



Pat's 4 Tips

FOR CONSULTANTS AND PRACTITIONERS



- ✓ **Remind your clients that this is an opportunity for leaders (not opportunism).** People are watching what they do and will remember if for years to come. Some organizations are going to solidify their culture and instill greater loyalty and dignity in their people, and others are going to hurt themselves in ways that will be difficult to recover from. Leaders need us to remind them of this.
- ✓ **Don't underestimate the power of simple advice and reminders during this time.** To quote Samuel Johnson: people need to be reminded more than they need to be instructed. And yet, it's easy to hesitate or feel embarrassed about sending your clients simple reminders, worried that they'll think we're condescending to them. I've learned that leaders need independent counsel, especially during times like this. Don't hold back.
- ✓ **Don't just tell clients 'you're there for them.' Give them specific, concrete options for how we can help them.** Send them videos or tools that they can use. Now, I realize that we don't want to seem pushy, and we certainly don't want to look like we're "selling" to them during this time. Let them know that, but that doesn't mean we should hold back in helping them.
- ✓ **Serve your current clients; avoid new business development if you can.** Our current clients already know us and trust us, and so an offer to help is going to seem like just that – an offer to help. And when it comes to fees, my recommendation is not to mention them at all. Just help. The consultants who make it clear that they are more interested in helping clients with their businesses rather than protecting their own, are going to do much better than those who are too focused on revenue. Again, I know that's easier said than done, and I don't want to be insensitive. But I really believe it's true.