

SRC Associates and John Clements

By combining the expertise and experience of SRC Associates Ltd in working with professional service firms in Asia with experience and depth in leadership development resources at John Clements and its partnership with Harvard Business Publishing, we are now able to offer comprehensive training programmes specifically customised for the professional services sector.

Unique Training Programmes for Developing the Competitiveness of Professional Service Firms

Delivering tailored training programmes for the professional services sector in Asia

“Learning is a lifelong process of keeping abreast of change - and the most pressing task is to teach people how to learn”.

Peter Drucker

PROGRAMME HIGHLIGHTS

Competencies and Topics

John Clements, in their partnership with Harvard Business Publishing, have developed a range of programmes based on key competencies that have proven to be significant predictors of firm success. These competencies (listed below) and the programmes can be customised based on each firm's needs and the terminology the firm may already use.

- Business acumen
- Business results
- Change
- Communication
- Creativity and innovation
- Customer and client focus
- Decision making
- Integrity
- Leadership
- Self development
- Strategy
- Talent management
- Teamwork

SRC, has taken these competencies and developed a range of topics and modules around the following six key areas that address specific competencies customised for professional service firms:

1. Leadership
2. Innovation, change and the future
3. Strategy and strategic change
4. Marketing: building a market driven and client focused firm
5. Value pricing and alternative fees
6. Knowledge, KM, and learning

Programme Delivery

The programmes can be customised in terms of length, content, delivery style, facilitators, duration as well as target audience to suit varying firm levels, including:

- Senior partners and executives
- Junior partners
- New Partners
- Managers
- High potential partners and leaders
- Associates and other junior professionals

We have developed over 50 topics and modules that can be delivered in a variety of ways based on the competencies you wish to build. These delivery methods include:

- Face to face facilitation
- Workshops and seminars
- Courses and lecture based
- Mini MBA and executive courses spanning over a longer time period
- Combination of on and off line delivery

Using Harvard Faculty

Whilst the vast majority of programmes are delivered by SRC, John Clements and our associated experts, you may wish to bring in Harvard faculty members to deliver certain topics or workshops in combination with SRC. This gives you access to some of the leading minds in their field with the support of the HBS name behind them. Face to face facilitation can be done via web conferencing or on location according to your needs and budget considerations.

Our Approach

Blended design

Self paced courses combined with facilitated case discussions

Comprehensive focus across management

- Different needs at different levels
- Emphasis on strengthening foundation skills
 - i. Tied to business strategy:
 - ii. Executive engagement and commitment
 - iii. Leaders engaged as teachers
 - iv. Participant centered approach (PCL) - case studies
 - v. Facilitation by SRC Associates, other experts and Harvard faculty as per your needs

The Case Method

Energizes participants:

- Real life situations easier to relate to than theory
- Fully engages more than passive listening to a lecture
- Learning and discussion centered on participants interactions
- Applicable to current situations
- Enables the development of one's own framework for dealing with business problems
- Every class provides opportunity for risk taking and new learning

SAMPLE TOPICS FOR PROFESSIONAL SERVICE

Leadership

- Leading a professional services firm (PSF)
- New practice group leader
- New managing partner
- Leading change
- Coaching and mentoring
- Managing for profitability
- Dealing with difficult interpersonal and performance issues
- Motivation and talent retention
- Measuring and building a high performance culture
- Leading and managing "Gen" Y

Innovation, change and the future

- Innovation in PSFs
- A new world: the changing landscape for PSFs
- Business models in PSFs
- Technology and its impact on PSFs

Strategy and strategic change

- Strategic change for PSFs
- Strategy development and execution
- Driving competitiveness for PSFs
- Strategic differentiation
- Strategic innovation
- Internationalization strategy
- Premium pricing and strategy
- Leveraging intellectual capital

Value pricing and alternative fees

- How to charge a premium price
- Value pricing and alternative fees
- Implementing alternative fees

Knowledge, KM and learning

- Introduction to KM in PSFs
- KM applications and practices
- KM processes in PSFs
- Knowledge policies
- Aligning KM processes to strategy
- Driving decision making with KM
- KM enablers for successful implementation

Marketing: building a market driven and client focused firm

- Strategic marketing for PSFs
- The application of marketing to a PSF
- How clients buy professional services
- Branding a PSF
- Building a marketing culture and client focused firm
- Managing client relationships and satisfaction
- Developing new services
- Starting a new practice
- Responsiveness - what is it and how to build it?
- Internal branding & values management
- Building and managing key client teams
- Building industry teams
- Marketing as the driver of profitability
- Strategy & marketing of thought leadership
- Aligning marketing, BD & fee earners
- Strategic selling
- Developing a value proposition for a PSF
- Integrating marketing and BD
- Marketing promotions and communications
- Building a personal marketing & BD plan
- BD for associates/partners
- Individual branding: raising your visibility
- Social media and Web 2.0

Case Study - Deloitte Indonesia: leadership development programme

Target audience - 30 managers

Competencies - innovation and creativity, communication, effective teams, business acumen

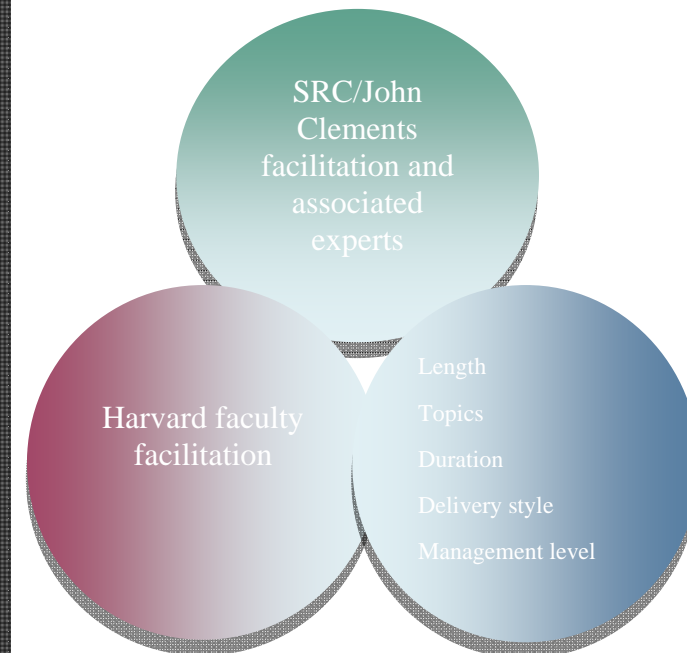
Duration - 4 months

Methodology - blended learning, participant centred

Focus areas - performance improvement and skill enhancement

Action learning - projects were assigned each month upon learning of each competency

Using these topics - you decide what works best for you:



SRC ASSOCIATES LTD AND JOHN CLEMENTS CONSULTANTS, IN ITS PARTNERSHIP WITH HARVARD BUSINESS PUBLISHING - DELIVERING CUSTOMISED CONTENT FOR PROFESSIONAL SERVICE FIRMS

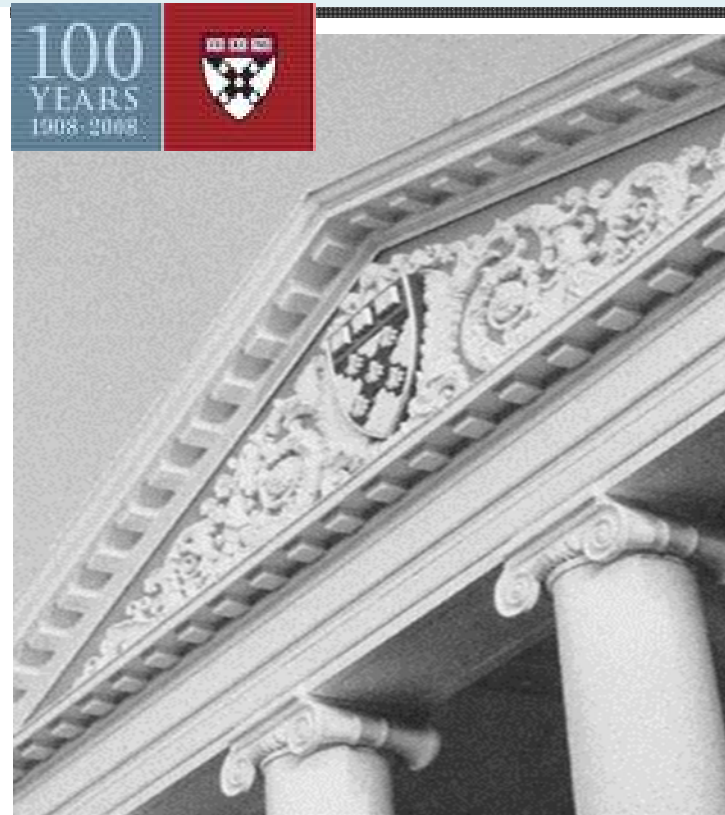
Content Customized for Professional Service Firms in Asia

SRC together with John Clements in its partnership with Harvard Business Publishing (HBP), part of the Harvard Business School, have devised a range of leadership development programmes specifically for professional service firms (PSFs). These blended curriculums can significantly drive the learning and competitiveness of your firm forward. They are specific for PSFs because we have adapted the content to include:

- Real HBP cases and war stories from PSFs
- Research and best practice examples from the professional services industry
- Client perspectives, research and anecdotal evidence
- Insight from our consulting experience of working with over 100 such firms
- Methodologies and frameworks that have proven applicability to PSFs unlike many of the generic strategy and marketing methodologies that may have limited relevance to your context

What does this mean for you?

This means we can draw on the extensive resources of HBP (such as e-learning, case studies, cafes, faculty, single topic portals, etc.) and develop content and training programmes that are specifically relevant for professional service firms. In line with the overall consulting work of SRC, the training content and methodologies are intended to drive the competitiveness of the firm and individuals involved.



MBA Program

Executive Education

Harvard Business Corporate Learning

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