



**Teleconference**

**Date:** Friday, Dec. 9  
**Time:** 12 noon ET  
 11 am CT  
 10 am MT  
 9 am PT  
**Number:** 1-712-432-0800  
**Access code:** 874108#

***Get balanced and be courageous:  
 Start using your head and heart, not just your hands***

Thanks for signing up for the teleclass for independent communication consultants. Your action shows your interest in developing yourself and your skills. Now take a few minutes—*preferably before our Friday, Dec. 9 call*— to check how well you’re taking actions to serve as a strategic communication advisor. This homework will help you get more out of the teleclass.

**Ask yourself: *To what extent do I take these five key actions?***

5 Key Actions of Strategic Communication Advisors	To what extent are you taking these actions?
<p><b>1. Your clients comment on your high business acumen.</b></p> <p>You know business and your clients’ industries. For example, you understand the competitive pressures your clients operate under, the challenges their customers face and trends influencing their industry. You speak about business issues with them, not just communication topics. You also provide communication advice within their business context.</p>	<p><input type="checkbox"/> 1. I’m not  <input type="checkbox"/> 2. I do sometimes  <input type="checkbox"/> 3. I usually do this  <input type="checkbox"/> 4. I always do this</p>
<p><b>1. You have high self-awareness as well as a great skill set.</b></p> <p>You take the perspective of the clients you serve, support them in a systematic way and help them improve their business results. You are conscious about how you present yourself, you regulate your behavior, you continuously develop and improve your skill set and you stay abreast of research and developments. You also have a clearly defined personal brand (or company brand) that you live with your words and actions.</p>	<p><input type="checkbox"/> 1. I’m not  <input type="checkbox"/> 2. I do sometimes  <input type="checkbox"/> 3. I usually do this  <input type="checkbox"/> 4. I always do this</p>
<p><b>1. You build trusted relationships.</b></p> <p>You know that business is all about relationships, which is especially true as you’re working closely with your clients. You’re personable and considered easy to work with, especially since you have a positive outlook. You keep your word and other commitments, you’re discreet with confidential information and you provide constructive feedback. You’re comfortable speaking truth to power. As a result, you’re trustworthy.</p>	<p><input type="checkbox"/> 1. I’m not  <input type="checkbox"/> 2. I do sometimes  <input type="checkbox"/> 3. I usually do this  <input type="checkbox"/> 4. I always do this</p>

5 Key Actions of Strategic Communication Advisors	To what extent are you taking these actions?
<p><b>1. You take the initiative to act as a coach/trusted advisor.</b></p> <p>You generally act before you're asked. You relate your advice to urgent, pressing issues. You speak in verbal billboards in a timely, specific and generous manner. You identify emerging issues that your clients care about—or need to care about—and you raise them at appropriate times.</p>	<p><input type="checkbox"/> 1. I'm not</p> <p><input type="checkbox"/> 2. I do sometimes</p> <p><input type="checkbox"/> 3. I usually do this</p> <p><input type="checkbox"/> 4. I always do this</p>
<p><b>1. You think strategically.</b></p> <p>You look up and out, not just down and in. You think about tomorrow because you have a future focus. You also analyze opportunities and problems from a broad perspective. You try to understand the potential impact on others, especially any unintended consequences. You figure out how to take incremental actions that will advance your clients' goals. And when appropriate, you also suggest far-reaching actions.</p>	<p><input type="checkbox"/> 1. I'm not</p> <p><input type="checkbox"/> 2. I do sometimes</p> <p><input type="checkbox"/> 3. I usually do this</p> <p><input type="checkbox"/> 4. I always do this</p>

### How do you score?

Scoring	How to Interpret Your Score
<p>1. # of 1s: ___ x 1 = _____</p> <p>2. # of 2s: ___ x 2 = _____</p> <p>3. # of 3s: ___ x 3 = _____</p> <p>4. # of 4s: ___ x 4 = _____</p>	<p><b>&lt; 9 points</b>— You deserve kudos for taking this assessment. You're starting to think about the importance of taking your career to the next level. Now it's time to decide whether you want to learn new skills and change your mindset. If so, apply for the upcoming Strategic Action Group for Consultants, <a href="http://www.connectconsultinggroup.com/strategicconsultant">www.connectconsultinggroup.com/strategicconsultant</a>.</p>
<p><b>Your Score</b></p> <p><b>Total of 1-4:</b> _____</p> <p><b>(max 20)</b></p>	<p><b>10–17 points</b>— You have started to take steps toward being a strategic advisor. However, you're not consistent with your actions. To strengthen your skills and start to position yourself as a trusted strategic advisor, you can sign up the Strategic Action Group for Consultants, <a href="http://www.connectconsultinggroup.com/strategicconsultant">www.connectconsultinggroup.com/strategicconsultant</a>.</p> <p><b>18 - 20 points</b>—Congratulations! You're acting as a trusted strategic communication advisor. You can gain additional skills, meet like-minded other independent consultants and share your tips that will help others by joining the Strategic Action Group for Consultants, <a href="http://www.connectconsultinggroup.com/strategicconsultant">www.connectconsultinggroup.com/strategicconsultant</a>.</p>

### About the Strategic Action Group and the Facilitator

For information about the Strategic Action Group for Consultants that starts January 27, check out [www.connectconsultinggroup.com/strategicconsultant](http://www.connectconsultinggroup.com/strategicconsultant). **Liz Guthridge** of Connect Consulting Group works with communication leaders to make their departments more strategic, effective and efficient. Liz also helps other functional leaders introduce new change initiatives. She completed the Results Coaching Program through the Neuroleadership Group founded by Dr. David Rock. She has a BSJ from Northwestern University, an MBA from the University of Connecticut and an MA from the University of Southern California.