



# THE MISSING MINDSET

## FROM SOLUTION PROVIDER TO TRUSTED ADVISOR

### The Solution Provider

- Focuses on 'selling' solutions
- Focuses on tactics
- Goal is to impress, poor listeners, chases clients

### The Trusted Advisor

- Focuses on serving clients
- Focuses on mindset
- Goal is to add value, empathetic listeners, chased for expertise

### The Problem

When it comes to executive presence, we tend to think that if we can teach people enough body language tactics, they'll be able to fool the C-level executive. You can't. Any interaction longer than four minutes reveals micro-expressions that expose how we really feel.

Or we think if we managed to pitch our solution, we've succeeded. We haven't. We have only commodified ourselves, at the cost of the long-term relationship.

Or if we have taught our people Robert Cialdini's influencing skills, they too will be influential. They won't. All long-term influence is a product of trust.

### The Solution

Trust is the product of a service mindset, expressed in authentic authority, relational warmth, and presence. This workshop focuses less on the tips and tricks of executive presence (you can find those on YouTube). Instead it focuses on what the best in the world do to become "the best in the world".

This includes practical ways to deal with:

- How to not be intimidated by a CXO
- How to listen empathetically
- How to increase your authority
- How to harness the power of presence

Drawing on a wide synthesis of research from the fields of NLP, cognitive neuroscience, and influencing skills, the aim of the workshop is to produce mindset shifts in participants – through case studies, personal stories, and critical self-reflection – followed up with ample practice time and peer coaching.

# SCHEDULE

## Module 1: The Trust Quotient

- 9:30 Introduction and objectives
- 10:00 What does it mean to be a *trusted advisor*?
- 10:15 Understanding your trust quotient
- 11:15 Break

## Module 2: Authentic Authority

- 11:30 Why you can't fake authority
- 12:00 Three tools to increase your presence
  - Know your strengths
  - Know you're there to serve
  - Visualise peak performance

## Module 3: Empathetic Listening

- 12:30 The least taught communication skill
- 12:45 The four-step process of exceptional listeners:
  - Receive
  - Appreciate
  - Summarise
  - Ask the right questions
- 1:15 Lunch
- 2:15 How to know the stakeholder
- 2:45 Learn the language of consultants
- 3:00 Master the tools of active listening
- 3:30 Break

## Module 4: Meaningful Storytelling

- 3:45 'Selling' solutions, lacking connection
- 4:00 TED: A lesson in business storytelling
- 4:30 The 1-2-1 story formula
  - One main point
  - Two halves
  - One memorable fact
- 5:30 Wrap-up

## About the Facilitators

### **Simon Prince**

Founder and Director of MDN Fusion in India, with years of experience of organisational leadership

### **Aditi Malik**

NLP Master Practitioner and coach with 20 years in the financial services sector

### **Kevin Brinkmann**

Chief Architect of The World-Class Leader™ and author of Leadership on a Page™

## Learning Objectives

Participants will be able to:

1. Identify personal mindsets holding them back
2. Position themselves according to their strengths
3. Apply NLP tools to raise their executive presence
4. Counter passive listening in their lives
5. Tell relevant stories for the business context