

Module Three:

Client Relationships & how to stand out from your peers

Date/s: 3, 10, 17 February 2021

Time: 5.00 – 7.00pm

Module	Topics & learning objectives	Facilitator
Workshop One 3 February	Business development <ul style="list-style-type: none">• Lean good business development practices• Analysing your market(s) – opportunities and risks• Identifying and building your unique business development persona• Putting it all together: developing a personal business plan	Tony Frost, <i>Principal, Frost Leadership Consulting and Consultant & Lecturer, AGSM</i>
Workshop Two 10 February	Working with clients <ul style="list-style-type: none">• For the purpose of this module “clients” means: solicitors, clients of solicitors, in-house counsel and other Direct Briefs – differences and similarities• Understanding the moments that matter in working with clients• Developing and understanding clients and their needs• Building relationships with clients• How to understand and create value for your clients	Tony Frost, <i>Principal, Frost Leadership Consulting and Consultant & Lecturer, AGSM</i>
Workshop Three 17 February	Emotional intelligence (EI) <ul style="list-style-type: none">• Emotional intelligence: the best way to build relationships; a key competitive advantage and a way to stand out from your peers• Why emotional intelligence will become even more important in the age of automation and artificial intelligence	Tony Frost, <i>Principal, Frost Leadership Consulting and Consultant & Lecturer, AGSM</i>