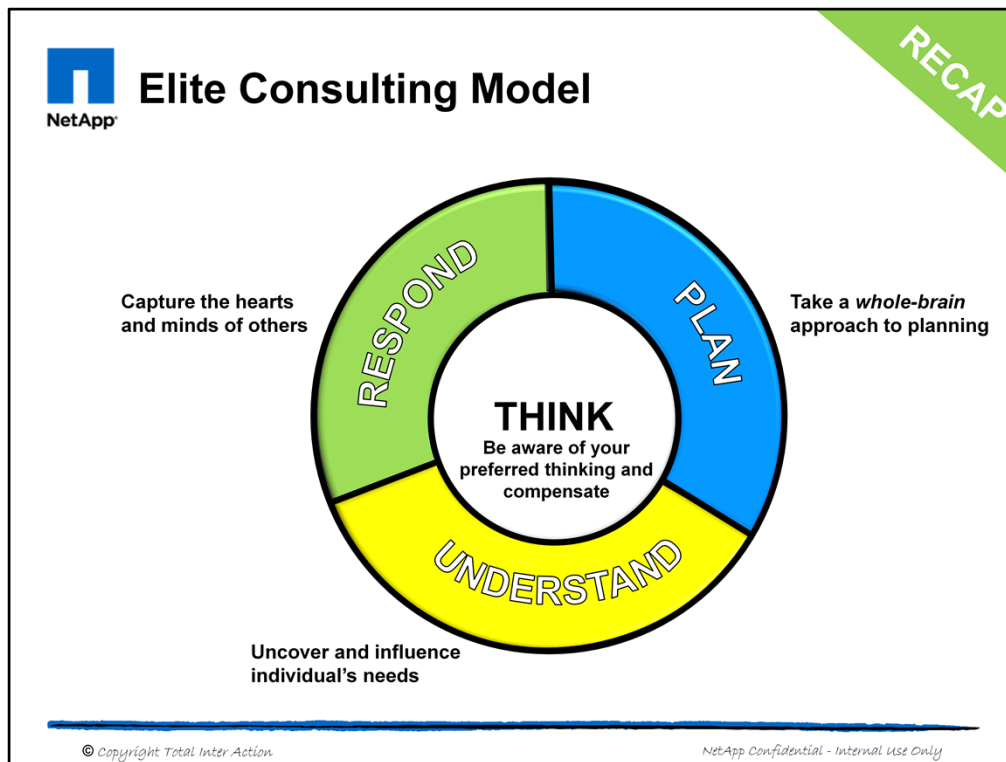
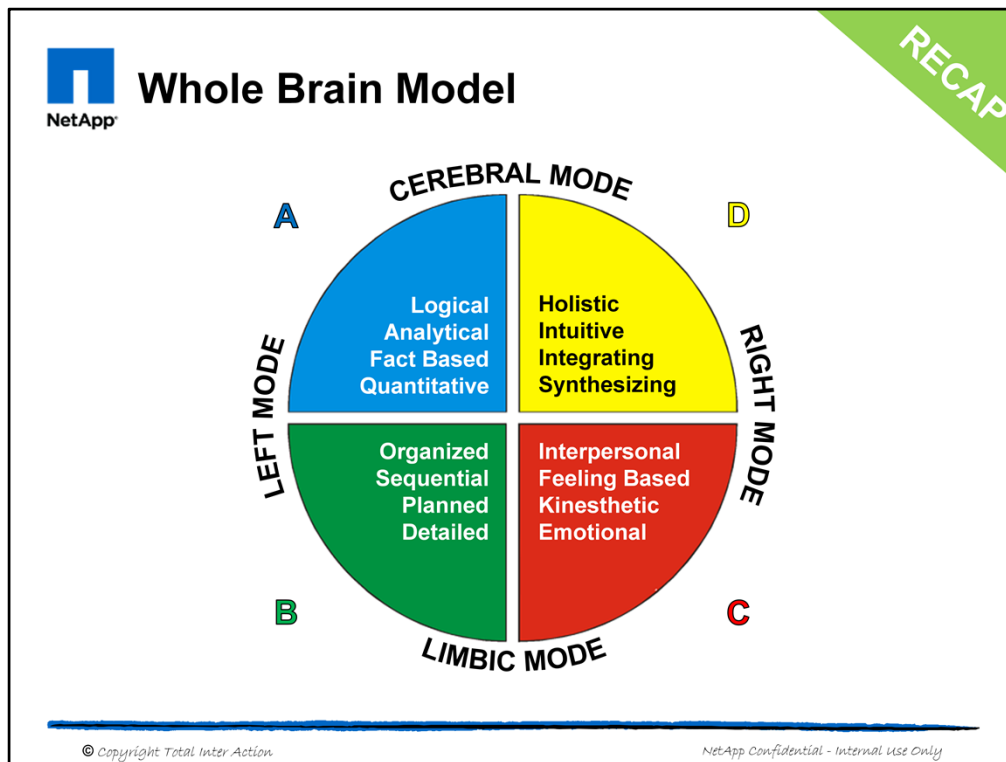


## ELITE CONSULTING – RECAP OF KEY MODULES



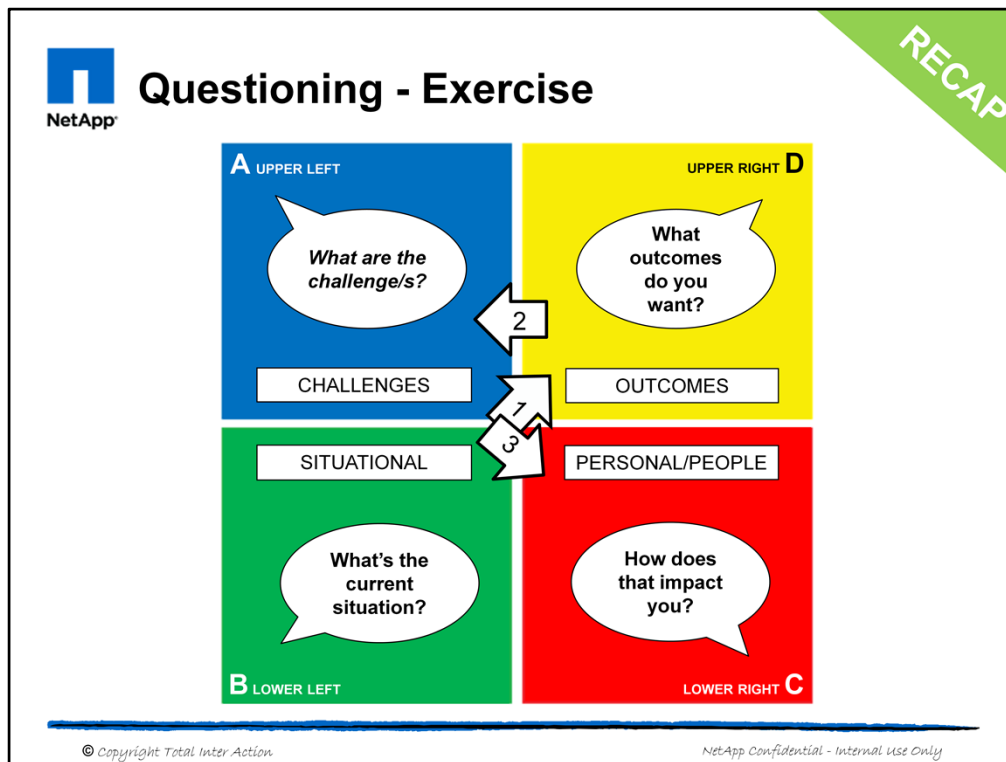
The process to elite consulting is to think with your whole brain (even if it does not come naturally), then plan your approach, understand the individual's needs then provide a response that directly addresses those needs.

## ELITE CONSULTING – RECAP OF KEY MODULES



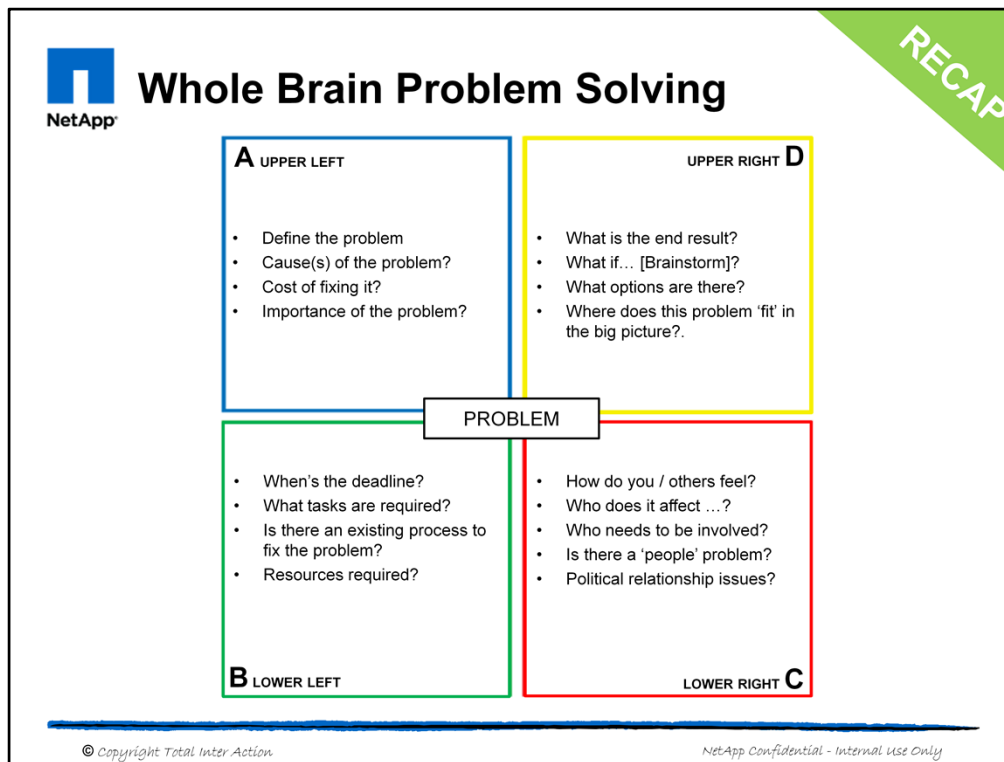
Our thinking impacts our approach to the way we plan and engage others so the more we understand about our preferences and lack of preferences, the more we can compensate using whole brain models.

## ELITE CONSULTING – RECAP OF KEY MODULES




Whole brain questioning is a method to ensure that you have uncovered all the areas of understanding of an individual's needs prior to proposing a solution / recommendation.


## ELITE CONSULTING – RECAP OF KEY MODULES



Look at problems from all quadrants to ensure you provide a solution based on whole brain analysis.

## ELITE CONSULTING – RECAP OF KEY MODULES

 **Establishing Authority**



**Principle of Authority:**  
“We generally listen to, trust and follow the advice of those we perceive to be credible authorities”.

Source: Influence: Science and Practise, Dr R Cialdini

© Copyright Total Inter Action

NetApp Confidential - Internal Use Only

RECAP

40% of the impact you make in a meeting is based on your credibility (or relationship with the stakeholder). Never assume credibility. Establish it by highlighting your association with credible people, organizations and projects.

ELITE CONSULTING – RECAP OF KEY MODULES



## Passive vs. Active Needs



**No Need**  
Information only

**Passive Need**  
Problems or dissatisfaction  
Eg. "We're considering..."  
"We're interested in..."

**Active Need**  
Strong wants or desires  
Eg. "I want", "I must",  
"I need to..."

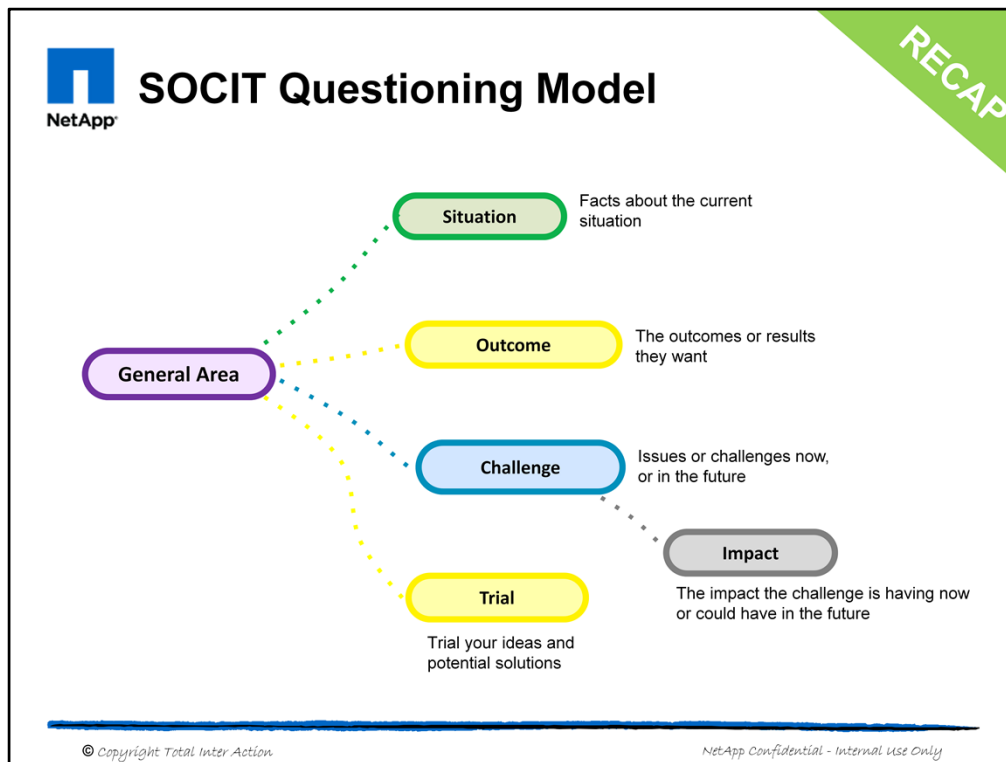
**More Active Needs Verbalized =  
More Urgency + More Professionalism**

© Copyright Total Inter Action

NetApp Confidential - Internal Use Only

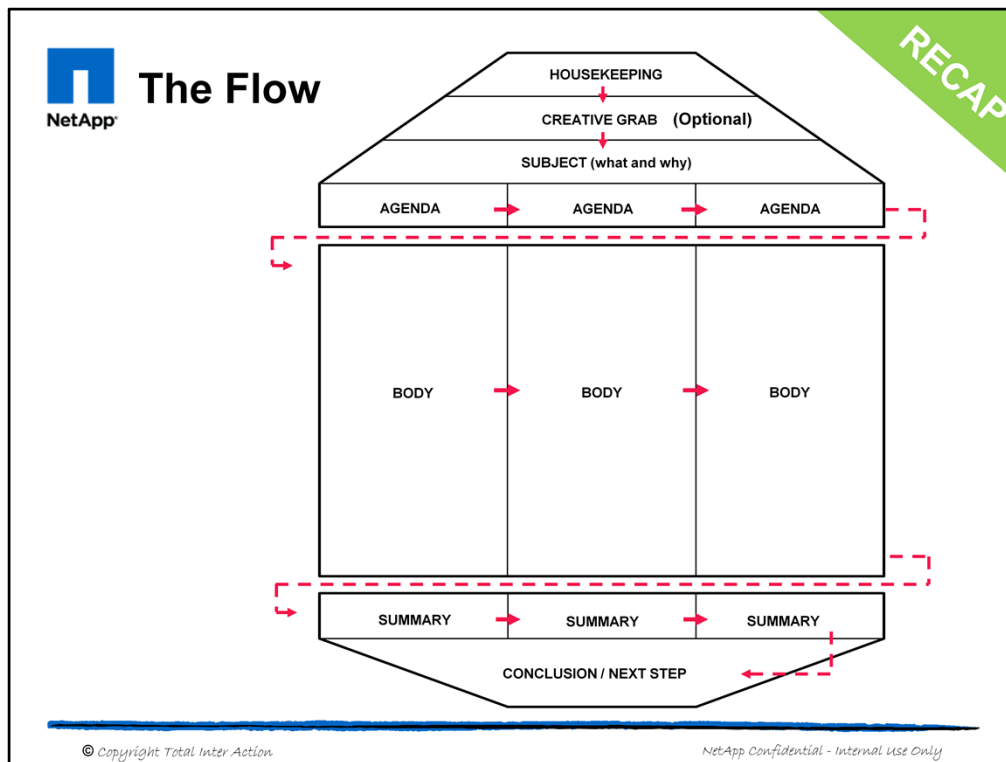
Hold off providing a solution until you have uncovered active needs.

## ELITE CONSULTING – RECAP OF KEY MODULES



SOCIT - A whole brain approach to questioning. Impact questions help to develop active needs.


## ELITE CONSULTING – RECAP OF KEY MODULES



“The Hamburger” – A highly effective way of planning meetings and responses in half the time and delivering with a clear focus on the core value proposition.



ELITE CONSULTING – RECAP OF KEY MODULES

 **Persuasive Content**



**# 1 Element – Relevance to individual needs**

© Copyright Total Inter Action

NetApp Confidential - Internal Use Only

**RECAP**

The number 1 element of persuasion is relevance to the stakeholder needs (outcomes and challenges). Number 2 is evidence that supports that value.

The more you can show the relevance to your stakeholder's needs, the more persuasive you can be.