Hi. Adam Salzer again and today we're going to look at the client engagement process. So far we've looked at with water and what does it do and how does it do it in a conceptual theoretical basis then we went down into looking at the P Class Process which was how do we deliver and what do we deliver. And now we're going one stage earlier, which is what we call the M plus process which stands for meetings and that is to examine the whole process of client engagement. So let's go through from there.

So first of all is that we have tools and processes that are of real value to those people who have got aspirational visions and need to find someone to actually assist them in ensuring that those goals are reached. So we need to actually identify who we should be working with, whoever client we should be working with.

So we can't work with everybody and there are a lot of clients where it doesn;t work. In other words, I hate to say this but may have a lot of the legacy - very large ;legacy companies are ot going to be able to transform. And there's a whole theory behind that is that if there's not a transformational visionary person in the Chair role and then the CEO role, they're not going to transform. It's to do with the ability to see something different type of courage to drive the company correctly then we can make sure it happens. And we've learnt overtime that if we go to people that are operational, in other words all they think about is 1%, 2 %, 1%, 2%, 35 they're never be going to be able to actually drive a company to reinvent itself.

So first of all we need to identify what companies are ready and able where if we work with them have an impact. so this initially comes through the industry expert. What is their area of expertise and their passion.

In the first stage of the M process which goes from M0 (zero0 to M5).

M5 is a signed contract, M0 is walking in the door. So start off working with the industry expert and the researcher in close proximity, you just sit there and say tell us about your industry. What are the areas in the industry that you believe are rea;lly interested in reinventing themselves for the future. So often we say that maybe it's a Tier. 2 Tier 3 levels where people want to be tier 1 and have the strength and the courage to get there. So we look inside to actually go through what are the companies were looking at.

The next stage is to then look inside those companies to find the entry point. This is all the preparation for what we call M0 which is getting ready to start the engagement process. So inside the company, who is a transformational executive? Is it the CEO? Is it the CFO? Who is it? So we're looking to find the right person and the researcher will help to work that out because they know how to identify transformational leaders versus an operational leader. 03:52 look at that and then start working out how do we get into this organisation.

The key to the organisation comes from the industry expert and they have to answer very simple questions which is why would these executives, in these interesting companies- visionary companies, why would they want to hear from us? what is it that they want what we can supply? And if we can't answer that question, the researcher does not go in and start opening the door until we're all convinced that this person or key people will be genuinely happy to research approach form us.

So we end up being transformation people talking to transformational people within a transformational company.