

A vibrant sunset scene with a bright sun low on the horizon, casting a golden glow over a range of dark mountains. The sky transitions from deep purple at the top to bright orange and yellow near the sun, with soft clouds catching the light.

DIFFERENTIATION: THE EVOLUTION OF THE TRUSTED ADVISOR

THE NEW LANDSCAPE:

Evolution from What to How

**OLD WORLD
PRODUCT**

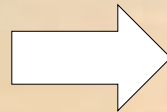
2018
Globalisation & Regulation
Competition & Choice
Commoditisation

**NEW LANDSCAPE
PRODUCT**

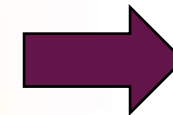
CHALLENGES

Increase value perception
Win the right business
Create partnerships

The 'WHAT'
*Technical
Expertise*



SOLUTION
Communication & Trust



The 'HOW'
*Commerciality &
Service Experience*

THE NEW LANDSCAPE: The evolution of the Trusted Advisor

$$\text{TRUST} = \frac{\text{Credibility} * \text{Reliability} * \text{Intimacy}}{\text{Self - Interest}}$$

Source: The Trusted Advisor:
Maister, Green and Galford 2000



WHAT ARE WE TRYING TO ACHIEVE?

**HIGH
INTIMACY**

**LOW
SELF-INTEREST**

=

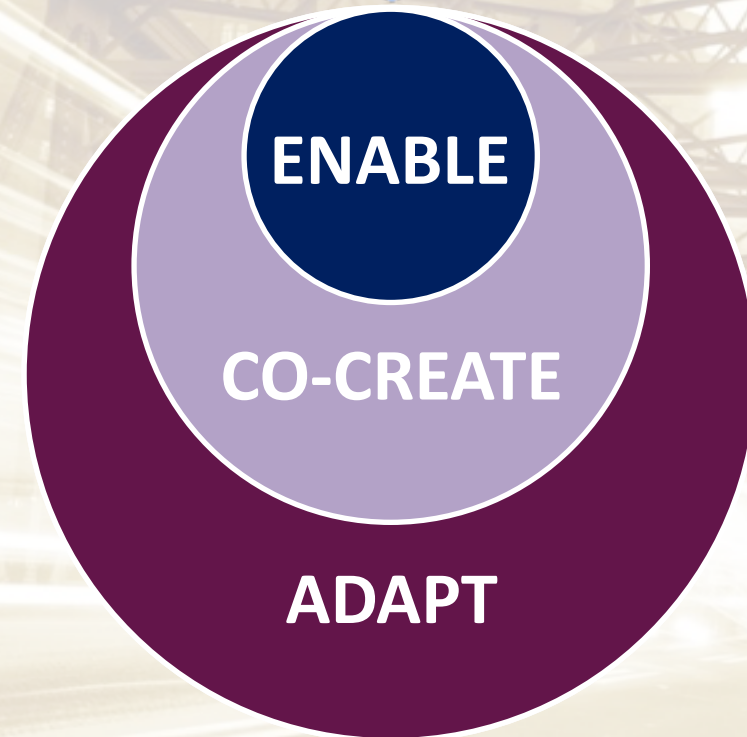
**FIND A
WIN:WIN**

NOW WHAT?:

The mind-set for your new trust role

STRATEGIC ENABLER

Outside-in



FUTURE

CLIENT

SELF

Inside-out

SERVICE PROVIDER



✉ charlie.swan@pcalaw.com

☎ 00 (44) 7855 805 745

🌐 www.pcalaw.com

FURTHER RESOURCE