



Professional Services
PROFESSIONAL

 **APMG** International

PS Professional training & certification

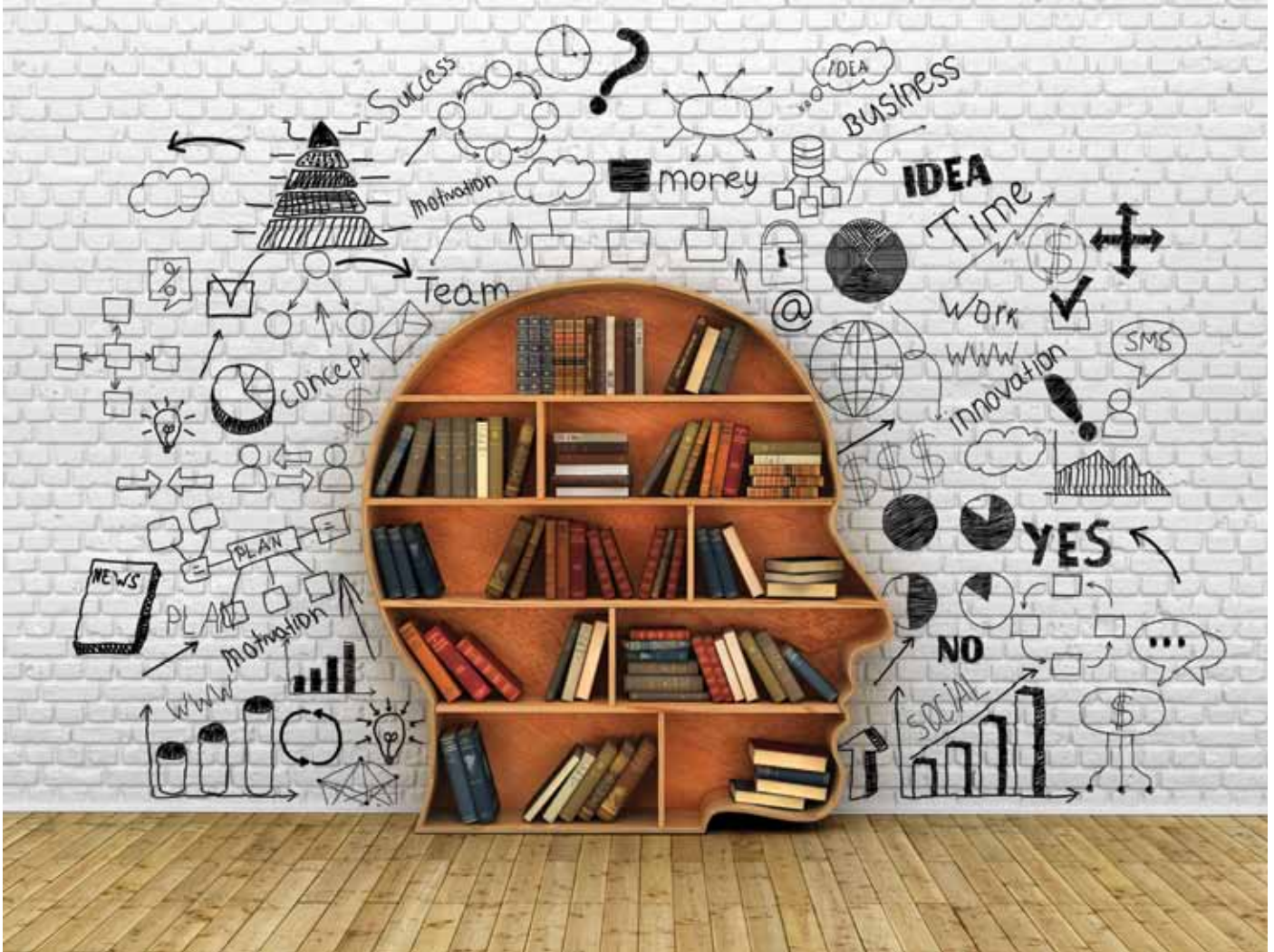
Developing the consultants
of tomorrow



In an environment of intense competition and increasing change, employers, customers and partners have increasingly significant expectations of their consultants and Professional Services (PS) teams.

Microsoft Professional) and/or non-vendor (e.g. ITIL®, PRINCE2®) certifications.

However it takes more than technical skills to stand out in today's increasingly complex professional services world and there has been little in the way of a clear development path for developing crucial non-technical, personal and commercial skills and competencies. It is these 'softer' skills that are often neglected and the most challenging to develop.



"Firms rated highest for engaging and enabling their staff achieve four and a half times the revenue growth of their lowest scoring counterparts and see up to 54% improvement on staff retention".

“Collaboration, agility, transparency, innovation and productivity are the five key challenges facing global companies over the next five years, according to data based on more than five million employees worldwide”.

Results of a 2015 survey by The Institute of Engineering and Technology identify the key skills gaps facing organizations:

“Employers say the main skills gaps across all candidates are business acumen, practical experience and leadership and management skills – and, more generally, the ‘soft’ and ‘work ready’ skills”.

So what are the key characteristics of the “consultant of tomorrow”?

- Agile and multi-skilled
- Self-motivated and adaptable
- A great communicator with both internal and external customers
- Sound understanding of the commercial aspects of business
- Strong focus on customer needs
- Ability to work collaboratively
- Is trusted and builds & maintains strong relationships
- Understands operational and service challenges
- Takes the initiative with strong leadership traits

The potential benefits to both employers and clients of more rounded, commercially-savvy and customer-focused professionals are significant:-

- Imagine the technical solutions architect who is not only a master of the solution itself but can also identify additional sales opportunities because they are trusted and have credibility with the customer.
- Part of the role of the technical consultant is to explain the solution but to convince people to come with you on the journey; adding personal & commercial competences to technical depth will immediately leverage the consultant's effectiveness.
- The average win rate for an opportunity is 30%. This means that 70% of the time a deal is lost and precious time wasted. What if the win-rate could be increased by cracking the code on customer insight, uncovering the clues to what drives their behaviour and their buying pattern?



The PS Professional certification programme

Adding professional breadth to technical depth: developing the consultants of tomorrow

PS Professional is the world's only non-vendor certification scheme that addresses the need to develop personal and commercial competencies, whilst recognizing and complementing existing technical qualifications.

Developed by respected and well-known industry authorities, PS Professional is a set of highly relevant certifications created for consultants and PS professionals. Monitored

by an independent board of key industry stakeholders, the certification programme is designed to help professionals unlock their potential and stand out from the crowd.

PS Professional aims to shape the consultant of tomorrow, expanding upon their technical expertise to offer greater commercial insight and personal effectiveness through a practical and respected training and certification programme.

The certification scheme is aligned to the five core characteristics that make up a high-performance consultant and PS professional.



Athlete
Personal
Effectiveness



Executive
Business



Rainmaker
Commercial



Authority
Technical



Catalyst
Operational

- **ATHLETE** (Personal Effectiveness): To be effective in the demanding environment of modern business you need to be agile, efficient and have plenty of stamina. Managing priorities, balancing objectives and satisfying stakeholders are daily challenges that the business Athlete must meet with ease.
- **EXECUTIVE** (Business): Technical skills are not everything for the 21st century PS professional. Business acumen and strategic awareness are vital for your continuing success. The Executive is as at home in the boardroom as the server room thanks to their industry knowledge.
- **RAINMAKER** (Commercial): Working closely with clients and understanding their challenges puts a professional in a unique position to generate business opportunities. The Rainmaker has a deep commercial awareness and sales orientation. They are able to accurately assess the customer needs and align them with current and future business offerings.
- **CATALYST** (Operational): With IT at the core of modern business, the best professionals understand how solutions will fit into every department in a business. They can see where potential issues can arise and solve these issues. The Catalyst understands the operational implications of every stage of their work and will ensure the customer has the best experience at every stage.
- **AUTHORITY** (Technical): IT is integral to every modern business, and the sector is always changing and expanding. That is why the modern consultant/PS professional has to be an expert in their field. Clients need to feel that their business is in the hands of a credible authority if they are to be happy with the solution/service.

Each of the five characteristics represents a module of the certification programme, each supported by a syllabus and Foundation-level certification (Practitioner and Professional levels for each module will follow). The programme has been carefully designed to offer a development path for various levels of professionals operating in the professional services field.

Each of the modules and syllabus is supported by popular publications, well established in the business world for the valuable knowledge, tools, processes, practices and insight they offer.

ATHLETE	<ul style="list-style-type: none"> • “How to Win Friends and Influence People in the Digital Age” • “The 7 Habits of Highly Effective People” • “How to be a Productivity Ninja”
EXECUTIVE	<ul style="list-style-type: none"> • “Key Management Models: The 75 Models Every Manager Needs to Know” • “The 30 Day MBA in Business Finance” • “The 30 Day MBA in Marketing”
RAINMAKER	<ul style="list-style-type: none"> • “Shipley Capture Guide” • “Insight Selling” • “Shipley Proposal Guide”
CATALYST	<ul style="list-style-type: none"> • “Managing Expectations: Working with People Who Want More, Better, Faster, Sooner, NOW!” • “Practical People Engagement: Leading Change Through the Power of Relationships” • “Praxis Framework”
AUTHORITY	<ul style="list-style-type: none"> • “Handbook of Technical Writing” • “Persistent Forecasting of Disruptive Technologies”

Training and certification

Supporting training courses are provided by a network of training organizations accredited by APMG International.

Training and certification offers professionals the opportunity to develop their skillset and stand out in the increasingly competitive world of professional services, equipping them with skills and competences to better satisfy increasingly complex client demands.

Benefits of PS Professional training and certification:-

- Gain and develop immediately useable skills and competences
- Complement existing technical skills with broader personal and commercial strengths
- Demonstrate progression and career development
- Contribute beyond technical circle of influence
- Improve productivity and personal effectiveness
- Become more customer-focused and build stronger relationships
- Be more commercially-savvy for more effective and profitable outcomes
- Gain a broader understanding of the business environment
- Demonstrate your ‘all-round’ professional capability
- Independent recognition of your personal and commercial skills
- Deliver more value for both clients and employers
- Become a more rounded professional and stand out from the crowd
- Become a consultant of tomorrow!

Who is it for?

The PS Professional training and certification programme is aimed at a wide range of roles operating in professional services; examples include:-

- Professional Services Manager
- Business Solutions Consultant
- Technical Solutions Consultant
- Pre-Sales Consultant
- Project / Service Managers

The PS Professional Turbo: find out which modules are for you

It is part of human nature to be a poor judge of our own competencies. We often assume we know everything we need to know in a given area, or conversely fail to recognise our own strengths.

The **PS Professional Turbo** gives you an impartial assessment of your skills, one that you can use to plan your professional development. Mastery of any skill is an ongoing process, but understanding where best to focus your efforts is essential for consistent improvement.

Start your journey to becoming a consultant of tomorrow with a free assessment at <http://psprofessional.com/free-assessment/>.



Further information

For further information, please visit the official PS Professional and APMG International websites:

www.psprofessional.com

www.apmg-international.com/PSP

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