



EXECUTIVE MENTORING IN BUSINESS DEVELOPMENT

“How to improve personal effectiveness in business development”

Executive Mentoring in Business Development

Business development is an increasingly important part of a fee earner's role. In most firms it is one of the key performance indicators for partners. Effectiveness in business development is often a route to partnership for more junior fee earners and is one of the areas of competency a firm will look at when considering an individual for promotion to partnership.

However, many fee earners are not as successful as they could be. They may lack confidence, feel uncomfortable about business development or simply not have the right strategies that will lead to success.

Why is mentoring an effective way to learn?

1. *Focused*: Mentoring is based on organisational and personal objectives
2. *Flexible*: Mentoring can be arranged around your commitments at a place to suit you
3. *Adaptable*: The structure can be varied to suit your personal needs
4. *Cost effective*: You concentrate only on the topics and issues that are important to you
5. *Confidential*: Sessions are personalised and held in total confidentiality
6. *Experiential*: The emphasis with mentoring is “learning by doing”
7. *Pace*: You set the pace, go as fast as you like
8. *Practical*: Practical assignments designed to enable you to develop your skills follow each mentoring session
9. *Results*: Mentoring is designed to get you the results you need.

Examples of projects where HF have provided mentoring to Partners and Fee Earners:

- Mentoring groups and individuals to plan strategies for networking events to get a greater return
- Mentoring for Beauty Parades
- Mentoring teams to leverage value from major client relationships
- Mentoring individuals for managing business development meetings
- Skill reinforcement mentoring as a follow up to training

How will it help me become more effective at business development?

Mentoring can help you become more effective at business development in a number of ways. It can help you to:

- Overcome the fear and reluctance many professionals experience with business development
- Improve performance in Beauty Parades
- Develop the skills required to identify and develop new opportunities
- Develop effective personal strategies for business development
- Target the right client organisations that will provide you with the best return for your effort
- Develop techniques for meeting the right people who can make decisions and developing relationships with them
- Help you improve internal marketing to colleagues and develop your cross selling opportunities
- Improve communication and interpersonal skills needed for effective business development
- Develop systems and processes for managing business development effectively
- Know which activities will be most effective
- Help you to structure and manage BD meetings with clients.

How does it work?

Mentoring is a process not an event, which means it is ongoing. However, for mentoring to be effective you need a well-defined starting place, measures to let you know where you are going and an effective means of reaching your goals.