



Helping You Turn Uncertain Times to Your Advantage

These disruptive times can be challenging, yet they provide an opportunity for busy professionals to step back, **refine and build** upon the vision you have crafted for yourself and your business. Taking the time to **evaluate and strengthen** your approach, **build a network** of alliances and contacts, and add **skills and competencies**, will make you more valuable to clients and help you gain more control over your future.

BSK Strategies, an independent consultancy that has helped lawyers and other professionals to maximize their business development efforts for over 15 years, is available to help you make the most of this opportunity. We have created a special menu of a la carte solution modules that are specific in time, scope and cost, designed to help you survive, thrive and prosper in today's uncertain times.

Some questions to help you choose the module(s) for you:

- If you are rethinking or refocusing your business development goals, what skills do you need to add to your toolkit now?
- What skills have you not yet mastered that would distinguish you and that your clients would welcome?
- Is negative self-talk impeding your confidence and fostering thoughts and behaviors that are diminishing?
- How do you explore and expand your pipeline of new opportunities when relationships and human connection are built and nurtured remotely?
- Is there more you can be doing to grow, cultivate and leverage your business network?

How It Works

Each module consists of 4 or 8 sessions and can be completed in 1 or 2 months depending on your unique starting point in terms of experience and knowledge (to be determined during a brief introductory scoping conversation). Sessions will be conducted remotely.

What It Costs (per person)

- 1-month (4 sessions).....\$600
- 2-months (8 sessions).....\$1,150

Modules (select up to 3)

- Maximizing LinkedIn
 - > Creating a robust profile page
 - > Establishing thought-leadership
 - > Growing, cultivating and leveraging your network
- Identifying your ideal client
- Establishing a referral source program
- Building alignments and alliances
- Enhancing your message by using body language to your advantage
- Firing your inner critic
- Building business as an introvert; building business as an extravert
- Honing your presentation skills
- Using strategic storytelling to be relatable and memorable
- Effective Zoom meetings
- Standing out in a virtual business world
- Asking open-ended questions to establish like, credibility and trust
- Offering a remarkable client journey

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