

EnergiseLegal case study

Firms/Human Resources/Talent Management

Group coaching

The Brief

- To transform random ad hoc business development (BD) into strategic and planned BD.
- To make BD practical and engaging so that it happens rather than is postponed.

Our Role

- Needs analysis of the team's business development competencies.
- Design and facilitate two half day group coaching sessions.
- Provide follow up individual telephone marketing mentoring.
- Share additional tools, articles and resources relevant to the individuals' needs.

The Result

- S.M.A.R.T. business development goal and plan for each Partner, including specialisms and named prospects.
- Improved confidence and competence in marketing themselves individually and collectively.
- Meeting room in office dedicated to marketing and business development.
- Tools and frameworks for life-long use.