



Commercial Acumen



Intermediate

For experienced practitioners who have a sound understanding but would like to further improve their skills.



4 CPD Hours

Course overview

What makes you different from all of the other providers of legal services in New Zealand? Do you really know your clients, their businesses and aspirations? Are you making the most of your internal referral network or do you not have one? Why aren't your clients asking you to do more for them?

You will be amazed at how the simplest of changes can make a world of difference to your business processes. This unique research based session will provide you with the knowledge and tools to open up your business and help you build on your existing client base.

Spencer will take delegates on a journey through the importance of the client relationship and how Emotional Intelligence plays a critical part of acquiring and maintaining client relationships in your firm.

This 4 hour session will cover:

- The importance of understanding your clients
- Psychology of behaviour
- Peak performance research
- The importance of asking great questions
- The importance of using a process
- Needs analysis and associated frameworks
- Intent versus commitment



Presenter Spencer Willis, Head of Customer Experience, Callaghan Innovation

Spencer's nearly 30-year career has been colourful and seen him work across several industries from the financial sector in London, New York and Hong Kong in the wholesale Government bond and foreign exchange sector. Founding & leading Digital start-ups here in NZ including a social media influencer agency and Youth focused media agency. Driving growth in established market research organisations and designing NZ's first online market research platform.

His current role in Government for Callaghan Innovation sees him lead the Customer Strategy initiative which, is at the heart of one of the most ambitious Government agency transformation programs.

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Call **+64 9 300 1799** Email cle@collaw.ac.nz

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