

CLIENT DEVELOPMENT

A PRIVATELY HELD CONSULTING FIRM HAD NOT GROWN IN MORE THAN 2 YEARS AND COULD NOT IDENTIFY WHY.

Business Consulting Practice

- Identified client revenue sweet spot and market entry point per firm Partner & practice area.
- Created Partner market engagement strategy, stages & goals & oversaw system implementation.

Science of Passion & Purpose

- Identified Firm Partner's unconscious passions and resulting behaviors & outcomes.
- Created Lead Team Alignment: Socialized Partner Behavioral Patterns with Team.

Psychology Lens

- Trained Lead Team in group process facilitation for issue ideation & decision making.
- Trained Partners in the psychology of engagement with prospect decision-makers.

Organization Outcome

Long Lasting Growth

Firm grew origination revenue 33% over the following 2 years and improved leadership cohesion. Firm currently growing at 15% per annum.

AT A GLANCE

Root Cause:

- Unaligned Leadership.
- Unclear Client and Market Strategy.

Solution:

- Created Strategic Alignment.
- Led Leadership Development.



“Understanding the market and market issues as well as client passions and motivations is what sets excellent firms apart from their competitors.”

Jonathan Paul

Founder, Jonathan Paul Consulting