



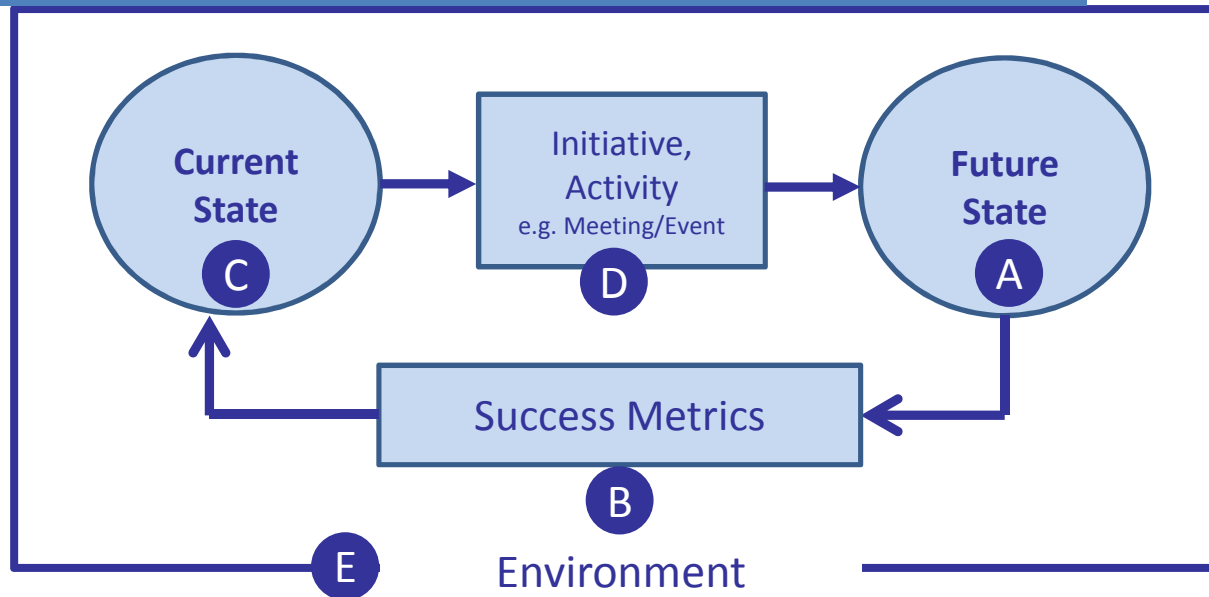
# Performance and Value Consulting (PVC)



Performance and Value Consulting analyzes opportunities and advises a client\* on the best choices to move their business objectives forward toward peak performance through the alignment of organizational values and subsequent activities that drive the initiative on the road to success.

\*Client may be internal or external meeting sponsors and/or budget holders

Start with understanding the Client's end goals and expectations

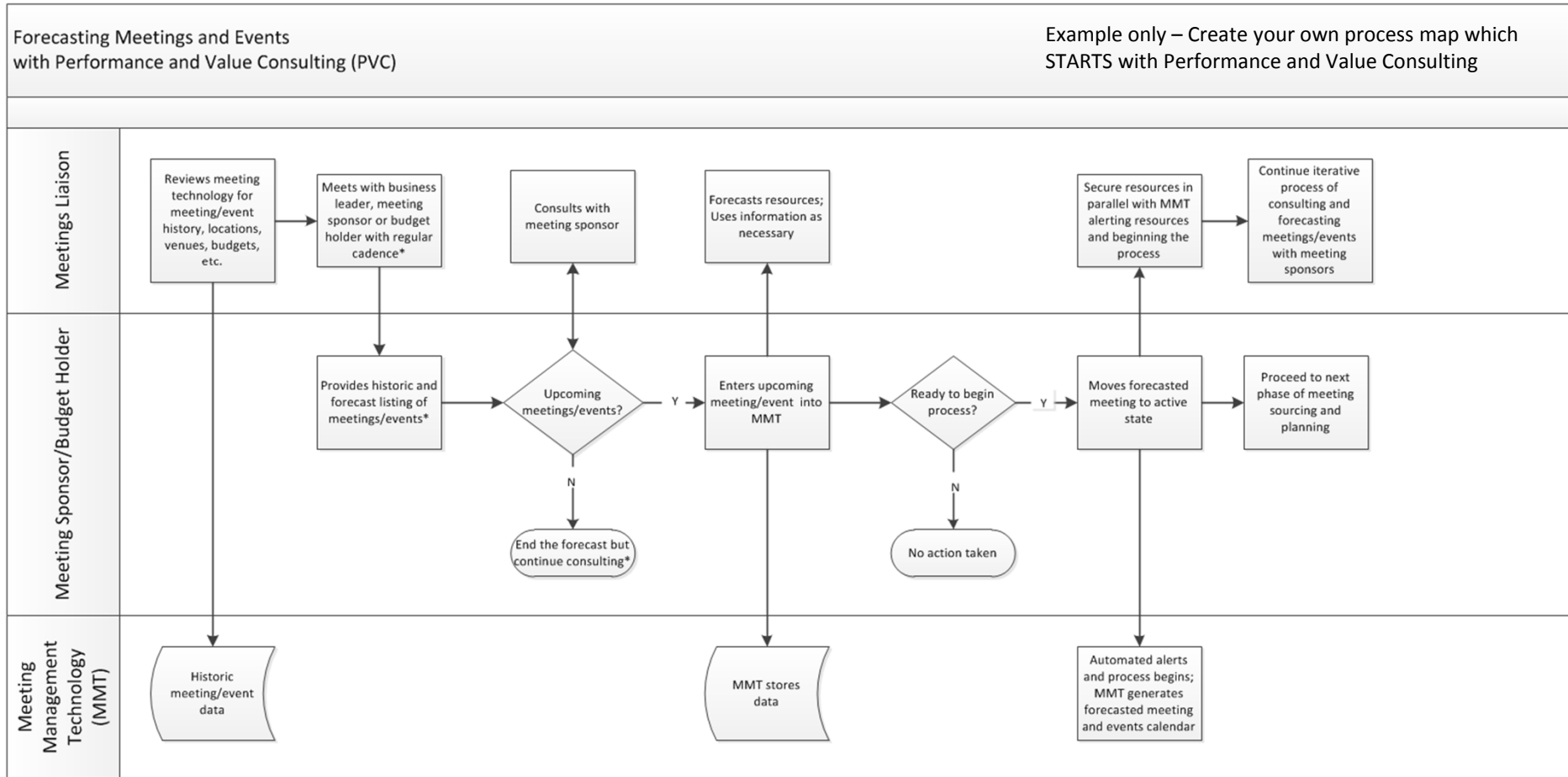


- A** – What are the Client’s 24-36 months business goals? How will meetings/events play a role in those business goals and objectives?
- B** – How will the success of the objectives be measured? By cost savings? By compliance? By sales? By quality? By productivity?
- C** – What is currently in place that must be changed or can be used? What must be developed to get to the Future State?
- D** – How will you help the Client get to the desired state?
- E** – What is changing in the environment that you must constantly consider? (e.g. mergers, compliance requirements, etc.) How can you build flexibility into getting to the Future State?

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# Performance and Value Consulting (PVC)



Learn how to become a Performance and Value Consultant (PVC) by attending a two-hour PVC experiential learning course which includes behavioral activities, role plays and templates that you can use in your organization. The PVC course is available virtually or face-to-face and can be conducted for one or more people.

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## Goal: Be known as a Rainmaker and a Valued Consultant

### 10 Principles of becoming a Performance and Value Consultant:

1. Look at the whole rather than its parts; Bring, co-develop and connect ideas; Learn the client's business
2. Educate clients; demonstrate experience, credibility and integrity
3. Develop creativity; Consent to unrestricted learning
4. Move outside of comfort zones; Encourage and perform with flexibility and fluidity
5. Align behaviors with talk
6. Serve as a fiduciary for client
7. Build trust; Act as a safe haven within realm of policies
8. Stay ahead of the curve; Share information
9. Respond quickly; Deliver positive results; Act as a change agent
10. Rework and release a superior work product

### 10 Key Consulting Areas; Questions to ask your Client:

1. Forecasting meetings – What's on your horizon? (6, 9, 12, 18 months)
2. Business objective of the meeting – Why are you holding the meeting? What are the most important aspects of your business plan for the next 24 months and how can meetings and events support your goals?
3. Meeting content – What content would best suit your business objectives?
4. Meeting delivery medium – What method would best suit your business and attendees (face-to-face, virtual, hybrid, etc.)
5. Budget development – Would you like help developing your budget?
6. Project management – Would you like help managing the whole project (content and logistics?)
7. Integrative content strategy – Another business unit is delivering similar content; Will you share the content development and delivery opportunities?
8. Integrative attendee strategy - Another business unit is having a similar meeting; Will you leverage the opportunity by combining attendees?
9. Integrative location strategy – Another business unit is having a similar meeting in a nearby location; Will you leverage the opportunity to share space?
10. Integrative resource strategy – Another business unit is using professional resources; Will you leverage their skillset?

Be the frontline to the meeting sponsors in order to learn their business, understand their requirements and assist in building cohesive sourcing/planning teams that drive the initiative on the road to success.



Performance and Value Consulting (PVC) Skills\* needed for the Relationship Manager or Meetings Liaison

Business acumen

Emotional Intelligence

Problem solving/diagnosis

Business process/  
technical skills

Empathy

Active listening

Influencing/negotiation skills

Relationship building

Silencing your inner voice

\*More skills may be required

Use “Clustering” to identify opportunities during your Performance and Value Consulting

EXAMPLE	Cooper Conglomerate*		
Business Unit	LLB Widgets	MLC Services	BRS Medical Devices
Month <small>Can the meetings be combined?</small>	May	June	May
Location <small>Can the location be shared?</small>	Chicago, IL	Oak Park, IL	Evanston, IL
Objective <small>Can the content be developed in tandem?</small>	Management training	Management training	Management training
Attendees <small>Can the attendees be combined?</small>	New managers	New managers	New managers

Use the problem-solving skill of “clustering” to identify shared opportunities among teams or business units. Clustering will allow for identifying patterns to improve your strategic meetings management program. For example, if you understand your client’s objectives, it may be possible to use integrative location, content and attendee strategies to improve efficiency and reduce costs.

\*From the SMM Challenge®; an experiential learning course

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