

# Strategies for Success in Professional Service Firms

a masterclass with **David Maister**



 **30th November 2007 : London**

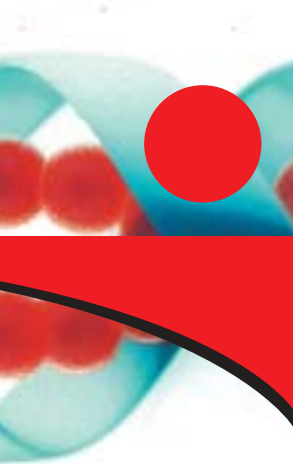
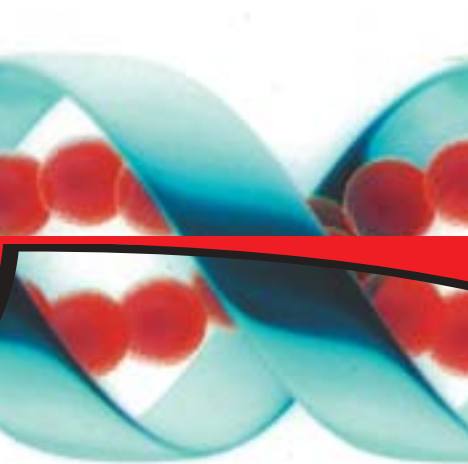
In association with:



# Strategies for Success in Professional Service Firms

To deliver organisational performance, senior leaders and executives in professional service firms such as accounting, law, engineering, investment banking, advertising, consulting (and many other advisory businesses) will need to “understand the way people in their organisation behave”... to “create and sustain relationships to deliver on service improvement” and to adapt their own behaviour to “lead in creative and motivating ways”.

In this topical masterclass, David Maister who, for 25 years, has written more on the management of professional service firms than anyone else, brings his wealth of insight and experience on strategies and management of professional service firms as they struggle to enthuse senior leaders, partners and junior staff to play their respective roles in delivering service improvement and performance.



In his challenging, interactive style, he will cover three major topic areas: Strategy, Management and Client Relationships, exploring questions such as:

- What sources of competitive advantage exist in professional businesses?
- How, if at all, do the strategies of the best firms differ?
- How can firms win in the competition to attract, retain, develop and retain the most talented professionals?
- What attitudes, skills and behaviours are observable in the most successful managers in top professional firms?
- How should professional firm managers be selected, appraised and rewarded?
- What approaches have worked best in developing deep cross-functional, multi-disciplinary relationships with clients?

# Keynote Presenter

## David Maister

David Maister is a global consultant, thought leader, business author and former Harvard Business School Professor. He is widely acknowledged as one of the world's leading authorities on professional service firms. For some 25 years, he has been advising companies and organisations worldwide on strategies and management of professional service firms.



His daily blog "Passion, People and Principles" is among the top 3,500 blogs in the world. In 2006, he was finalist for the "best business podcast" award.

A native of Great Britain, David holds degrees from the University of Birmingham and London School of Economics and a doctorate from Harvard Business School. He has published extensively and his five books (including *Managing the Professional Service Firm*, *The Trusted Advisor* and *First Among Equals*), have been translated into thirteen languages.

***"David Maister is among the world's leading management thinkers and on his field of professional services, he is the undisputed leader"***

- CA Magazine, UK, December 2005

***"The professional service firm is the best model for tomorrow's organisation in any industry. When it comes to understanding these firms, David Maister has no peers"***

-Tom Peters; Author/Co-Author; *In Search of Excellence*

# Key objectives of this masterclass

- To understand the concepts of strategy and competitive advantage as they exist in the professional service world.
- to develop knowledge and understanding of management and leadership strategies for professional service firms.
- to explore options for attracting, developing and retaining talented professionals.
- to explore with senior leaders, partners, senior executives, consultants and other key players, effective methods for delivering on Client relationships.



## Who should attend this masterclass

This masterclass is for anyone with managerial responsibility in professional businesses such as:

Investment and Commercial Bankers, other Financial Advisory businesses, Business and Management Consultants, Solicitors, Engineers, Architects (and others in the design professions) Advertising and other Marketing Communications agencies, Executive Recruiters, Academics and Researchers with interests on the advisory professions.

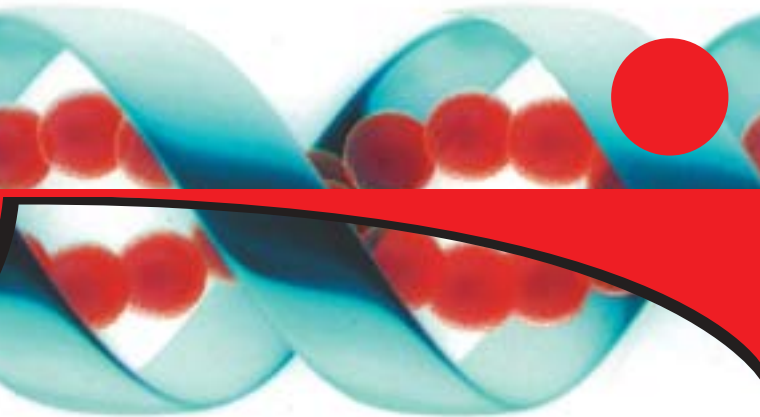
# Programme

- 9.00 – 9.30 Registration and networking
- 9.30 – 11.00** **On Strategy in professional service firms:  
What REALLY differentiates the most successful firms?**  
David Maister
- 11.00 – 11.30 Coffee
- 11.30 – 13.00** **On the effective management of professional service organisations:  
Who REALLY make the best managers of professionals?**  
David Maister
- 13.00 – 14.00 Lunch
- 14.00 – 15.30** **On Client Relations:  
How do you REALLY build mutually-supportive, long-term relationships with clients?**  
David Maister
- 15.30 – 16.30** **Open session for Questions, plus a Summary:  
Professionalism and the Laws of Service Businesses**  
David Maister
- 16.30 Tea, networking and end of Class.



# Enhancing involvement: sustaining learning

- a pre-event reading pack will be sent out electronically and will be available at [www.aeneasktc.com](http://www.aeneasktc.com)
- Specific Links to key articles, podcasts, videos and blogs on David Maister's website will be provided.
- proceedings from the master-class will be available as a Resource Pack from Aeneas.



# Order Form

Order online at  
www.aeneasktc.com

send completed form to  
Aeneas KTC, PO Box 200  
Chichester, Sussex, PO18 0YX

Tel +44 (0)1243 779378  
Fax +44 (0)1243 779078  
Email seminar@aeneasktc.com

Early Bird delegate rate of £495 per delegate for bookings and payment received before the 14th Sept 2007  
Normal rate of £595 per delegate for bookings and payment made after the 15th Sept 2007

- Please reserve  place/s at \* Early Bird/Normal Rate \*Delete as appropriate  
(Please note payment must be received before attendance at the event).

## • Your Details

Name ..... Position .....  
Email ..... Tel .....  
Address .....  
..... Postcode .....



## Booking Form Conditions.

Reservation is a contract.  
Cancellation must be made 4 weeks before the event in which case a refund less £50 administration fee will be made.  
Within 4 weeks of the event refund is not possible, but a substitute delegate may attend instead. The organisers reserve the right to change the programme or venue in the event of unforeseen circumstances.

## • Payment Method

- Cheque made payable to Aeneas for £ .....
- Invoice. (Please invoice me at the address above: Official order number required before confirmation of place).
- Credit Card.  Visa  Mastercard  American Express  Other .....
- Card No ..... Start Date ..... Expiry Date .....
- Issue No ..... 3/4 Digit Security Code (last set of digits on reverse of card) .....
- Name on Card ..... Signature .....

# Masterclasses Series

- **Talent Management**  
Sharing good practice from world class companies with Doug Ready  
**September 2007**
- **Appreciative Inquiry**  
A masterclass and 2 Day Skills Development Programme led by David Cooperrider  
**October 2007**
- **Getting to Great**  
A new model for governing the 21st Century Healthcare Organisation.  
A Masterclass by Dennis Pointer  
**October 2007**



## About **Aeneas**

Aeneas is a knowledge transfer company, established to promote and support the spread of good practice in the public and private sectors through publications [monographs, handbooks, texts and proceedings] and educational activities [expert seminars and masterclasses].

[www.aeneasktc.com](http://www.aeneasktc.com)

A subsidiary of Kingsham Press Ltd: Registered in England: No: 3163532