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Consultant Rising - *for aspiring master consultants, by master consultants*

Program Overview

Consultant Rising is a program for aspiring consultants and VAA's ready to take their practice to the next level. Designed as the next professional development step between start-up and/or Bootcamp, Consultant Rising provides a holistic approach toward building a sustainable consultancy.

Bluewater Advisory's Principals have combined their years of experience, research and continuous learning with their quest for excellence and the Bluewater Way™ to develop Consultant Rising.

Delivered through individual coaching and a three-day group cohort in-person program, Consultant Rising transfers the knowledge of core master consultancy building blocks, all tailored to each individual's specific needs interests, talents, experience and goals to help design their respective business.

Consultant Rising Program Agenda

Pre-Session → each participant will complete the TTI Success Insights TriMetrix EQ combined and integrated assessment, as well as a Bluewater Baseline Consultancy Experience & Preferences Survey. Additionally, each participant will attend two pre-session phone calls or web-meeting discussions with Bluewater Principals Lindsey Weigle and/or Mark Debinski.

  

Three-Day Group Cohort (limited to 10 for maximum learning effectiveness)

8:30am-5pm, three consecutive days

Each Day is 8:30am-2:30pm group training, followed by & 2:30-5pm assigned individual work time

Day 1*– Train-the-Trainer; the three most sought after workshops:

1. Dynamic Communication, aka DISC
2. Driving Forces (formerly Workplace Motivators or *Your Attitude is Showing*)
3. Emotional Quotient

*Participants may be excused from Day 1 if demonstrated workshop mastery

Day 2 – Beginning to Chart Your Course; Planning to Plan

- Navigate the assessment waters: "***No one gets rich selling assessments***"*,* said the wise pirate. Value in your business comes from your expertise and voice to add value to the assessment tools. Learn from success models of workshops, programs, debriefing, coaching, benchmarking, and more. Choose how you will add value to the assessments for your clients and how to create sustainable and long-lasting revenue streams.
- Navigate the **5 Levels of Service** – This segment takes a deep dive into the 5 levels of service. Then you choose how and where to focus your time and efforts on the service levels that make sense for your business, target markets, preferences and expertise.
- Understand the difference of **Value vs. Price** – Learn how to believe in, then articulate the value of your services, maximizing benefits for your clients and revenue for you.
- **Priority & Time Management Mastery** - Avoid "death by a thousand cuts", i.e. overextending yourself in areas outside of your core focus and expertise. Learn how and where to spend your time and your energy, how to say No, and how to redirect a 'would-be' No into a revenue model. And learn the many benefits of mindfulness and meditation, from relaxation and focus to enhanced strategic thinking.

Day 3 – Your Navigational Map; Planning Your Mastery Consulting Business

- Believe it: **Cash flow is King & Budgeting is Queen** – Understand how to manage cash flow and how to budget for the inconsistencies of the natural cycle of the consulting business. Learn to mitigate volatility & risk.
- Identify your **Hedgehog Concept** – come with us on a journey to explore, identify and understand your Venn diagram sweet spot. Then own & live it.
- Identify and target your **Ideal Client** – Identifying your ideal client and the value that you bring to them is a critical step in your success. This ensures that you are harnessing the power of your expertise and generating traction in channels that are powerful and sustainable.
- **Swagger is bad**. **Gravitas is good (and required)**. – Whether you are an introvert or extrovert, learn how to exude the gravitas necessary to win business without alienating your clients. Show up as a thought leader.
- Use the tools provided to begin developing your **Go-to-Market Strategy**
- Discover the power of **client personas** and 'influencing the Influencer' – Now that you have identified your ideal client, learn to think like them. Where are they? What do they do for growth? Who influences them?

Post-Session → each participant will attend two post-session phone calls or web-meeting discussions with Bluewater Principal Mark Debinski and/or Lindsey Weigle at approximately two weeks post session as well as six weeks post session.

Investment → $3,600, exclusive of travel & lodging; includes:

- ✓ All assessments and training materials
- ✓ Dropbox folder with course materials including hundreds of PowerPoint training slides that can be customized for your use and training
- ✓ Two years' worth of weekly Knowledge Nuggets for use in your business
- ✓ Templates for DISC Personal Profile Cards and Group At-a-Glance sheets
- ✓ Access to DISC & Driving Forces role-play training videos
- ✓ IDS Tips & Value-adds for report customization, assessment portals, etc.
- ✓ Continental breakfast and full lunch each day

2018 Q1 & Q2 Consultant Rising Session Dates & Venues:

1. Feb 27th – March 1st — Baltimore, MD
2. April 17th – 19th — Key West, FL

Call to action! → simply e-mail Betty Enslow, benslow@bluewateradvisory.com