

SEMINAR PROGRAM



**INNOVIM
GROUP**

TUESDAY 12 NOVEMBER

9:00AM INTRO & WELCOME

John Chisholm

9:15AM KEYNOTE ADDRESS

Ron Baker, Transformations, where the customer is the product?
Rather than just "solving problems" we assist customers in achieving their future desired state

9:45AM CONFORMITY IS A CROCK

David Wells, Why clear positioning impacts value, pricing, profitability and every other aspect of your firm

10:30AM MORNING TEA

11:00AM EFFECTIVE CONSULTING & COMMUNICATING VALUE

Dan Morris & Ed Kless, The 'Value Conversation' - what, when, how. The difference between scoping for value and scoping for work

11:45AM CREATING PROPOSALS & DEVELOPING OPTIONS THAT NO CLIENT CAN REFUSE

Liz Harris, The power and potential of options to change how you work with clients. Why 3 is the magic number and how buyer behaviour should impact your proposals

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12:30PM LUNCH

1:30PM THE PRICING PROCESS IN PRACTICE

Dan Morris, Dan Raso & Steven Brown, Panel Discussion -

Managing your team & your work in a timeless environment, war stories and strategies to embrace and avoid in your practice

2:30PM AFTER ACTION REVIEWS "THE BEST LEARNING TOOLS EVER"

Ed Kless, & John Chisholm, Learnings from the US military: How a 'hats off' approach can transform your firm.

3:30PM AFTERNOON TEA

3:45PM CARROTS & STICKS: DO INCENTIVES MATTER?

David Wells, Ensuring alignment of remuneration, incentives and rewards throughout the firm is an essential component of 'transforming your firm' and implementing value-based pricing. Incentives include: structure of the firm, relationships with clients, the business model

4:30PM Q&A
John Chisholm

5:00PM POST SEMINAR DRINKS & NIBBLES

