Course Objective:
This course will demonstrate the value of having every member of your firm involved in creating awareness about what services the firm provides and how the firm uniquely delivers those services. Through readings, exercises and case studies, students will learn how to confront challenges and create opportunities for shifting a firm’s culture, thereby leading everyone to think like an ambassador in every aspect of their work life. Practical tools will be provided to assist in changing staff behavior by helping them become better connectors and thus improve their rapport with clients, industry contacts, and each other.

Week-by-week description of the course:

Week 1  Everybody is a Firm Ambassador
Students will learn the differences between being an ambassador and a business development professional. We’ll cover building connector skills, managing expectations, developing training, incentives, standards and mentoring programs. Students will learn how to tell the firm’s story, project stories, and how to build rapport between executives, project managers, business development staff and marketing staff. Accountability and metrics will also be covered.

Week 2  Owning Ambassador Platforms
Students will discover different mechanisms for executing their ambassador skills. We will discuss the value of professional associations, private clubs and charities. Tools will be provided to assess the fit and viability, level of commitment and the return on investment of each of these ambassador vehicles.

Week 3  Enhancing Relationship Building Skills
Often overlooked, students will learn how to enhance their conduct including how to become a trusted advisor. We will delve into proper protocol for strengthening existing client relationships and how to be better prepared for creating new connections. We will cover how best to capture contact intel and ensure it is available firm-wide.

Week 4  Communicating to the World
Students will learn how to better utilize websites, presentation tools and how to ensure proposal responses are client-focused. We will cover identifying client
issues, intangible benefits, proof points and how to answer, “Why us? Why not
them? So what? and How so?” Students will also learn how to craft an email with
purpose and how a firm’s image is being perceived.

**Week 5** Presentations – Managing the Sweat
Presentations, informal, formal, internal and external, are a fact of business life.
Students will learn how to channel presentation stress and anxiety into
powerful ways in which to engage audiences. Team dynamics, rehearsal tools
and how to control a room will be covered.

**Grade Determination:**
Final Exam ......................... 40%
Homework ......................... 30%
Class Participation .............. 30%

**Texts:**
Shaw, Haydn (2013) *Sticking Points*.

**Software:**
Microsoft Excel, PowerPoint

*NOTE: This course description explains the essence of the material covered. Canvas is the best source for the most up-to-date information about specific details for any given offering of the course.*