

Levels of client service

Partnering – a ‘collaborator’

- Collaborating in designing vision and strategy
- Challenging and extending the client’s perspective
- As committed as the client, e.g. working in partnership with him/her to produce promised results

Consulting – a ‘critical friend’

- Providing a ‘big picture’ perspective
- ‘Contracting’ powerfully to build a lasting relationship
- Challenging and expanding the client’s ideas, e.g. offering new tools and products

Proactive

Reactive

Advising - a ‘sounding board’

- Providing specialist knowledge and advice
- Carrying out projects / fact finding
- Being a responsive adviser, e.g. evolving the service at the client’s request

Executing Tasks – a ‘pair of hands’

- Accepting and delivering requests
- Handling administration/legal needs
- Doing tasks within the client’s framework, e.g. producing materials etc