

Garnering an Unforgettable Member Experience With Flawless Consulting

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Agenda

- Why MRA implemented a consulting methodology
- Flawless Consulting Overview
- Flawless Consulting Outcomes

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First a Teaser: MRA Member Stories



- Member A:
 - Total spend is +/- \$550K in 7 years
 - HRBP services
 - Engagement surveys
 - Compensation studies
 - Recruiting services
 - Training
- Member M:
 - Total spend over \$1.1 M in 6 years
 - Affirmative action services
 - Recruiting services – approximately 200 roles

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Why MRA Implemented a Consulting Methodology



To cultivate the **right behaviors** and develop a **common methodology** to leave a lasting impression on our members

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Why MRA Implemented a Consulting Methodology



- Exceptional member experience
- Consistency of the MRA brand
- A predictable positive approach to member projects
- An integrated framework for communication, negotiation, and collaboration
 - Able to have “one song with many verses instead of multiple songs”
- Sharing understanding with members, before the fact, increases the likelihood of win/win outcomes
- Staff member professional development

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Flawless Consulting Is About ...



- Relationships
 - Giving form and detail to the relationship
- Service
- Listening and engaging—members want us to know that we “get them” and that they are unique
 - Asking deep and meaningful questions
- Partnering and collaborating
- Being authentic
- Being accountable


Block, P. (2011) *Flawless Consulting: A Guide to Getting Your Expertise Used*. (3rd ed.) Pfeiffer.

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MRA's Brand of Consulting

Our Application of Flawless Consulting




Complete confidentiality	Clearly identifies success at the beginning
Bold, transparent advice, and recommendations	High level of professionalism always
Member ultimately knows their business	Build a relationship/bond with members
Never requires a contract	Guaranteed; Absolutely

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MRA's Ten Steps



1. Intake/Scoping discussion
2. Writing proposal and presenting it to our member
3. Revising proposal and closing the sale
4. Kickoff meeting and jointly preparing a project plan
5. Complete the discovery process
6. Present feedback, recommend solutions, and develop action plans
7. Design and deliver agreed upon solutions
8. Project end and transition
9. Document and communicate results
10. Follow up with member

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Leave a Lasting Impression



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MRA Member Stories



- Member K:
 - Total spend is +/- \$525K in last 6 years
 - AA services
 - Training
 - HRBP potential in the future
- Member P
 - Total Spend is +/- \$550K in last 6 years
 - Recruiting services
 - Training
 - HR services
 - Investigations
 - Policy and handbooks
 - Audits
 - Compensation

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Thank You!

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