

FROM TACTICAL TO STRATEGIC: INTERNAL CONSULTING WORKSHOP

As Communication and Human Resources professionals transition to more strategic roles, they need to upgrade both their skills and the tools they offer to their clients. Following are the skills and processes that can be covered in an internal consulting workshop offered by Bridge Consulting. While we have core modules for each of these components, we will customize the workshop to your particular organization and requirements. Read more to find out how this workshop can help build your team's skills!

The Consulting Process

It's important that an organization has a consistent process that Communication and Human Resources professionals use for consulting. Below is the process that we recommend, but we can also work with a process that the organization already has in place.

- ▶ Contracting with the client
- ▶ Collecting and analyzing data
- ▶ Generating solutions and presenting recommendations
- ▶ Planning and taking action
- ▶ Evaluating and identifying next steps.

We can work with the communication team to ensure they understand the tools and processes to be used in each step.

Skills/Competencies Development

Once a communication consulting process is in place, it's critical to ensure that communication professionals have the skills and competencies to execute the process effectively. Below is a list of topics that we often find relevant. This list can be expanded to meet the needs of an individual department.

- ▶ Negotiating
- ▶ Influencing
- ▶ Courageous dialogue
- ▶ Coaching managers and leaders
- ▶ Business acumen
- ▶ Strategic thinking
- ▶ Measuring and marketing

Tools and Processes

As communication professionals negotiate with clients to do less of the day-to-day tactical work, it is important to have processes and tools in place to serve as a resource to help clients communicate more effectively. These can include templates, web sites, forms, and tip sheets. As part of a workshop, we can discuss these tools and how to employ them as part of the consulting/coaching process with clients.

Culture

The true move from tactical to strategic involves significant culture and behavioral change on the part of each individual. As part of the workshop process, we can work with you to identify the critical few key behaviors, and discuss how each person will live those behaviors.

**Let us work with you to enhance the consulting knowledge and skills for your team.
For more information, please call Chris Gay at 614.775.9706.**