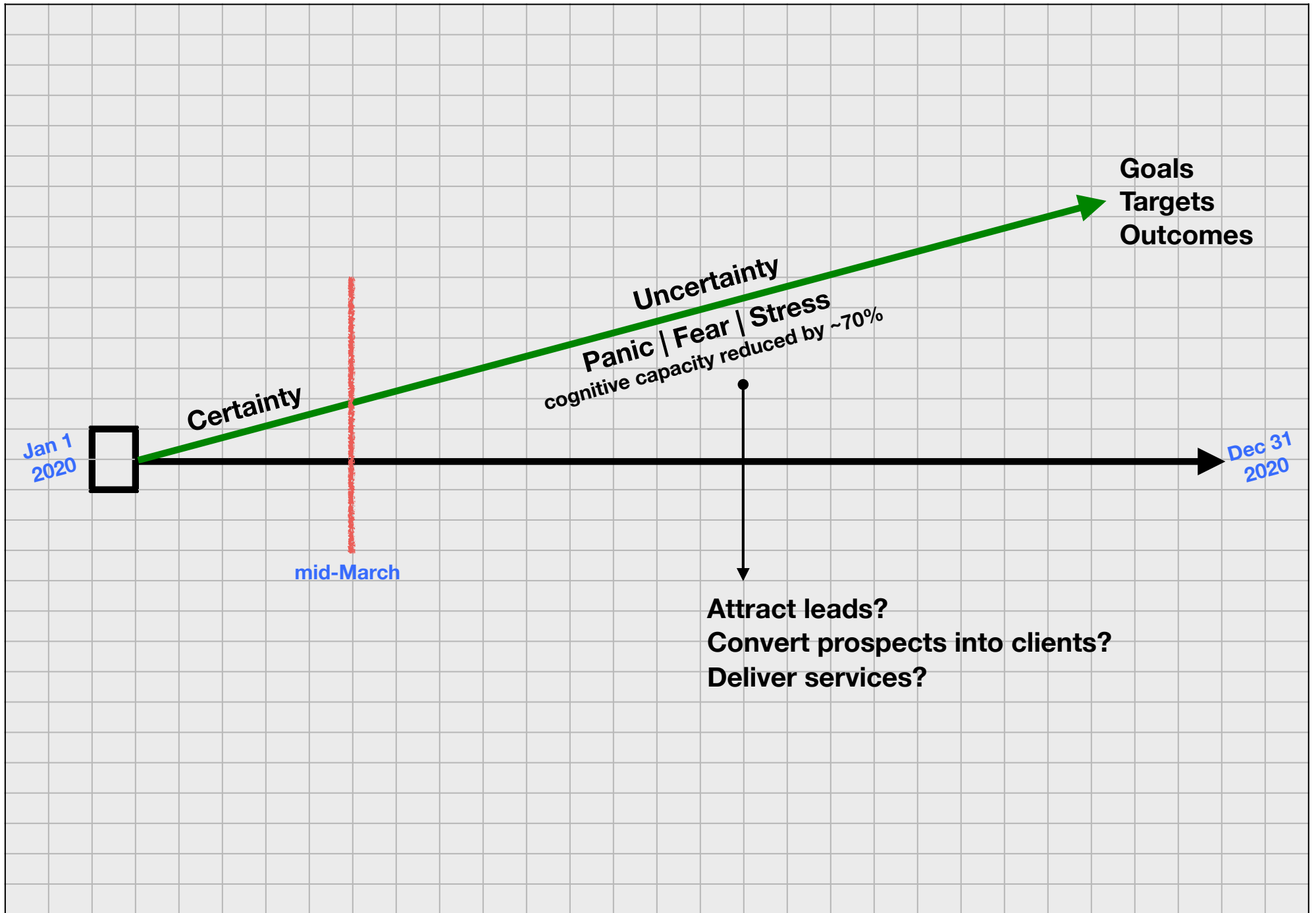
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2020

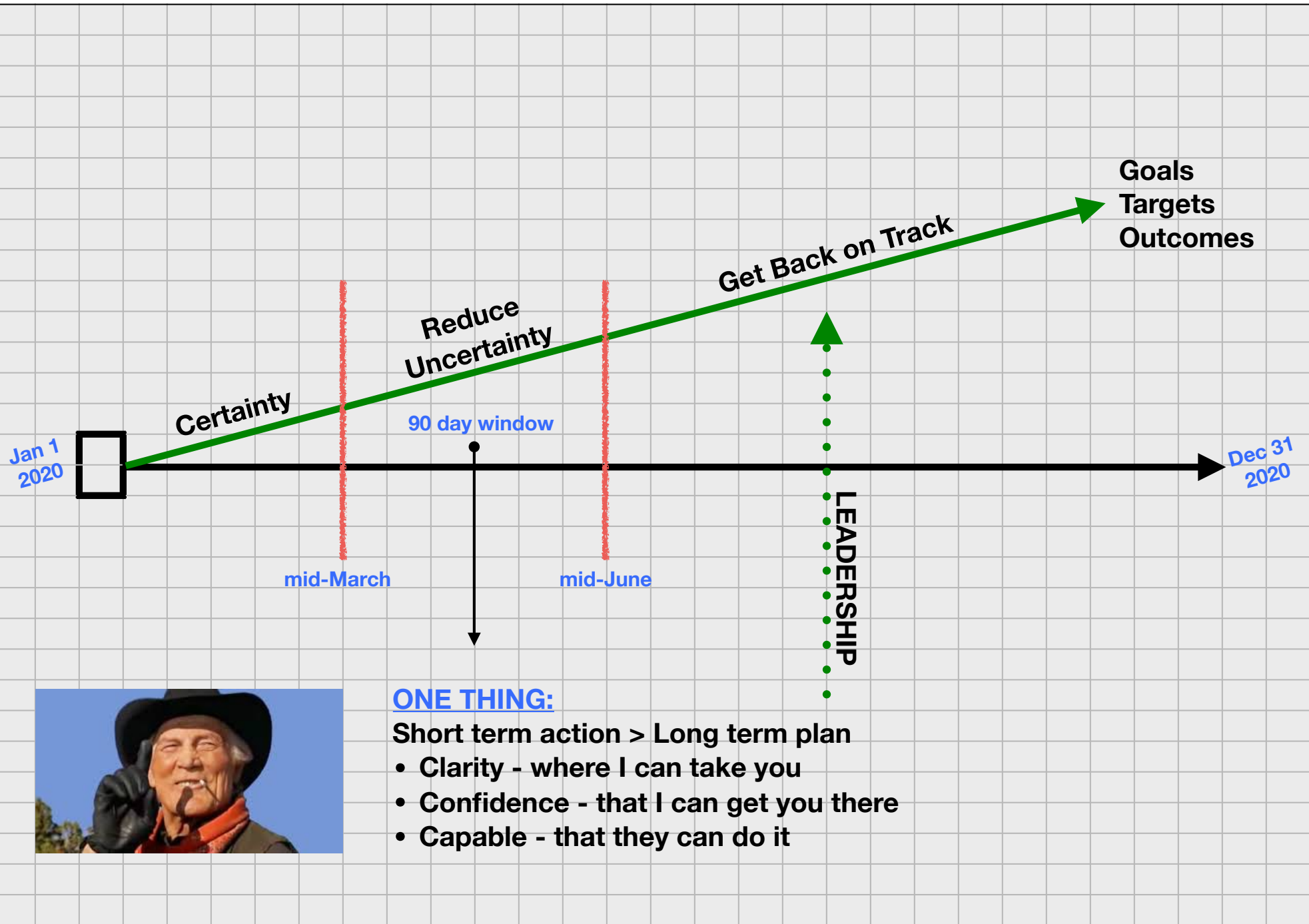


Our vision of how 2020 would go ...
We are all good!

Goals
Targets
Outcomes

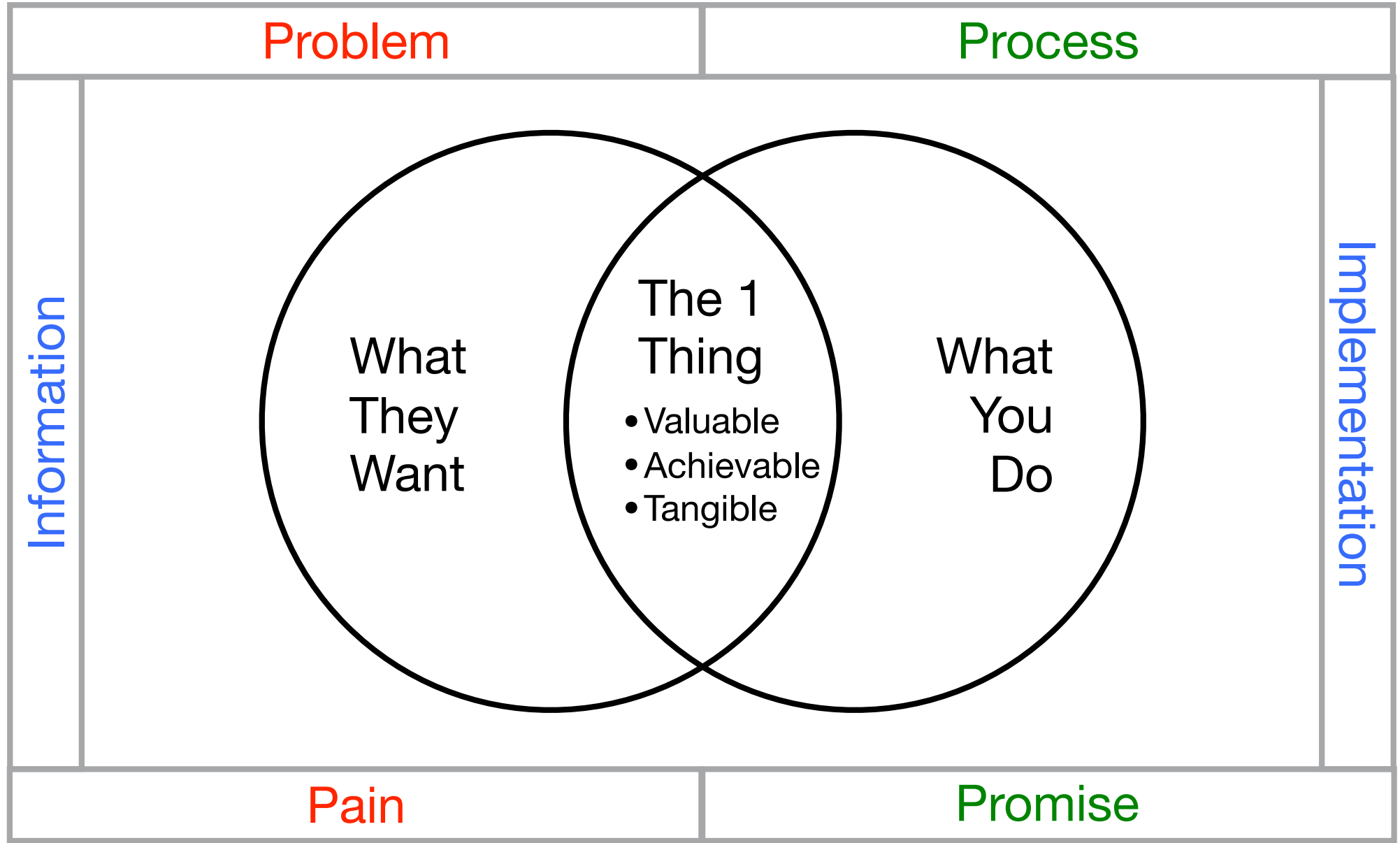
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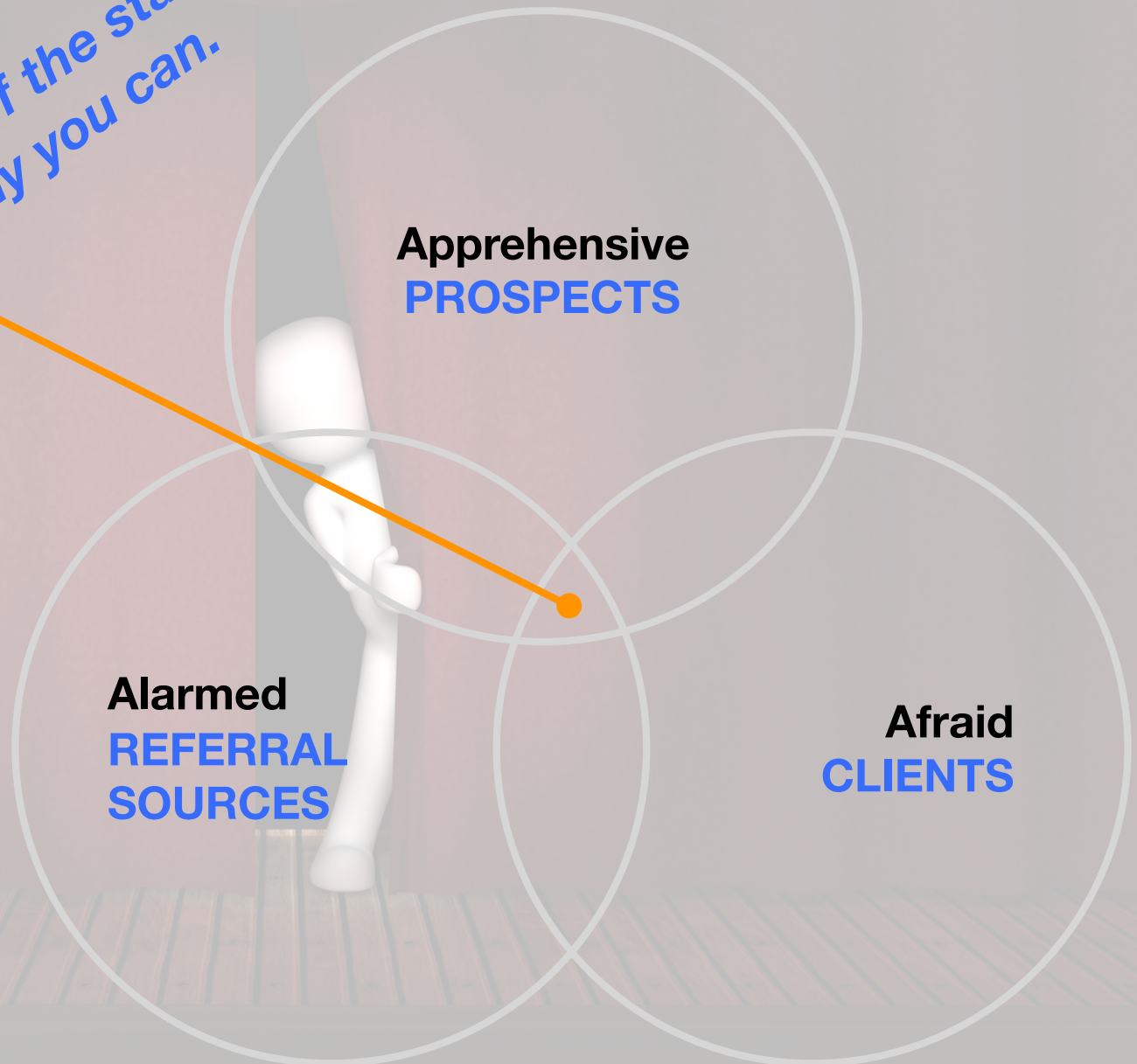


The Minimum Viable Service Model™

What is the one domino/result you can get that will tip a series of dominoes/results and move clients from survive to thrive.



- Put yourself in the center of the stage.
- Provide the value that only you can.
- Whatever that is.
- Right now.





Before Q&A, a gentle plug ...

**Practice
Development
ROUNDTABLE**

Questions & Answers ...





What is the one thing that you're struggling with most when it comes to getting the kind of work you want?

Answered: 6 Skipped: 0

Earning the trust of new clients. [What are the things that you would want a professional services provider to do that would earn your trust? Start by doing that.](#)

getting to know people in certain industries [Speaking, writing, broadcasting ... what are you good at ... what are you doing ... are you doing it consistently and persistently?](#)

time to get out and meet [You don't find the time ... you make the time.](#)

getting more business [You don't need more business ... you need the right business. Same response as #2.](#)

Not a big enough referral base - do well with what we have. [The size of your referral base is either a problem or it's not. Are you happy with doing well or do you want to do more, e.g., growing?](#)

Getting recognize (vs Big 4) [When it comes to that comparison, what makes you *different* ... not better, but different?](#)

Q2



What is the one thing that, if you were more effective at, would move the dial on your practice furthest, fastest this year?

Answered: 6 Skipped: 0

Finding clients that need the services I provide.

[Identify your ideal client ... target them on LinkedIn.](#)

do not know

timely billing [This is in your control ... why aren't you doing it?](#)

get more visibility [Is this a matter of not knowing what to do or how to do it?](#)

We are better at analyzing unique structures, systems and information, not good at cookie cutter work.

[Sounds like an opportunity for premium/value pricing! Do you have testimonials?](#)

Marketing

Q3



What is the one thing that you want to know more about using social media in order to expand your sphere of influence?

Answered: 6 Skipped: 0

What works vs what is just extra work.

The riches are in the niches and the money is in the mailbox.

use social media to reach attorneys and bankers.

You can target the exact kind of attorneys and bankers you want to reach using LinkedIn.

does it actually bring in the clients we are looking for

I have been traveling full time in an RV for a little over 10 years ... 90% of my coaching and valuation needs come from LinkedIn.

anything in expanding networking

Not a fan of traditional networking (if that is what you mean) ... people are becoming more protective of their time / it takes too much time / and it does not scale

We blog and send newsletters out - what else should we be doing.

Speaking to an audience of people who can actually send work your way.

Kind of information we should post. Time to allow to social media

Stop posting (hoping to get noticed) ... start messaging (and have conversations).

Rod Burkert

Building relationships ... Creating value Having fun ...
So you can turn the practice you have into the practice you want.



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