

PLANNING, ORGANISATION & EXECUTION

Good consultants recognise the importance of planning and organisation to their success. Excellent consultants don't just plan but execute fully to make sure that plans translate into massive action.

How do you propose to be more successful next year than this year? What steps have you taken to making sure it happens?

What are your goals and objectives for the coming year? What do you want to achieve over the next 12 months and why is that so important?

What are your priorities for this quarter? How do you plan to achieve them?

How much time do you allocate to planning each week/every day? How often do you ensure you plan properly?

Who are your top 10 target clients for this quarter? What makes them valuable prospects? What have you done to convert them?

Who are your top 5 candidates? What have you done with them to place them? IF you could do one more thing for each of them, what would it be?

What do you see as being the biggest barriers to your success in the next 12 months? How can you mitigate this and achieve what you want?

Based upon your assessment, answer the following questions:

I have a clear plan as to what I want to achieve this year and an implementation plan to achieve it

strongly disagree

strongly agree

1 2 3 4 5 6 7 8 9 10

I write a quarterly activity based business plan, outlining what I need to achieve, including sales activity, candidate generation targets and personal development

strongly disagree

strongly agree

1 2 3 4 5 6 7 8 9 10

I am clear as to who I realistically believe I could convert to become my customers and have developed plans to convert them from prospect to customer

strongly disagree

strongly agree

1 2 3 4 5 6 7 8 9 10

I know who the most placeable candidates are in my market and I develop placement plans to ensure I am the consultant who places them. I endeavour to ensure that they chose between my job, my job and my job providing them with as much choice as possible.

strongly disagree

strongly agree

1 2 3 4 5 6 7 8 9 10

I consider potential barriers to success and incorporate plans to deal with those barriers to reduce their impact on me and my success.

strongly disagree

strongly agree

1 2 3 4 5 6 7 8 9 10

Recommended Actions and Activities

If you believe there is an opportunity to improve in this area then consider the following activities:

Set yourself a set of personal objectives for this year. Consider the following areas (as appropriate) and give yourself some stretch goals:

- What do you want to earn this year?
- What do you want to be significantly better at next year than this year? How will you get there?
- How do you want to be known in your market with clients and candidates? How can you get there? What behaviours do you need to consistently adopt?
- Who are your target clients that you would like to work with this year? What's your conversion plan?

Write a quarterly business plan. Incorporate the following elements:

- Client acquisition and sales activity – leads, PTRs, lapsed customers and cross selling opportunities
- Account development – growing the level of business from existing customers
- Candidate management and pipelining – generating candidates in key skill areas, marketing and increasing personal visibility in the candidate universe
- Job control – increasing levels of commitment and conversion

Get control of your time – be proactive. Attend meet ups and networking events. Meet candidates face to face and develop placement plans with your best candidates. Set aside two blocks of 45 minutes every day to execute your most proactive plans. Don't wait until you have time; Make time.