



The Test

Steve started to make changes right away, but found some aspects of the new strategy easier than others. The most rewarding part was taking the time to really understand what his clients wanted. In those exploratory conversations he was acting more like a consultant than just a designer. Not only did he listen more deeply than he ever had before, he was also often heavily involved in shaping the vision and objectives for the client. He could tell that many of his prospects were seeing him quite differently from the way they used to—more like a peer than someone just pitching his services.