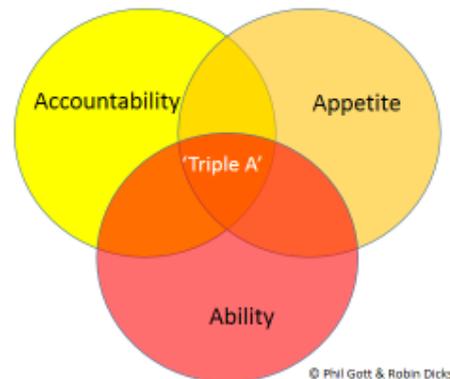


'Triple A' BD Strengths & Effectiveness Diagnostic

Your firm's partners and professionals are already putting significant amounts of time into business development. But how productive are they in generating new clients and new work?

Our newly developed 'Triple A' BD Strengths & Effectiveness Diagnostic pinpoints how individuals and teams in professional service firms can quickly leverage their efforts to generate significantly better results. It aims to help match Accountability, Appetite and Ability to get people playing to their strengths and so achieve excellent results:



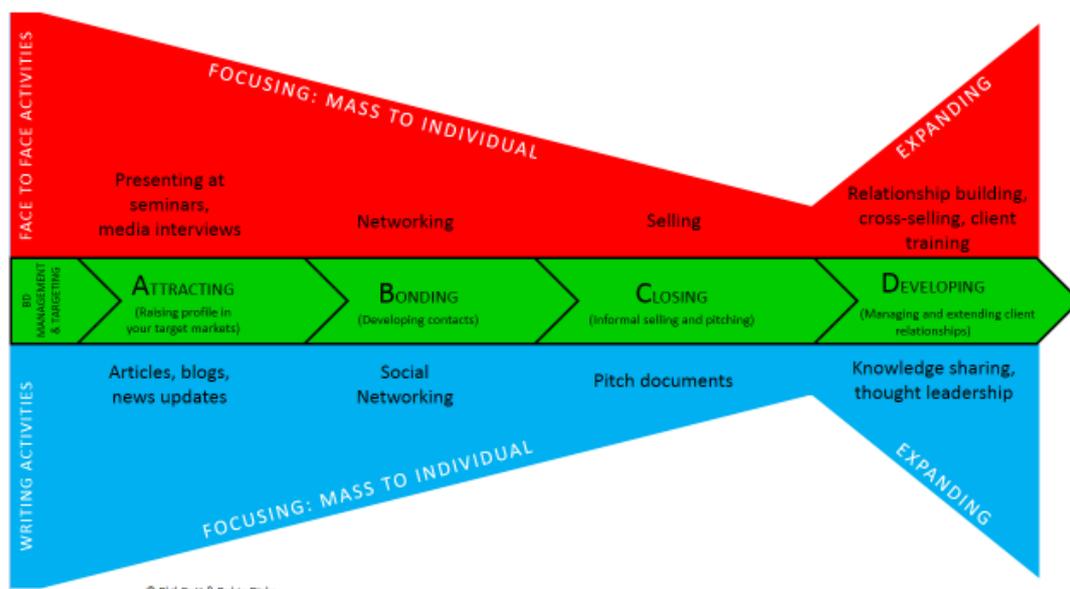
Used by individual professionals, the Diagnostic generates a comprehensive report that will show you:

- Your natural BD affinities, which you should focus on to generate best results from least effort
- Best practice approaches you appear to be overlooking, which could easily improve your BD effectiveness
- Aspects of BD which do not come naturally to you but which could be developed if necessary to achieve your BD aims.

Used by teams (practice areas, offices or whole firms), the Diagnostic generates an additional report which:

- Maps the BD strengths and gaps in the team or firm as a whole
- Highlights where BD processes could be enhanced to better support results
- Identifies unproductive duplication of effort and enables scarce resources to be better deployed
- Identifies where measures and accountabilities can be sharpened to boost results and performance
- Suggests priority actions for individual team members and the team as a whole.

This comprehensive Diagnostic covers the full range of activities involved in raising profile, building relationships with potential clients and referrers, and extending existing client relationships:



The diagnostic has been developed based on extensive work within professional service firms.

For the standard individual diagnostic and report the cost is just £75 per person, with a further £125 for a small team report. The cost for larger teams (practice areas, offices or whole firms) will depend upon your specific requirements.

Optionally, the diagnostic can also be used to survey views about the current effectiveness of the various BD activities, helping to pinpoint areas where BD results are not meeting expectations.

By arrangement, we can tailor the diagnostic for your firm.

Whatever your specific needs, we are willing to guarantee an excellent return on your investment:

If you are not satisfied that the benefits provided are well in excess of our fee, we will adjust the fee accordingly. You will be the final judge so you have nothing to lose.

The Triple A Business Development Diagnostic is a collaboration project between two members of the Winning Firm Alliance, Robin Dicks (who specialises in business development, marketing and CRM) and Phil Gott (an expert in people development and training), combining our complementary expertise to bring about real change.

For more information, and to discuss piloting the diagnostic in your firm, please contact either of us:

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