

***Why you need more than  
technical skills to achieve  
business success, and what  
really makes the difference***

**21 OCTOBER 2019**

The webinar will begin shortly...

## ***Business & Management***

*20 minute webinar: Why you need more than technical skills to achieve business success, and what really makes the difference*



**Joanna Gaudoin**

Why you and your  
people need more  
than technical  
skills & knowledge  
to achieve  
business success

ICAEW

Joanna Gaudoin

Inside Out Image

21<sup>st</sup> October 2019



# Today

- ✓ Why more than technical skills & knowledge is required
- ✓ Key necessary skills & professional scenarios

# Think of...



# Emotion vs. logic



# We are not...



# We need to build...



# How your team relate to others cannot be ignored

*EQ is responsible for*

58%

*of your job  
performance*



# The machines are coming...



# Often untaught, yet important skills

97% of UK employers  
believe 'soft' skills are  
crucial to success

YET

75% believe their  
employees lack the 'soft'  
skills they need

Skills which can be developed:

**Awareness**



**Education**



**Practice**

# The fundamental challenge



# How to achieve this



# Building blocks

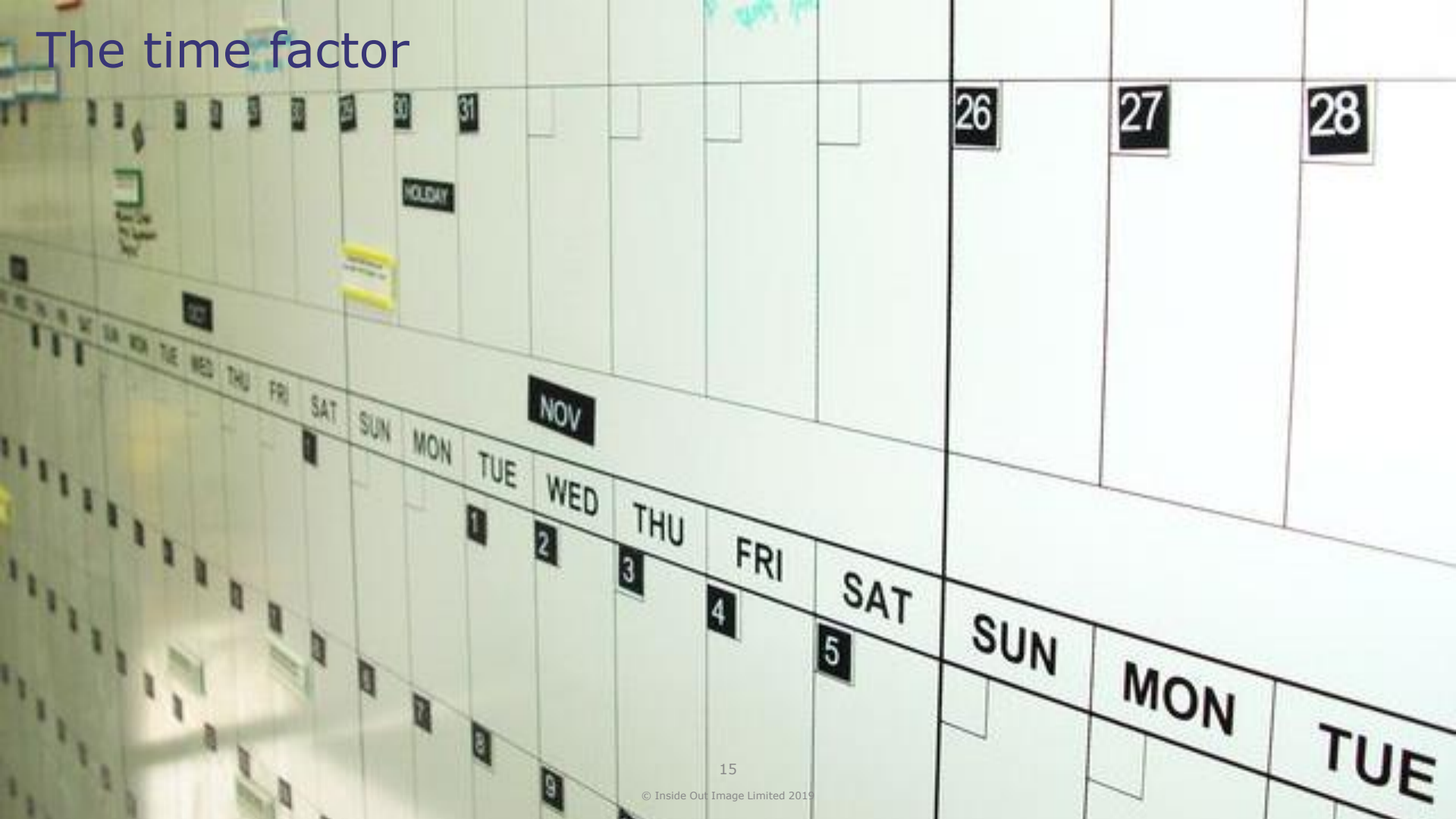


# The Trust Equation

$$\begin{array}{c} \text{T} \\ \text{Trustworthiness} \end{array} = \frac{\begin{array}{ccc} \text{C} & + & \text{R} & + & \text{I} \\ \text{Credibility} & & \text{Reliability} & & \text{Intimacy} \end{array}}{\begin{array}{c} \text{S} \\ \text{Self-Orientation} \end{array}}$$

Trusted  
Advisor  
[ ASSOCIATES LLC ]

# The time factor



# Who



# Key skills



# Skill 1



# Skill 2



# Skill 3



# Skill 4



# Skill 5



# Skill 6



# Skill 7



# Skill 8



# Personal Impact & Relationship Management Skills

Ultimately to:

- ✓ Retain clients.
- ✓ Gain new clients.
- ✓ Work more effectively.

Help individuals progress their careers & organisations improve their performance

# What next?

- Questions?
- Top 10 reminders document
- Discuss in more detail?

What action will you take?

# INSIDE OUT<sup>IMAGE</sup>

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people • performance

1-2-1 Consultations • Corporate Training • Speaking



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## Free 60 minute webinars – 10.00am

*The Macpherson Report – lessons for the private sector*  
20 November

*Practical Excel tips*  
2 December

## Free 10 minute webinar – 12.30pm

*Networking for serious thinkers*  
11 November

## Free evening events

*Resilience and fortitude*  
26 November

## Free 20 minute webinars – 12.30pm

*Top tips on powerful presentations*  
6 November

## E-Learning lecture – 9.00am

*Transform your enterprise with winning KPIs*  
12/13 November

# *Business & Management*

## ***THANK YOU FOR ATTENDING***

Contact the Business & Management Faculty

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