


The background features a dark blue, repeating geometric pattern of triangles. Overlaid on this are several complex, multi-colored line drawings in shades of orange, red, and purple, resembling abstract starbursts or geometric networks. The text '#eLBXLive' is centered in a bold, white, sans-serif font.

#eLBXLive



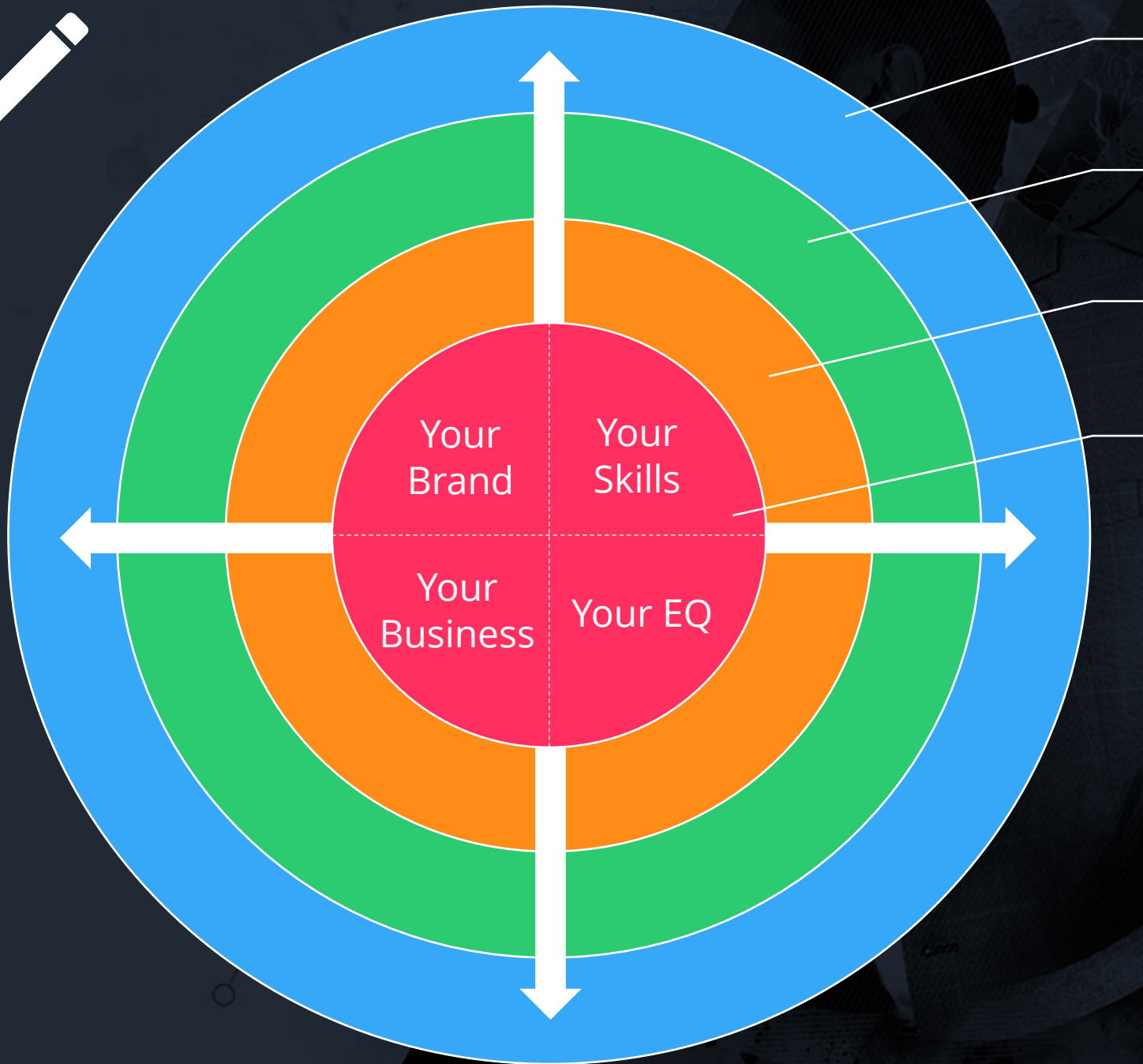
A photograph of a business meeting in a modern office with large windows overlooking a city. A man in a dark suit is speaking to a group of people. The image is overlaid with a red shape on the left and a blue shape on the right. Two white speech bubbles with black text are positioned over the scene. The first bubble is in the upper left, and the second is in the lower center.

What does it
look like to be
a trusted
advisor?

What will it
take to get
where you
want to be?

Trusted Advisors

play an active role in the decision-making process with clients/with “the business,” rather than simply reacting to demands and requests.



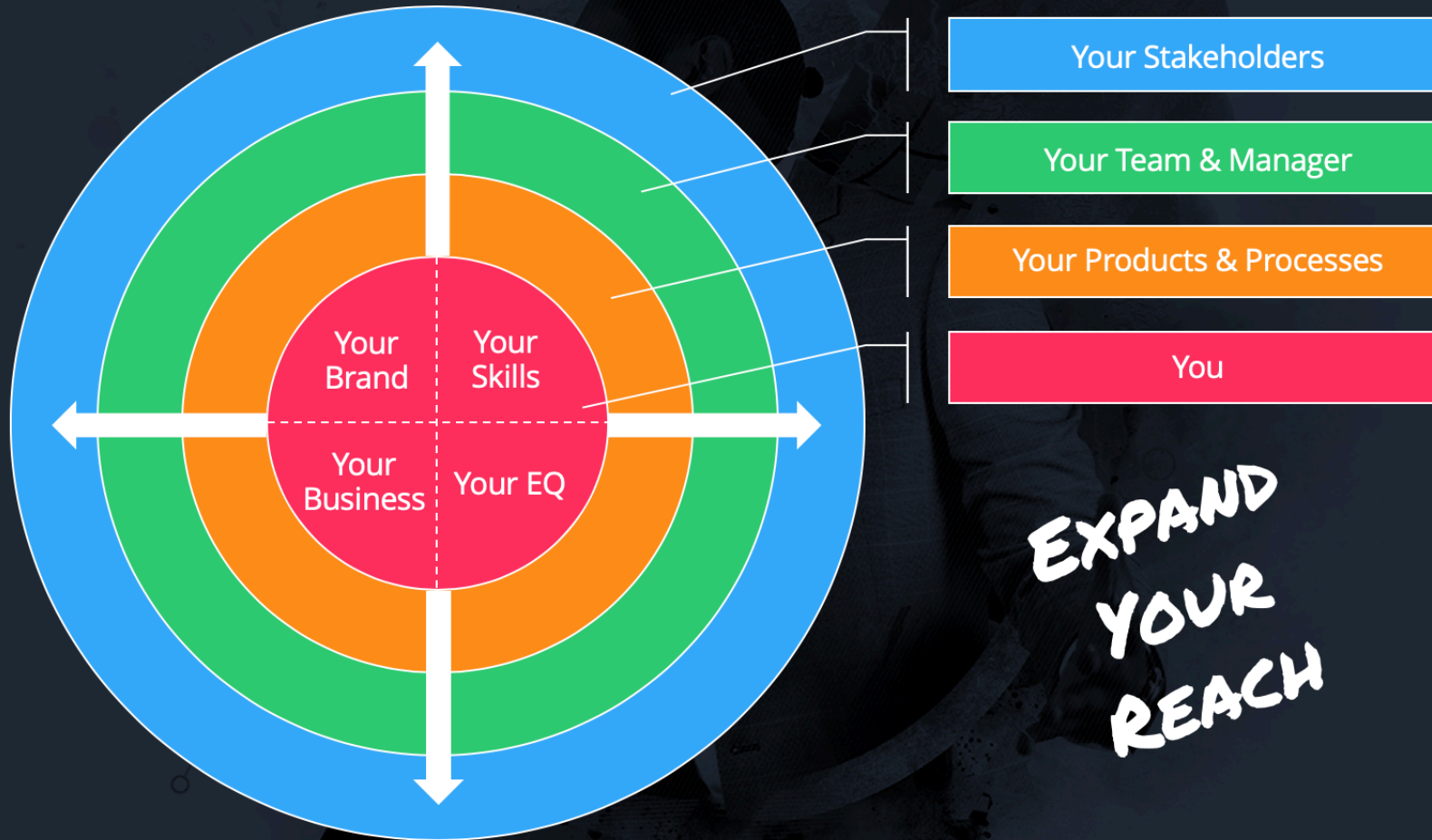
Your Stakeholders

Your Team & Manager

Your Products & Processes

You

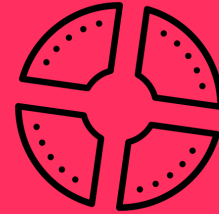
**EXPAND
YOUR
REACH**



You

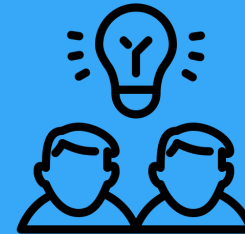
Executive Impressions

Impressions stick – for years!



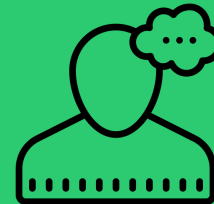
Limited opportunity to gather information

Comfortable making snap judgments and decisions



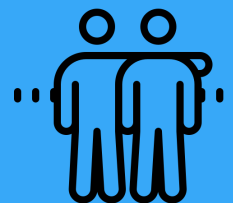
Want to know your values and priorities align with them/company

Judge your competence



Assess your resistance to change

Want to know the value you bring



Judge whether they feel they can trust you or not



What are you known for?

The Value I Bring

- What hard skills are you best at that add value to the business?
- What soft skills are you talented at that add value to teams and to the business?
- If you could only use two sentences to sum up how you want people to think of you, what would they be?

What I Need to Polish

- Ask for feedback – across, down, and up. Be open to it or you won't get that gift again.
- Have an action plan in place, always, of what you're doing to improve yourself and/or polish your rough spots.
- Put mitigation plans in place so that your rough spots don't show, especially to executives.

How I Advertise

- WHO needs to know your value?
- HOW will they know? Think about actions, words, dos, and don'ts.
- The way you present yourself and communicate tells people how to think of you. "remove your shoes"



What behaviors, actions, inactions, habits, and so forth could detract from your personal brand, or from you being seen as a trusted advisor?

Lack of appropriate confidence

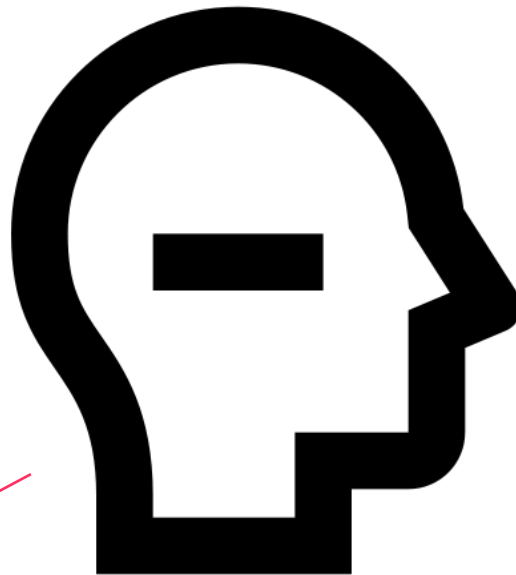
Making emotional or anecdotal appeals

Looking to assign blame when things go wrong, being defensive

Constantly asking for more time or money

Having a single-minded agenda

Speaking in "barriers" and "no's" and "can'ts"





Are you up to par on the skills you need to deliver what your customers want? Are you wasting time in unicorn areas of the field that don't add value?

Skills The Business Needs

- What hard and soft skills does the business need from a TRUSTED advisor in your field?

How I Stack Up

- What necessary skills do you deliver on?
- What skills does the business need that you're not ready to deliver on?
- Are there areas where you waste time building skills or knowledge that your business doesn't want or need?

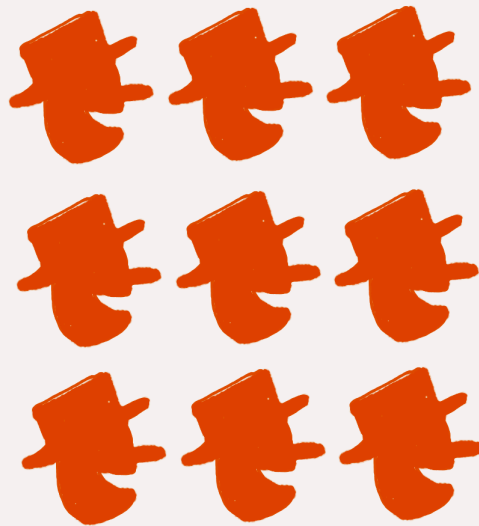
Top Three Priorities to Invest Time and Money In

1

2

3

EMOTIONAL INTELLIGENCE STATISTIC



90%

OF TOP PERFORMERS
HAVE HIGH EQ



EQ IS
RESPONSIBLE FOR

58%

OF YOUR JOB
PERFORMANCE

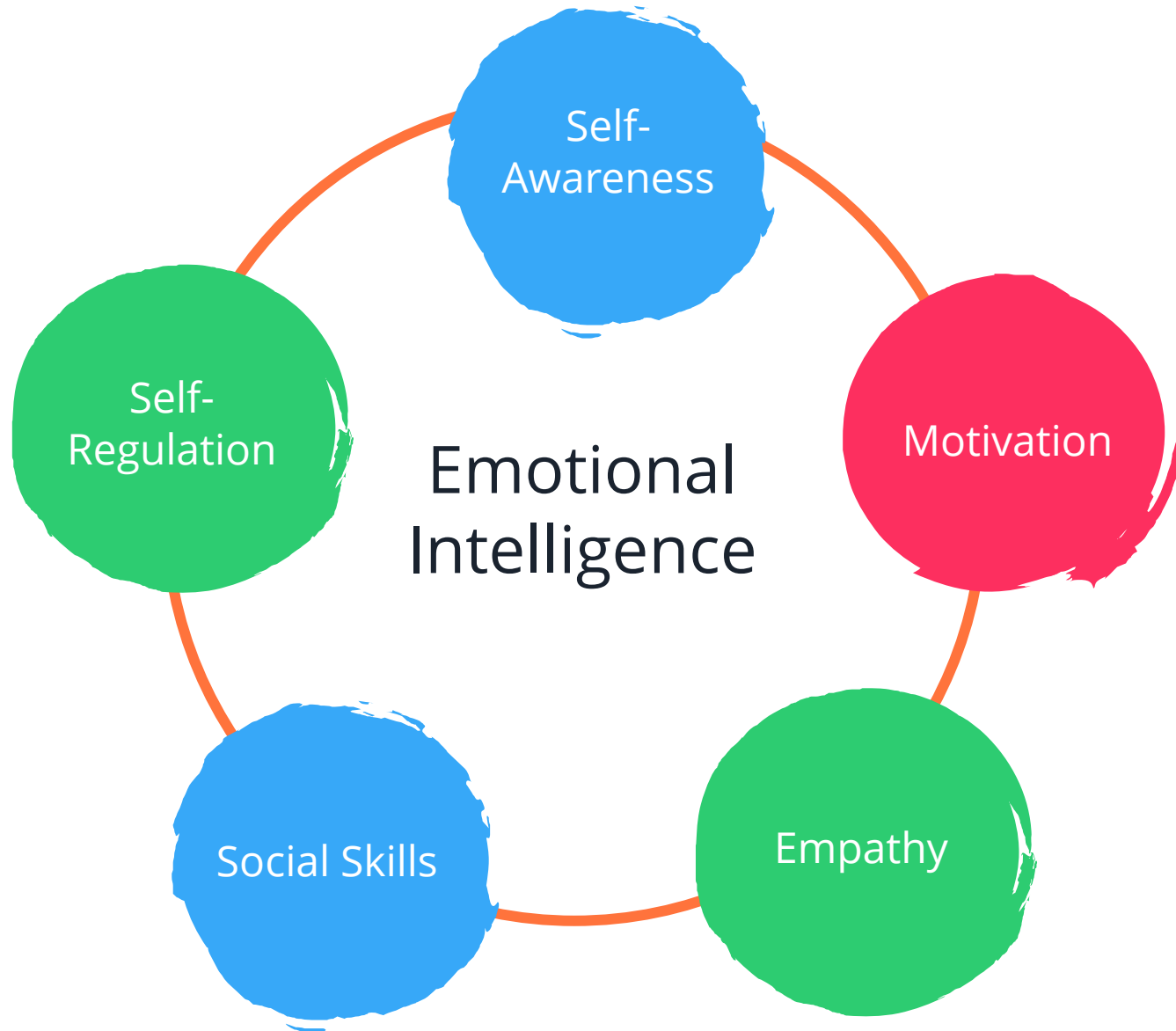


\$29,000

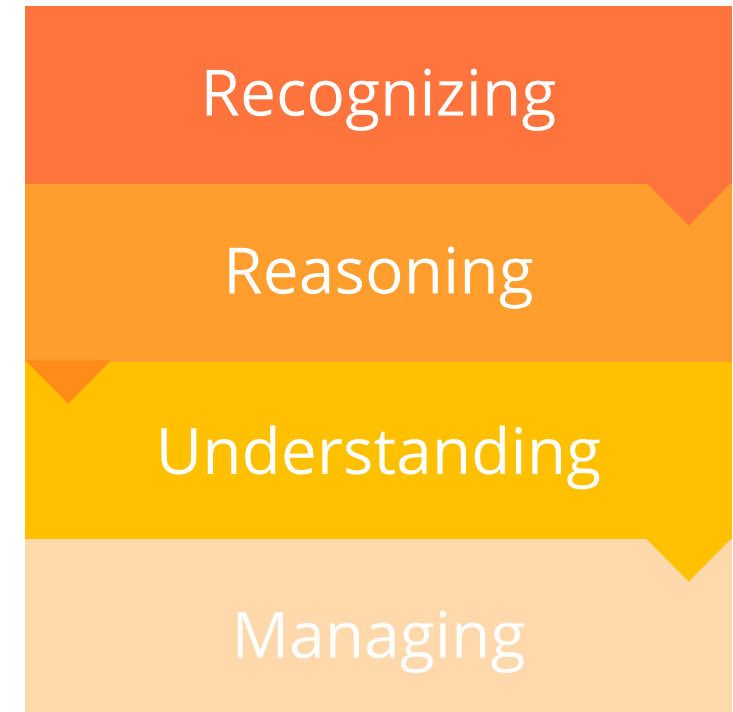
PEOPLE WITH HIGH EQ MAKE
\$29,000 MORE ANNUALLY THAN
THEIR LOW EQ COUNTERPARTS

BY DR. TRAVIS BRADBERRY

Your Emotional Intelligence (EQ)



Emotions





Are you a master of “the business” you serve? You can’t contribute with stakeholders if you don’t know the business the way they do.



How does the company make money?



What are the current business goals?



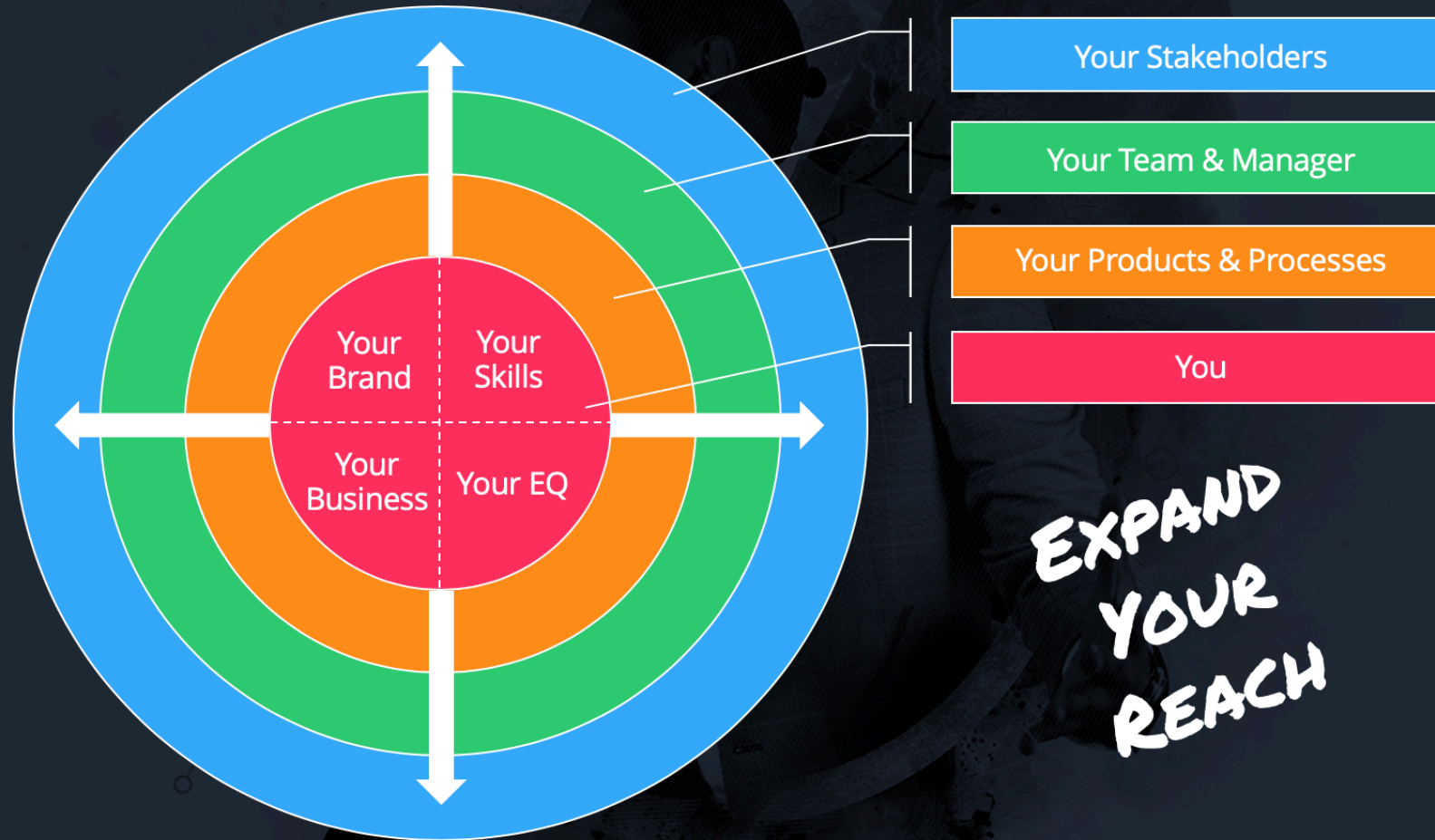
What metrics are your stakeholders accountable for?



What are the biggest threats to the business?

A woman with long brown hair is singing passionately into a silver microphone. She is wearing a black leather jacket over a white top and a chain necklace. The background is a vibrant, abstract composition of orange, red, and white tones, featuring geometric shapes, splatters, and a large, stylized wing-like graphic. The overall mood is energetic and dynamic.

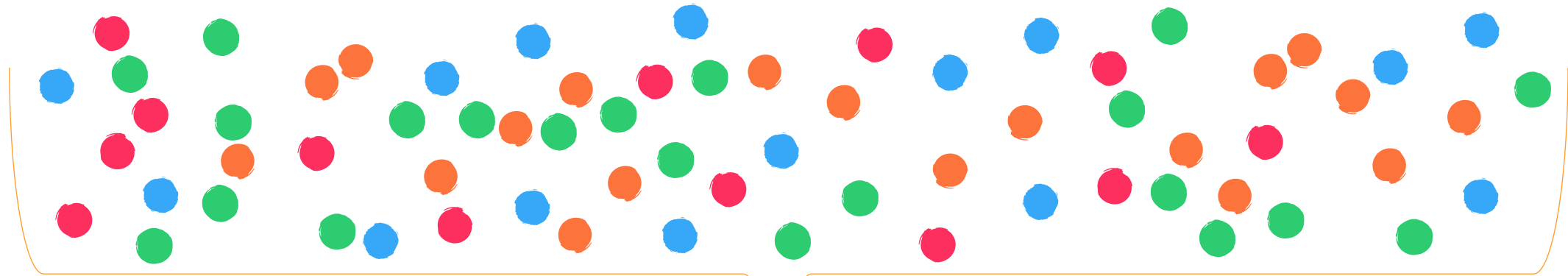
**What actionable items are you
planning on?**



Your Products and Processes

Process: Pick 5, You Have Two Weeks

Out of the “100 Things” you learned in school, pick five and get this project **DONE. Don’t overcomplicate, especially for the value it will produce.**



Process: Make Time, Don't Ask for It



What tasks are you personally wasting too much time on because you overvalue them or aren't skilled at doing them quickly?



Which parts of your internal or external don't seem to add value, or create friction with your customers and could be eliminated?



Have you fine-tuned your process to spend the most time on the things that matter most and save time other places?



Are you treating everything like your "Sistine Chapel"?



Look Good, Feel Good

- You need graphic skills
- You have to meet media expectations
- You need to know how to write
- You need graphics resources

Be Effective, Solve Problems

- If your products don't work in terms of producing business results, nothing else matters.
- Do you know how to show that your products are working?

Cost Effective

- Do you produce cost-effective solutions?
- Continuously asking the business to over-invest in your initiatives damages your credibility and partnership

Diversify

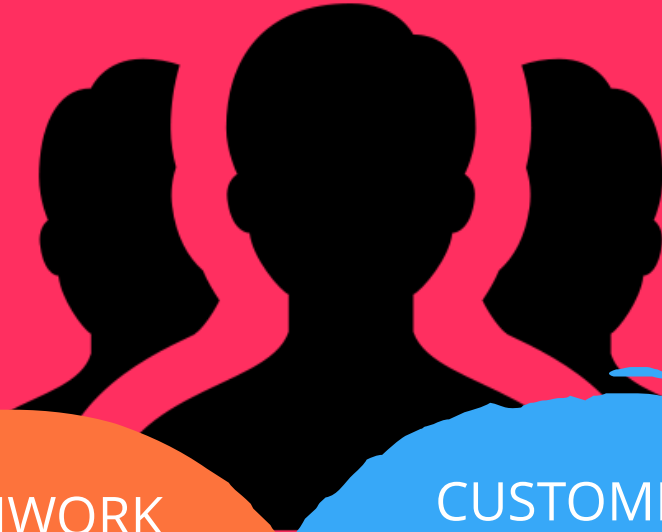
- Don't be the "hammer" guy who thinks everything looks like a nail
- Be varied in what you can produce and what you're comfortable working in and making (video, webinar, ILT, elearning, etc.)

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Your Team & Manager



REPUTATION

What words would be used to describe your team?

TEAMWORK

What do you do to help your team reflect your brand?

CUSTOMER SERVICE

What customer service standards are in place?

INFLUENCE

What are you doing to influence your team to 'rise' together?

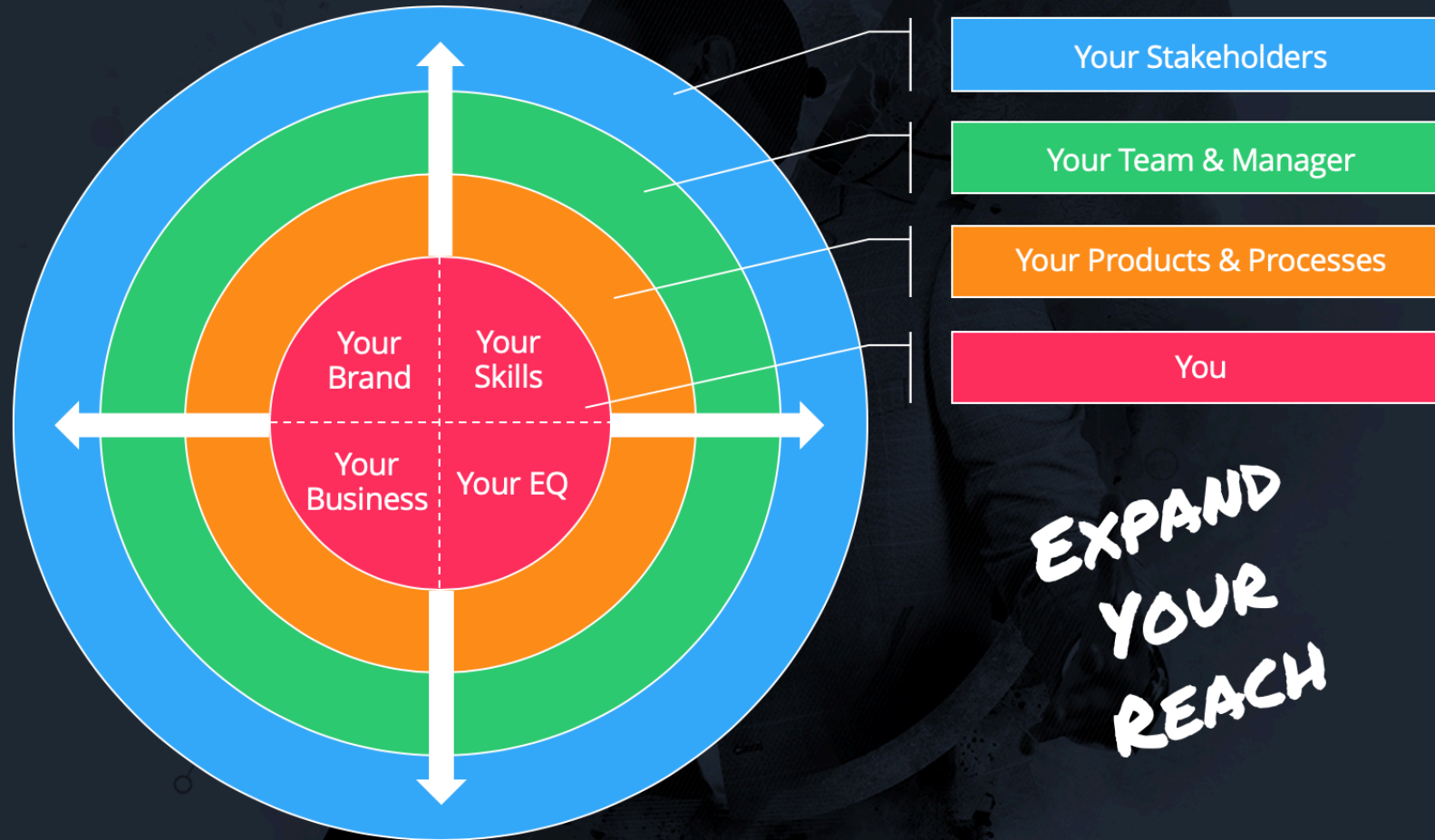


Who you work for influences your upward and outward momentum, because they position your team with The Business/your clients and affect how your efforts and value are perceived. You may need to help “lead up” if these things aren’t happening.



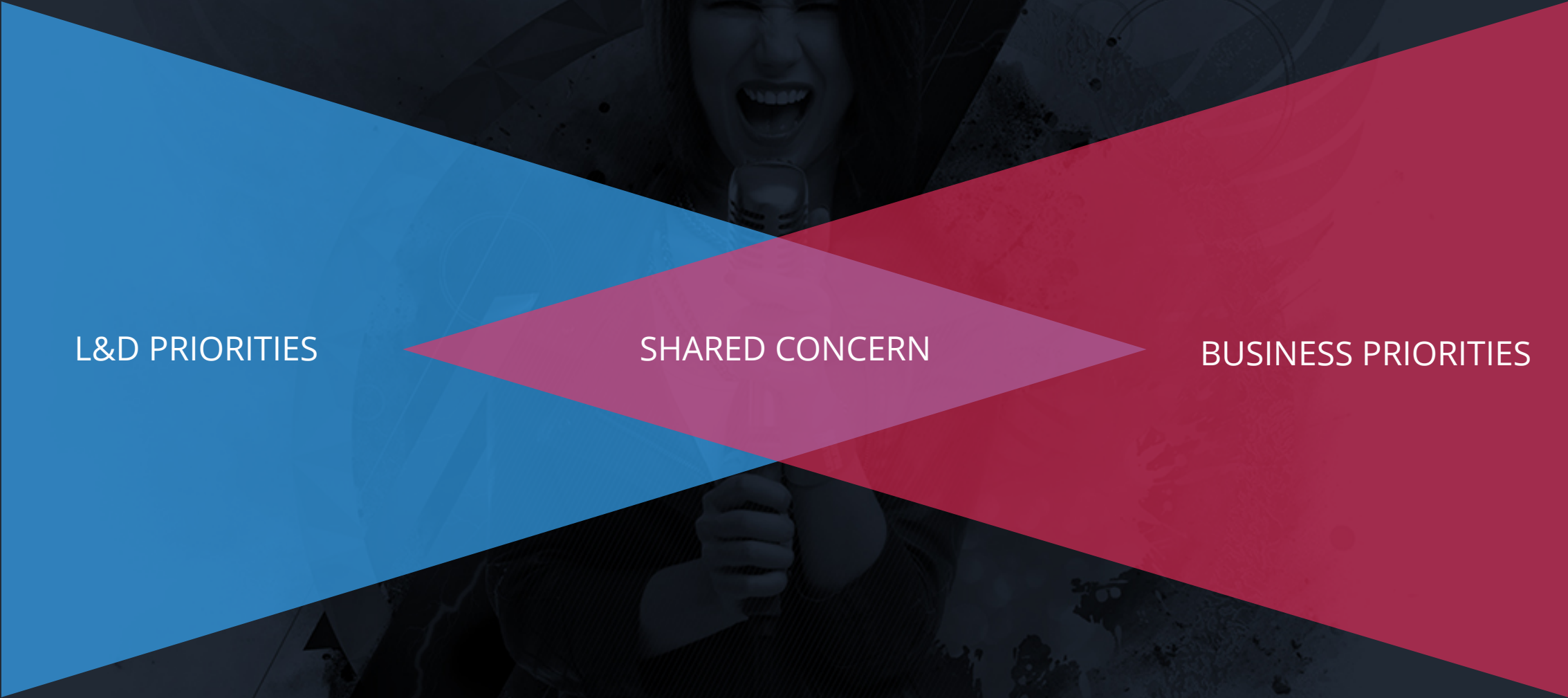
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Your Stakeholders

The Way It Usually Is

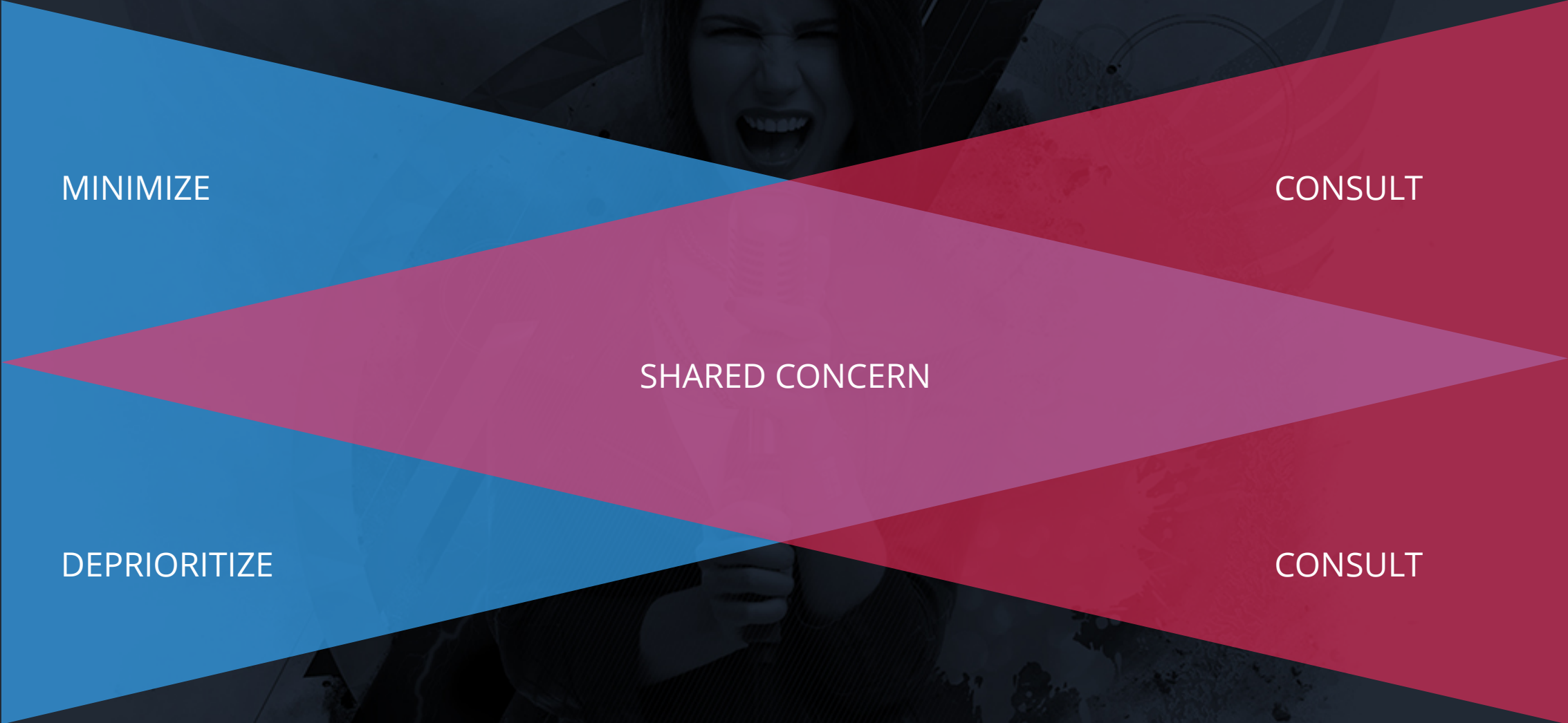


L&D PRIORITIES

SHARED CONCERN

BUSINESS PRIORITIES

The Way It Should Be





Priorities Mapping

1

Learner Experience

More Practice Time

Using New Technology

Maintaining Org. Traditions



Priorities Mapping

1

Learner Experience

More Practice Time

Using New Technology

Maintaining Org. Traditions

2

Cutting Fixed Costs

Maximizing Profit

Improving Performance Metrics

Minimizing Downtime



Priorities Mapping

1

Learner Experience

More Practice Time

Using New Technology

Maintaining Org. Traditions

3

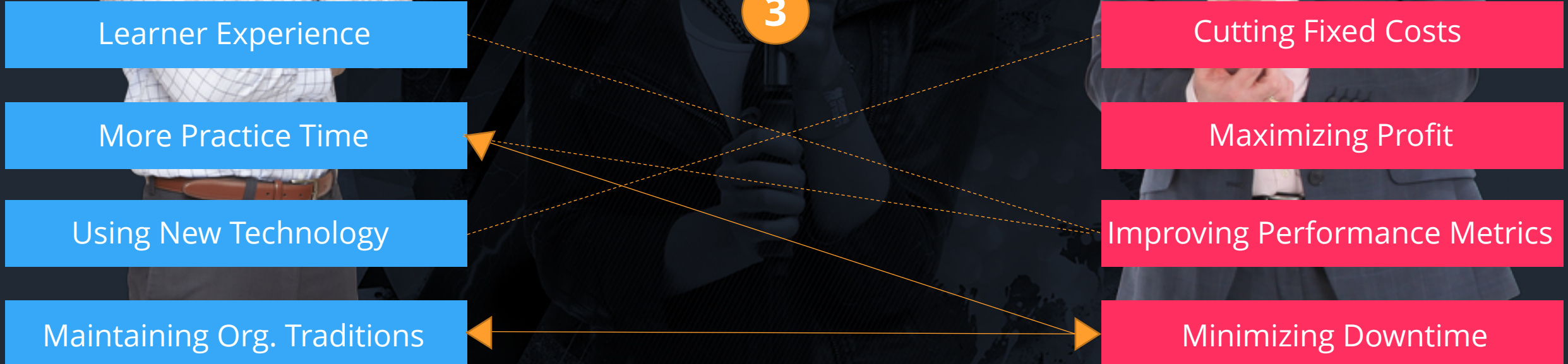
2

Cutting Fixed Costs

Maximizing Profit

Improving Performance Metrics

Minimizing Downtime



More Of

Which of your stakeholder's priorities aren't currently priorities for you, but should be?

MAXIMIZING PROFIT

Less Of

Which of your priorities shouldn't be priorities because they don't serve the business?

ORGANIZATIONAL TRADITIONS

Differently

Which priorities should you start speaking about in a different way? How so?

*USING NEW TECHNOLOGY
IMPROVING THE LEARNER EXPERIENCE
MORE PRACTICE TIME*

Conflicts

Which of your priorities are "at odds" with your stakeholder's priorities? What can be done?

LETTING GO OF ORGANIZATIONAL TRADITION TO CUT DOWNTIME.

Adjust for Various Stakeholders

INDIVIDUAL ROLES

INDIVIDUAL ACCOUNTABILITIES

INDIVIDUAL BACKGROUNDS

INDIVIDUAL AGENDAS

INDIVIDUAL WAYS OF WORKING

INDIVIDUAL PERSONALITIES



Final Tips

Speak the Language

- Speak in terms your stakeholder cares about
- Eliminate irrelevant L&D speak

Exude Loyalty

- Find ways to show that you care about the stakeholder, even if it's putting aside your own win
- Constantly circle back to their needs, show your interest in them

Become Data-Driven

- No more emotional appeals
- Figure out how to measure your contribution
- Speak in quantifiable terms
- Project quantifiable results
- Report quantifiable results
- Convert qualitative data to quantitative data anywhere you can

Advise, Don't Annoy

- Don't be a know-it-all
- Consult others, you're not the smartest person in the room
- Check your ego
- Be humble
- Ask for feedback

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**What actionable items are you
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Group Scenario



Your executive stakeholder reports that customer service marks were down over the last month. He wants you to implement a mini-customer service refresher training and get it delivered to 2,000 call center agents across three states. You suspect that the reason for the lower customer service marks ties directly to company policy changes implemented the month prior that negatively affected customers – but you’ve only been with the company a few months, and this is your first meeting with this particular stakeholder.

What would a trusted advisor do?



Group Scenario



Your HR Leader wants you to edit compliance training for Sexual Harassment due to some recent issues with non-compliance. She wants updates made, and further emphasis placed in areas of concern. You know the learners don't like this particular training, and you really feel it would be worth investing some time to completely overhaul the training.

What would a trusted advisor do?



QUESTIONS?

