

# Better business relationships

## – Psychology and management insights for improved internal and external relationships

This **new full day workshop** provides insight and guidance to both new and more experienced professional services marketers who may be dealing with both internal colleagues and external clients. It is based on Kim Tasso's new book, *Better Business Relationships*, which brings together a wealth of knowledge, insight and practical advice, from leaders in psychology and management to communications and sales. The workshop qualifies for 6 hours CPD.

Intermediate/  
Advanced level

Each attendee will also be given a complimentary copy of *Better Business Relationships* (rrp £20).

The course provides insight and skills – through individual and group exercises – from the six elements of the DACRIE© model:

Why choose PM Forum training? See overleaf...

### 1 Difference and diversity – understanding yourself and other people

- Personality, style, perception and cognition
- Managing emotions, authenticity, emotional intelligence (EQ) and empathy
- Gender, generation and cultural differences

### 2 Adaptation and change

- Habits, filters and comfort zones
- Learning processes – managing change in ourselves and others
- Resilience and stress management

### 3 Communication

- Face-to-face, telephone, presentation, written and digital
- Non-verbal communication (NVC)
- Influence, persuasion and storytelling

### 4 Relationships and conflict management

- Relationship management competencies including rapport and trust
- Different types of relationship and how they are formed
- Difficult behaviours, conflict management and negotiation

### 5 Internal relationships

- Organisational culture, working with your manager and internal politics
- Groups and teams – styles, integration, buy-in and performance
- Delegation, coaching, feedback, motivation and leadership

### 6 External relationships

- Self-esteem, confidence and client service
- Decision making processes – Selling yourself and your ideas
- Meetings, pitches, key accounts and referrer management

## Wednesday 11 December 2019

The full-day workshop takes place from 10.00 to 17.00 and includes lunch, morning and afternoon refreshments.

To facilitate interaction, workshops are restricted to 18 attendees – maximum of four per firm

## Trainer



**Kim Tasso** has worked within and for over 200 professional partnerships in the legal, accountancy and property sectors for over 20 years and continues to do so as a management consultant.

She also has direct client exposure from working with organisations in the technology, education, creative, media, real estate and not-for-profit sectors and through her work with a leading business school.

Unusually, she combines psychology, marketing and business qualifications so is effective both as a professional trainer, facilitator and coach and also as a subject matter expert in a variety of strategy, marketing, selling and relationship management topics.

She is highly rated as a trainer and coach for lawyers, accountants and surveyors and also lectures on Chartered Institute of Marketing (CIM) professional marketing qualifications for Cambridge Marketing College.

She is the author of books on growth strategies, business development, media relations and business development and a prolific conference speaker and journalist. She is commissioning editor for *PM* magazine.

Further information at [www.kimtasso.com](http://www.kimtasso.com).

## Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 4,000 marketers in professional services firms. Visit [www.pmforum.co.uk](http://www.pmforum.co.uk)



## Why PM Forum training?

Courses are designed and delivered by qualified and experienced professionals who:

- have substantial experience working with both **senior fee-earners and marketing/business development professionals** in large and small professional service firms across the **legal, accountancy and property industries** as well as a variety of client markets
- have psychology credentials and many years' experience in **learning and development** to ensure an optimum learning experience
- are **subject matter experts** in strategy, marketing, selling, client relationship management and interpersonal skills who continue to practice and are therefore familiar with the latest developments

And delegates receive a **productive learning experience** because:

- There is a balance between knowledge transfer and active learning through **interactive discussion** and group exercises
- Courses are highly **experiential** – where idea sharing and networking are encouraged
- As well as copies of the presentation material, courses also include work sheets and **supplementary materials** with guidance for further learning. Some courses have exclusive booklets tailored to the needs of delegates
- Course leaders are experienced coaches with experience in **career development** and certificates of completion are issued for use in **Continuing Professional Development (CPD)**
- Dialogue can continue after training through members-only **LinkedIn communities**

## Venue

tbc, Central London

## Fees

First attendee	£370 + VAT
Second attendee	£360 + VAT
All subsequent attendees	£350 + VAT

**Maximum of four attendees from the same firm.** Prices are only for attendees booked concurrently. No booking can be confirmed without payment. The fee includes: tea/coffee in morning and afternoon • lunch • handout of workshop material • Copy of Kim's book

## Cancellations/Substitutions

Due to the restricted number of places, refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person). Substitutions can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

## Better business relationships – 11 December 2019

Name .....	Name .....	Name .....
Position .....	Position .....	Position .....
Firm .....	Type of firm .....	
Address .....		
.....		Postcode .....
Tel .....	E-mail .....	

Please enclose a cheque made payable to *Practice Management International LLP*  
or pay by Visa/Mastercard/Maestro/AmEx (*please circle one*)

Cardholder name: .....	Amount: £ .....	
Card number: .....	Expiry date: .....	Security code: .....

Signed ..... Date .....

*Confirmation of booking will be sent by return along with a VAT receipt*

Please return this form to: **PM Forum, 422 Salisbury House, London Wall, London EC2M 5QQ**  
**Tel: 020 7786 9786 training@pmint.co.uk www.pmforum.co.uk**

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