

# Leading change

| FAAS  
Executive event 2015

Building Your Clients for Life  
Andrew Sobel



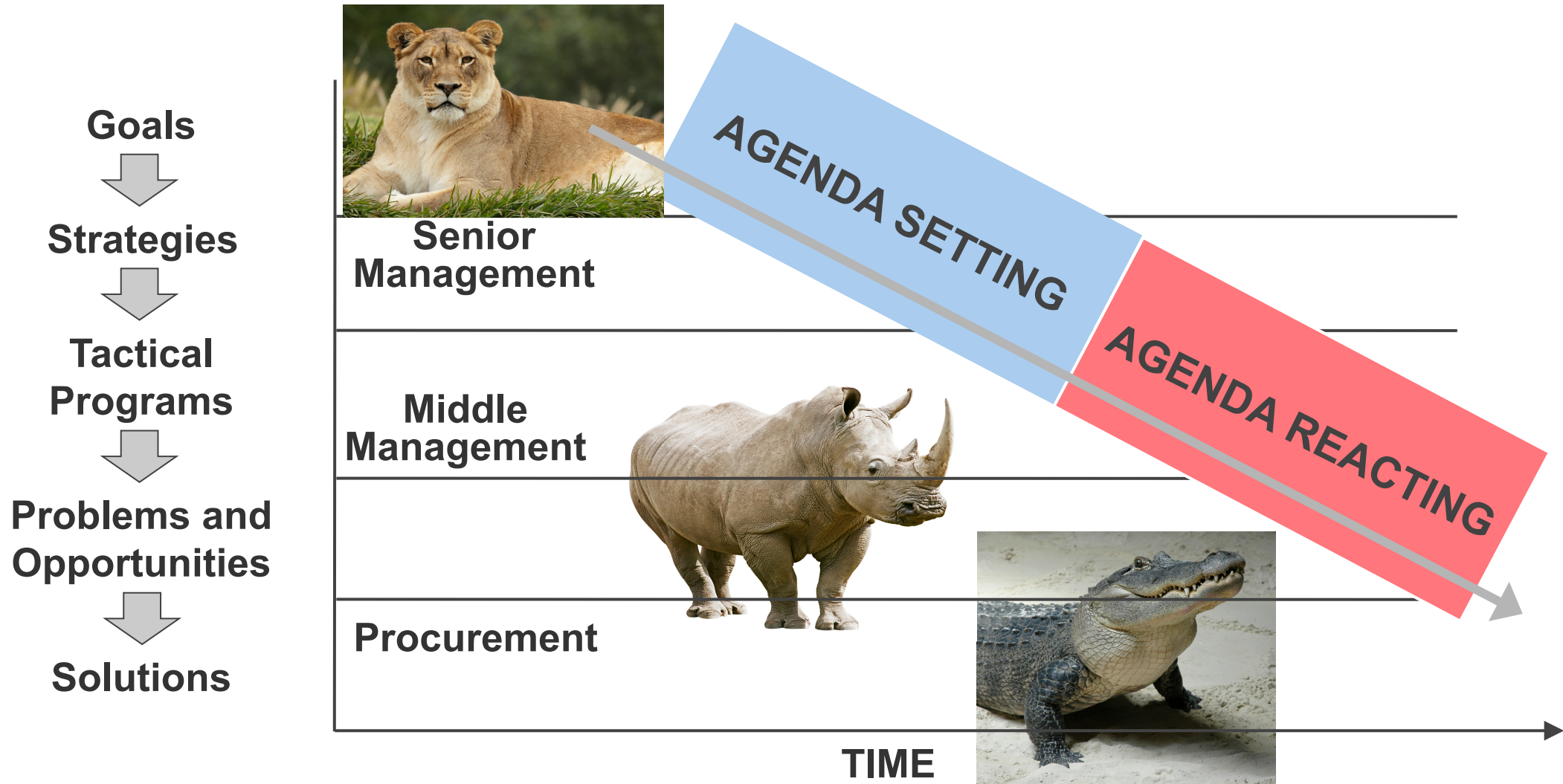


# Summary: You must adopt the client advisor mindset



The Expert Mindset	The Advisor Mindset
Tells	Asks great questions and listens
Is for hire	Has “selfless independence”
Stays within expertise	Is a <i>deep generalist</i> (expertise + business acumen)
Analyzes	Analyzes and <i>synthesizes</i>
Builds professional credibility	Builds deep personal trust
Is reactive	Is a proactive agenda setter
Sells	Creates a buyer

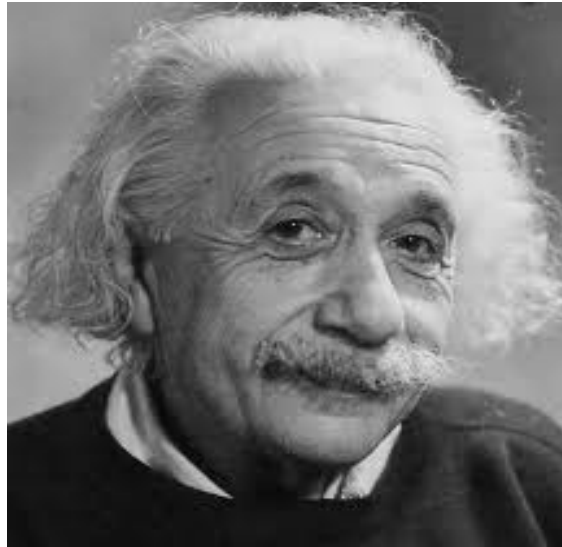
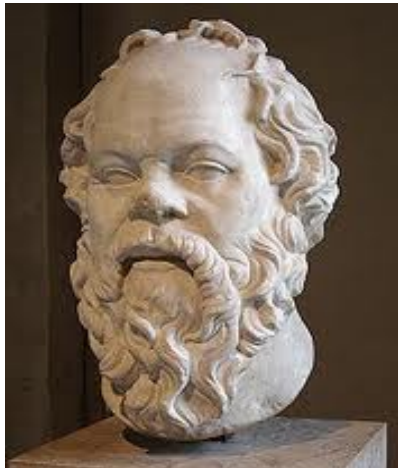
# Agenda Setting: The planning cycle



# What is a Power Question?

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- ▶ Shifts the conversation to the other person
- ▶ Focuses you on the right issues
- ▶ Gets to the root of the problem
- ▶ Creates deep personal knowledge
- ▶ Brings out emotions not just ideas
- ▶ Engages others



# Four types of Power Questions



# Reframing for maximum client impact

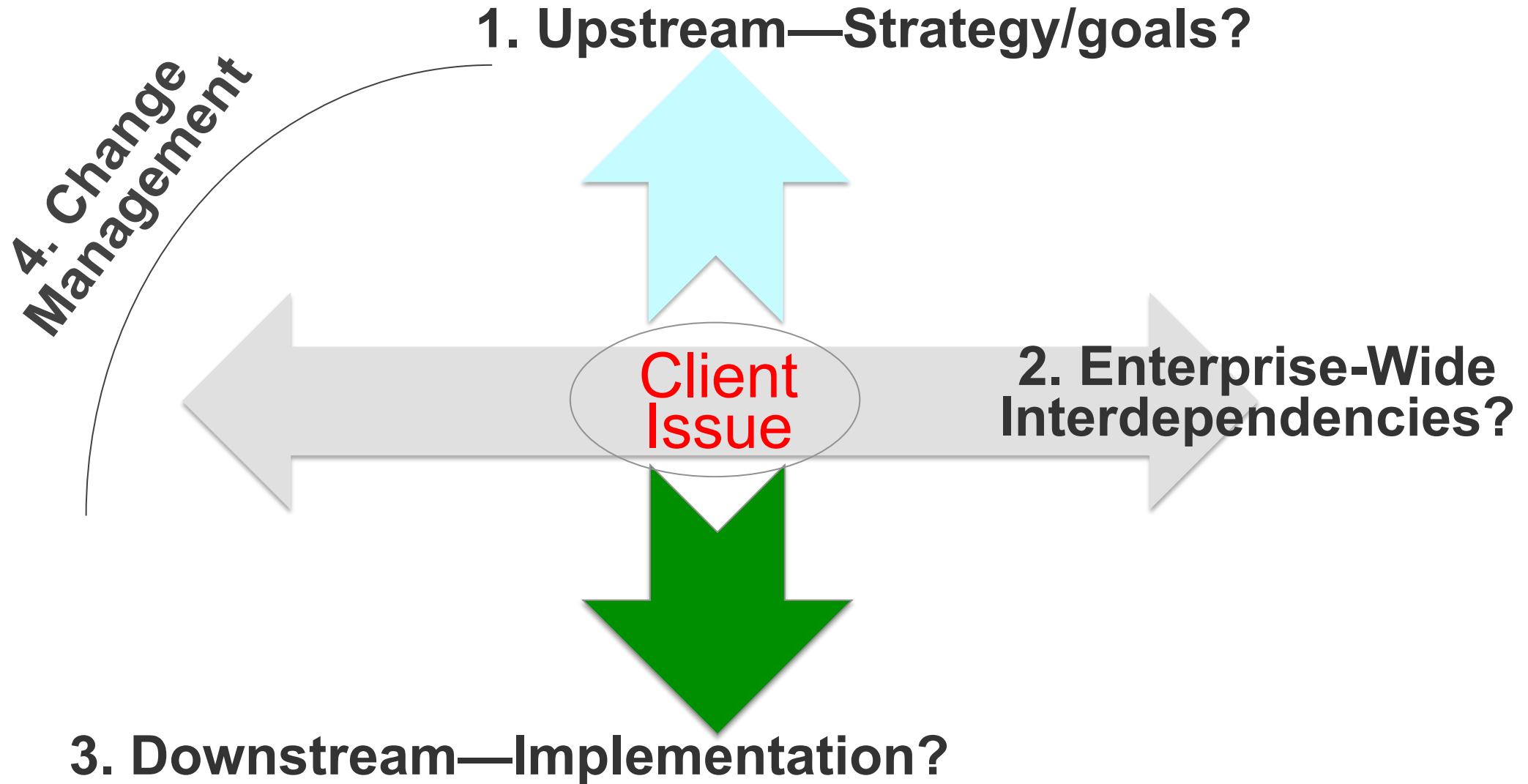
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**OR**



# Expansive (incremental) reframing



# Radical reframing

**Evoking Opposites**

**Reprioritizing**

**Discrediting Assumptions**

**Finding the Root Cause**

**Showing Inconsistency of Beliefs**



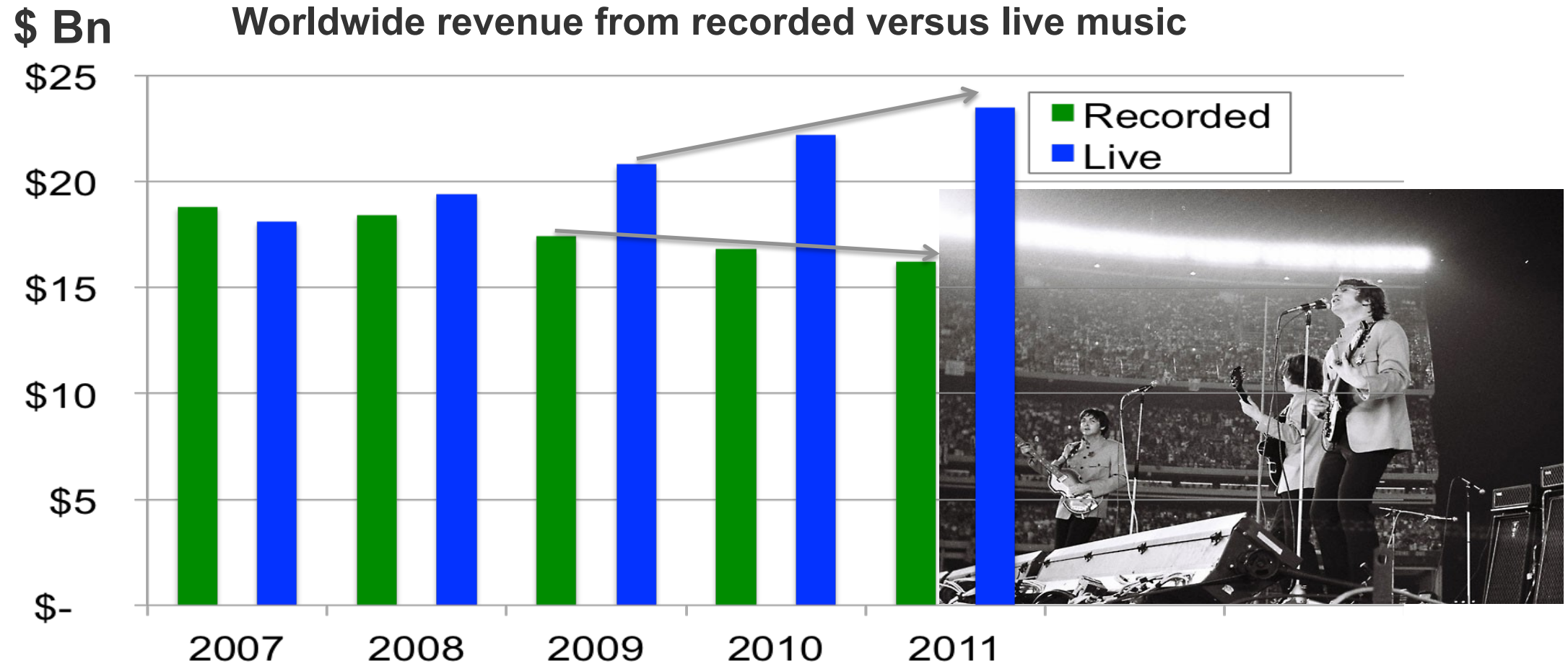
# Further resources

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<http://andrewsobel.com/faas>

1. A copy of these slides
2. Client agenda-setting form
3. Power questions lists
4. First meeting 32 pt. checklist

# Go for the live performance



Source: Wikipedia, eMarketer

# The ultimate secret

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