

# “ FINDING YOUR VOICE : A PARTNER WILL SMELL FEAR WHEN YOU’RE NOT CLEAR ”

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## APPROACHING PARTNERS WHO ARE NEW TO YOU

How do you approach or advise partners you have never previously worked with? One of the best ways of approach is to make the partner feel confident in your ability to help them - show them what you can do for them. Some LPMs find that presenting use cases is very effective, showing partners examples of recent wins and engagements. Another way to approach partners is to bring in someone who can introduce you, an ‘ally’ so to speak.

*“...But sometimes it is best to just knock on the door”.*

## DATA VS DIFFICULT PARTNERS

Data definitely helps when working with difficult partners. LPMs are still often a voluntarily-engaged resource. Data and use cases are the most effective in demonstrating what value can be provided by LPMs.

*“Work on what you can achieve, parts of PM like simple task list or just monitoring.”*

*“If a partner is opposed to LPM there are still people on the matters team managing the engagement - see how you can help them.”*

*-- “That’s a good point - we have had some success approaching the senior associates on a matter, when the partners have been reluctant to engage.”*

*“Start early, when they are still associates.”*

## BREAKING BAD NEWS

When it comes to bad news or unpleasant realities, how do you break it to your partners? Keeping an open communication channel within the project team, especially the partners, is the key to success. It should be understood that mistakes can happen, and that it should be okay to discuss them. Additionally, when there is bad news, it’s often best to break it to the partner sooner than later. This goes along with the importance of maintaining a good active communication channel.

*“Quickly - rip off that band-aid. One of my overused mantras is “bad news is always better than no news.”*

*“I have always founds keeping a good communication channel within the project team especially with partners a winning strategy. Most people welcome that whether good or bad the news.”*

*“Part of the re-training needs to be it is okay to make mistakes, everyone has or will. So it is okay to discuss with your peers and your support staff.”*

## CONVERTING PARTNERS INTO LPM CHAMPIONS

You know you can help partners, even convert them into LPM champions, but what has worked?

The resounding unanimous answer to what has worked is to bring a previous win to an uninitiated partner. Let the results and data speak for itself. Presenting great reviews from clients is also an effect way to convert partners into LPM champions.

*“We try to let our results speak for themselves. Most partners have never worked with a group like ours, and are blown away when they see how much easier we can make their lives. The hard part is getting to that first engagement - once we’re in, we’ve got a fan for life.”*

*“Data...data and data all the time plus a good elevator pitch”*

*“Bring in a win as initial contact or project to the conversation”*

*“Repeat requests from clients, “can we use same project management scheme?””*

## MAKING THE MOST OF THE LIMITED TIME : BEST PRACTICES

One of the best ways to make the most of the limited time you have with partners is going straight to the results. Case studies and results can give the full picture of what you have to offer.

*“Whenever presenting data to a partner, SPELL OUT THE CONCLUSIONS! Partners don’t have time to waste, wading through raw data to divine whatever it is you’re trying to tell them. Paint the picture, show them explicitly, and include the data as backup if needed.”*

*“Don’t waste their time with details! Tell them what the problem and outcome are. They don’t want to worry about how you did it! Even if it’s a cool new approach!”*

*“Have an agenda for the meeting, Have a plan which is easy to follow and showcase with clear timelines - project management 101 but doesn’t always happen.”*

*“It is key to remind them that they are already doing Project Management!”*

*“KISS always helps.”*

*-- “Love a KISS - simpler the better”*

**QUOTE OF THE DAY***“Difficult partners?”**- “a hint of sarcasm?”*