



WHETHER YOU KNOW IT OR NOT, YOU'RE A CONSULTANT

In this webinar you will:

- Recognize how to influence without taking advantage
- Select 3 strategies to establish credibility as a consultant
- Practice crafting a value proposition for your program
- Familiarize yourself with the trusted advisor effectiveness grid



Becky Pike Pluth, M.Ed., CSP, MPCT



With more than 15 years as a training professional and two training industry best-selling books on the market, Becky Pluth, The Bob Pike Group's President and CEO, doesn't rest on her laurels. "Continuing education, whether formal or informal, is critical for those of us in education!" Becky said.

"And, for many of us in this industry, I think the desire and passion for learning comes naturally."

As proof of her desire to continuously strive for "great," Becky was named one of *Training* magazine's Top 40 under 40 in 2012.

Becky has more than 17 years of exposure to Bob Pike's Creative Training Techniques® (CTT) and vast experience in cross-functional training design and delivery, project management and business operations. She easily employs a participant-centered approach to classroom training, one-on-one training and blended e-learning. Becky also infused CTT into all of her design and development while working as a corporate trainer for Target Corporation and overseeing the training department at Event Think, a multi-million dollar event management and communications company.

Programs she has particularly enjoyed designing and delivering include Webinars that Work, organizational-change management, systems training, and leadership and team development.

Becky's charismatic personality and facilitation style place participants at ease, and she empowers each learner to leave their training setting and immediately put their insights into action. Sustainable, practical change and strong adult learning principles in practice are her foci.

Becky has helped many Bob Pike Group clients realize cost savings and training efficiencies through utilizing a participant-centered approach. Some Bob Pike Group clients who have consulted with Becky are: Bose, Cisco Systems, Coca-Cola, Hewlett Packard, Intel North America, Interval International, Karl Storz, Kellogg's, Kimberly Clark, Kraft, Medica, Microsoft, Minnesota Education Association, National Park Service, Sepracor, Tampa Electric, Target Corporation, Uline, USA TODAY Education and Wells Fargo.

Becky is a certified K-12 teacher and received her master's degree from St. Mary's University. She is a member of the American Society for Training and Development and the National Speakers Association. She also is the author of the award-winning *101 Movie Clips That Teach And Train* and *Webinars with WoW Factor*.



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Top 10 Strategies for Influencing Stakeholders

Communication Plan

Prioritize by High Influence and Low Support

Name	Message	When	Outcome



Establish Credibility

- Delivers value, good work and results
- Demonstrates courage, assertiveness and self confidence
- Maintains integrity
- Defines accurate time frames, expectations, degree of difficulty
-
-



Practice makes perfect. Try doing a few of these activities to establish credibility, maximize relationships, and be more organizationally savvy.

Establish Credibility

Deliver Results

1. Match effort with priority initiatives. Log work hours for a week and assess where time is being invested wisely. Is your hard work aligning with goals?
2. Each week identify priorities that will make the biggest impact. This may mean modifying the original flow of work but is necessary to meet the ever-changing needs of the business.
3. Pursue projects that bring out your passion and feed your energy.
4. Pair problems with solutions. When you bring a concern to your team, client or boss, be prepared to share recommendations and solutions too.
5. Look for the return on investment of each component of the project and celebrate small steps and milestones with the team as the return is realized.
6. Revisit the plan often. Do your best to look for evidence the work is achieving the goals, business needs, and objectives originally determined.

Demonstrate Courage

1. Be proactive. Initiate ideas and work that will drive results forward—don't wait for someone else to call every play.
2. Look at higher risk tasks as opportunities to grow. Ask your manager for a project that is challenging and something no one else wants to do.
3. Use calculated risk taking. Measure risk vs. reward before going all in on an idea.
4. When looking for alternatives ask, "what if?" and "why not?"
5. Look at who you are and what tasks are a challenge for you. Write down why risk taking in these areas is difficult and what could hedge your risk in areas you are not strong.
6. Expose yourself to another area of your company or industry. You may find you have a knack for work you haven't yet tried.
7. Ask your manager to give you a project with higher visibility.
8. Build something from scratch like a training program, leader's guide, job aide, or maybe an assessment. Let your creativity show, even if it's different than what anyone else has done before.
9. Ask your manager, "How are things going?" and invite feedback on where to focus, how to improve, and what's going well.
10. Stand up for what is right and be true to your convictions, even if that leaves others disappointed.



Assertiveness Activities

1. Assertiveness is NOT being a bull-dozer. Share ideas but in a palatable way.
2. Be laser focused on what matters most to you, and compromise on other areas that you are less concerned about.
3. Practice, out loud, presentations for executives and upper management. Be clear, concise and focus on their needs.
4. Have the courage to say “no” when necessary. Follow the Performance Solutions Model.
5. Believe in yourself and increase your self-image.
6. Dress the role you desire to be.
7. Speak for yourself and don't hide behind “group think.” Your idea may flush out as the best and you deserve the credit.

Self Confidence Activities

1. Use positive self-talk versus negative self-talk. Your words and thoughts create self-fulfilling prophecies.
2. Lead a special project. Start with an area or activity in your comfort zone or passion to get a good first at-bat and grow your confidence.
3. Look for silver linings and make note of them. Being locked out of your email for an hour is never convenient, but it may be a great opportunity to finish your expense report or make the ‘rounds at the office and thank people for their recent contributions. When life hands you lemons, make lemonade.
4. Spend time with positive people. You are the average of the five people with whom you share the most time.
5. Ask yourself “Do I want to be right, or do I want to be happy?” Consider when to push back and when to let it go.
6. List your accomplishments over the past 10 years. Recognize that a small set-back is just a blip on the radar of your life and career.
7. Keep a “warm fuzzies” file. Tuck away meaningful thank you notes, awards, and commendations into a shoebox or file that you can look back on when you need a pick-me-up.

Maintain Integrity

1. Own mistakes. Apologize and make it right.
2. Ask for correct pronunciation of names when necessary and work hard to remember and use names in conversation.



3. Do not listen to or share gossip. Use the litmus test of only discussing what would be appropriate if the subject were standing next to you.
4. Maintain a transparent calendar, especially if you work offsite. Record client time so there is no confusion about their investment and your contribution.
5. Run your responses through a “helpful filter.” If your response isn’t helpful, what’s the purpose of it?
6. Think of confidentiality like a lock box.
7. Stack feedback to the positive. Try the CRC method: share a Commend, a Recommend, and another Commend.
8. Make a promise, keep the promise.
9. Set short-term and long-term goals for yourself that line up with your values and priorities.



Value Proposition

A Value Proposition will answer these questions:

1. What are the pain points?
2. How much are they costing the organization now?
3. How will the solution solve the problems?
4. What intangible benefits will be realized?
5. How does the cost of implementing the solution compare to the cost of the status quo?
6. How does this solution align with business goals?

**Write a compelling argument for your solution.
Include the answers to the above questions.**



Facilitator Skills Effectiveness Grid

	Novice				Apprentice				Master	
	1	2	3	4	5	6	7	8	9	10
Able to refocus group	.	.	.	.	.	.	.	.	.	.
Minimize difficult behaviors	.	.	.	.	.	.	.	.	.	.
Ask probing questions	.	.	.	.	.	.	.	.	.	.
Model active listening	.	.	.	.	.	.	.	.	.	.
Use a variety of tools and processes	.	.	.	.	.	.	.	.	.	.
Adapt/Change easily in the moment	.	.	.	.	.	.	.	.	.	.
Empower group to generate solutions	.	.	.	.	.	.	.	.	.	.
Maintain neutrality in discussions	.	.	.	.	.	.	.	.	.	.
Patient with time spent processing	.	.	.	.	.	.	.	.	.	.
Able to summarize key points	.	.	.	.	.	.	.	.	.	.
Minimize own talking time	.	.	.	.	.	.	.	.	.	.
Comfortable with silence	.	.	.	.	.	.	.	.	.	.
Regularly trust group wisdom	.	.	.	.	.	.	.	.	.	.
Effective time manager	.	.	.	.	.	.	.	.	.	.
Accurately read people and emotions	.	.	.	.	.	.	.	.	.	.
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3 Greatest Strengths

1. _____
2. _____
3. _____

3 Greatest Opportunities

1. _____
2. _____
3. _____

Five Strategies to Minimize Objections to Learning Solutions

The ultimate purpose of any training is to get results.

1. Focus on alignment with the business.
2. Have a value proposition for your learning function/team.
3. Develop a plan for stakeholder engagement.
4. Communicate results based objectives for your learning programs.
5. Reinforce behaviors with a plan to sustain learning.

Kirkpatrick Levels of Evaluation

Organization Level	Needs Addressed	Kirkpatrick Level
Enterprise Wide	Revenue Needs	ROI
Division	Business Needs	Impact
Individual/Job	Performance Needs	Application
Department/ Individual/Job	Learning Needs	Learning
Individual	Preference Needs	Reaction

APPENDIX

Internal and External Consulting Expertise

Low	Medium	High
• Entry level • Finding feet with content • Limited experience • Undergrad degree	• Some valuable experience • Very good sounding board • Knows enough to attend meetings alone • Masters degree	• Extensive experience • Subject Matter Expert (SME) • “Go to” person • High credibility in industry

Internal Consulting Relationships

Peer	Middle Manager	Upper Management
• Mutual control • Relationships can be deep • Often boundaries reach outside of work • Often us vs. them mentality	• Cordial and warm but still in charge • Easier for both parties to share different truths • More control over building /destroying relationships	• Invited into relationship, no control • Not likely buddies • Hierarchy does exist • It's all business • Do not waste time • Be prepared

UVP:

Learn twice as much in half the time.

Tagline:

Innovate. Involve. Inspire.

30-second elevator pitch:

We teach Creative Training Techniques™ that help people learn twice as much in half the time. When you use our interactive methods, your people will remember more and understand how to apply what they learned back on the job. Our methods, grounded in adult learning theory and research, create buy-in, enthusiasm, and ultimately change behavior. We are the industry-leading firm to train your trainers, design your training programs, develop virtual training, and teach presentation skills.

One pager:

Learn twice as much in half the time!

Lecture-based teaching is wasteful...and it's everywhere. Usually the lecture is only as good as the person who's talking, and even if the speaker is amazing, 80% of what's taught is forgotten a day later. Surprisingly, most training sessions still rely on lectures and death by PowerPoint.

Over 40 years ago, Bob Pike began taking notes on how instruction could be done more effectively. After attending a workshop on attitudes, he began to realize how much information he could retain even though the leader said few words. The material was taught through interactive activities, media, and conversations. The content was taught the way adults learned best.

These Creative Training Techniques™ are now the foundation of our training solutions. Each project is designed from the ground up using activities that have attendees participating in their own learning. These tools allow learners to “catch” what's being taught while having fun.

The Bob Pike Group's Creative Training Techniques™ help people learn twice as much in half the time. With our interactive approach, we engage people in the learning experience. Participants take ownership of their learning and quickly discover on-the-job applications for their training.

Our participant-centered approach is successful because it focuses on the needs of learners. We understand that attention spans are short, so we routinely capture people's interests. Even television directors understand this challenge, and they change camera angles every six seconds to keep viewers hooked.

Our techniques, grounded in adult learning theory and brain-based research, create buy-in, enthusiasm, and ultimately change behavior. After all, learning doesn't occur until behavior changes. Companies large and small work with us to save time and money on training while improving measurable results.

The Bob Pike Group design and training consultants are experts with real-world experience so they know what it's like to be on the frontlines of industries like technology, healthcare, government, and manufacturing. We are the industry-leading firm to train your trainers, design your training programs, develop virtual training, and teach presentation skills.

Over 300,000 people on five continents have changed the way they train forever because our interactive methods achieve more with less.



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Upcoming Seminars and Webinars

For a complete listing of our upcoming seminars and webinars go to www.BobPikeGroup.com or call The Bob Pike Group (800) 383-9210

Performance Consulting Workshop Schedule

May 2–3, 2019 Boston

September 23–24, 2019 Minneapolis



The Bob Pike Group

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We are the industry-leading firm to train your trainers, design your training programs and develop your leaders. Over 300,000 people on five continents have changed the way they train forever because our interactive methods achieve more with less.

If you would like to discuss any training or consulting topic in more detail or you would like more information on The Bob Pike Group’s comprehensive system of performance solutions, please fill out the form or call us at 1-800-383-9210 and ask for one of our Client Solution Directors. We would like to assist you in your on-going personal and professional development goals for your organization.

