

The Seven Principles of Professional Services

At ServiceLaunch, our objective is to transform the way your services teams approach their job as consultants and clearly define the consultant's role within the context of a customer-facing project. Our program in conjunction with the Seven Principles of Professional Services training prepares consultants for the challenges they are bound to face along the way and gives them the tools and techniques to deploy in order to successfully navigate those challenges. This belief change within the organization will:

- Reduce Customer Escalations
- Reduce Rework (and Increase Billable Utilization & Margins)
- Accelerate the professional development of all consultants
- Accelerate the maturity of the entire team
- Adopt a cost effective approach to consultant onboarding

*Our goal is to help every PS Executive to shift their entire team's thinking away from **Fire Fighting** and towards the concept of being a **Project Sherpa** responsible for guiding customers to success through a dangerous environment.*

Beliefs Transformation Program Overview

Step 1 - Baseline Belief

We benchmark your team's beliefs so that we know where they are strong and where they could use more guidance. This learning will strongly influence the areas of our operations that we will aim to improve in Step 2 and the conversations we will have in Step 3.

Step 2 - Operational Alignment

Two day workshop where we provide an overview of how to generate behavior change and then turn our focus to the current operating environment and identify 3-6 initiatives that you can run in 30-60 days (with our oversight) that require no additional hardware, software, or consulting. The goal is to set your organization up for success long after training has concluded.

Beliefs Transformation Program Overview (contd.)

Step 3 – Consultant Training & Certification Program

We execute the consultant training & Certification rollout strategy as selected.

Step 4 – Measure Progress

Three weeks after the final training session, we benchmark the team to see where beliefs have shifted and how much progress has been made. If critical success measures were benchmarked at beginning we also review progress to assess ROI.

The Seven Principles of Professional Services Overview

The Seven Principles of Professional Services by PS Principles is a framework for the delivery of complex technology projects to paying customers. It has been adopted by thousands of consultants and professional services teams globally.

The framework's success lies in its ability to make a clean break from the idea of "soft skills" training which has historically muddled the message. Rather than leave the interpretation of each soft skill to each consultant and apply it as they see fit, the Seven Principles of Professional Services speaks only in terms of project delivery.

This result is an easier to absorb as easier to apply framework of behavior. It allows us to simplify the job of a consultant so that it is more meaningful. *"The consultant's job is to lead the customer to a successful outcome within the projects given constraints."*

Principle #1: Adapt to Your Environment

Every project environment is unique. The team, the customer, the consultants, the price and the solution itself all combine to create a unique environment that must be understood if the project is to be successful. Our role as consultants is to learn how to read the environment and then adjust our service delivery to account for those specifics.

Principle #2: Always Know What "Done" Looks Like

Most projects don't know where they are going to finish until the design stage has concluded, and even then, there are still refinements. This principle helps consultants become comfortable with the ambiguity of the projects exact destination and promotes the use of big picture thinking, baseline control and change management procedures to never lose sight of "Done".

Principle #3: Manage Expectations & Enforce Consequences

Experience has taught us that failed projects are not born from attempting to set realistic expectations, but from an inability to enforce the consequences of not accepting them.

The Seven Principles of Professional Services Overview (contd.)

Hence, the focus of this principle is helping consultants understand the role of accountability in a project's success. This is both the service provider's accountability to the customer and the customer's accountability to the service provider.

Principle #4: Have Difficult Conversations Early

Bad news festers, and as such, it must be dealt with quickly. Ideally, it should be proactively dealt with. This principle provides the key learning, tools and techniques to identify difficult project situations and manage them through to a successful resolution.

Principle #5: Think F.A.A.S.T. for Quality

Our goal is always to deliver a quality service, but what good is that goal if it is always a hindsight measure? F.A.A.S.T. is a way to evaluate, in real-time, if the service meets with the PS Principles' definition of a quality. Are we Focused, Accountable, Attentive to the Detail, Skilled and Trustworthy?

Principle #6: Participate in the Collective Wisdom

Our job as knowledge workers is to excel in the resolution of complex problem by applying our accumulated best practices. Unfortunately, this concept is often lost amidst the issues with knowledge management systems. In this principle we teach consultants how to put those issues aside and focus on using, generating, and protecting valuable assets.

Principle #7: Stay Engaged in Your Career

This principle provides consultants with a better understanding of how to survive life as a customer-facing consultant. We address a multitude of issues from actively owning a career path to avoiding the dreaded "Burnout Cycle".