



A Client Impact Story:

Senior Partner – Global Management Consulting Practice

PSfPS have worked with this Global Management Consulting firm for 8 years, delivering Business Development Behaviour programmes and Change Management programmes to Senior Partners and more junior consultants. Working with PSfPS has enabled this client to convert more opportunities, kick-start their cultural and behavioural transformation programme internally and better satisfy their existing clients. Here's the full story from the client's perspective...

“Traditionally our Partners were all about ‘big numbers’ and were very much ‘project oriented’. We wanted to engage an organisation to help us move from this way of thinking to focusing on relationships and the right behaviours, both internally and with clients.

The key was to work with someone who could help us change the ‘attitude’ of our organisation.

Our Senior Vice President at this time was referred by a mutual contact to speak to William Johnson. We have now been working with William and his colleagues for 8 years.

Initially we started by putting 120 of our Partners and Senior Managers through a change management programme. Our thinking was that our Partners are our leaders and they set the stage. If we didn't start with our Partners, then there would be no acceptance for change.

We then started asking ourselves, should change really come from the top? Should it really be only the Partners that set the stage? Perhaps change would be easier to start at a more junior level amongst those who are less set in their ways?

We found that junior managers were keen to change and were actively questioning the behaviours of their senior colleagues. We therefore decided to start a behavioural change programme for more junior managers as well.

There have been three main impacts of working with PSfPS.

The first was a realisation and awareness that “Wow” there is another way to go. The programmes have provided some fresh air. We realised that we can build trust, have higher levels of engagement with our clients and become thought leaders. We were not doing this as well before.

The second impact was that we were able to close more business opportunities. During our business development programmes we use real opportunities, not case studies. This enables us to practice our new skills on real client opportunities and we are then able to track these opportunities after the programme and gain some metrics to report success back.

Finally, by putting Partners and Managers through the PSfPS programmes, we have been able to kick off our cultural and behavioural transformation programme internally. Change is a continuous long-term process and PSfPS have helped us to start this journey.

In the future we hope to continue encouraging behavioural change by creating more programmes with PSfPS especially for analyst and junior levels. We are keen to start awareness of the right behaviours at an earlier stage as we think it is easier to change the behaviours of younger generations than older.

I would have no hesitation recommending PSfPS to other professional services firms.”

Real Impact

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