

ACTIONABLE CONSULTING PARTNERS

# Impact System

2024



# Why We're Here

**You know you're capable of greater impact.**

You don't want to materially change your offering, and you don't want to work more.

But... *there must be more possible, right?*

In today's workshop, we're digging into three road-tested strategies to:

- ✓ **win more business**
- ✓ **make change happen** and
- ✓ **prove the impact** of your programs

by focusing on (and delivering) **impact**.

These three strategies helped 90+ consultants win, deliver and prove their impact on 1000+ programs this year.

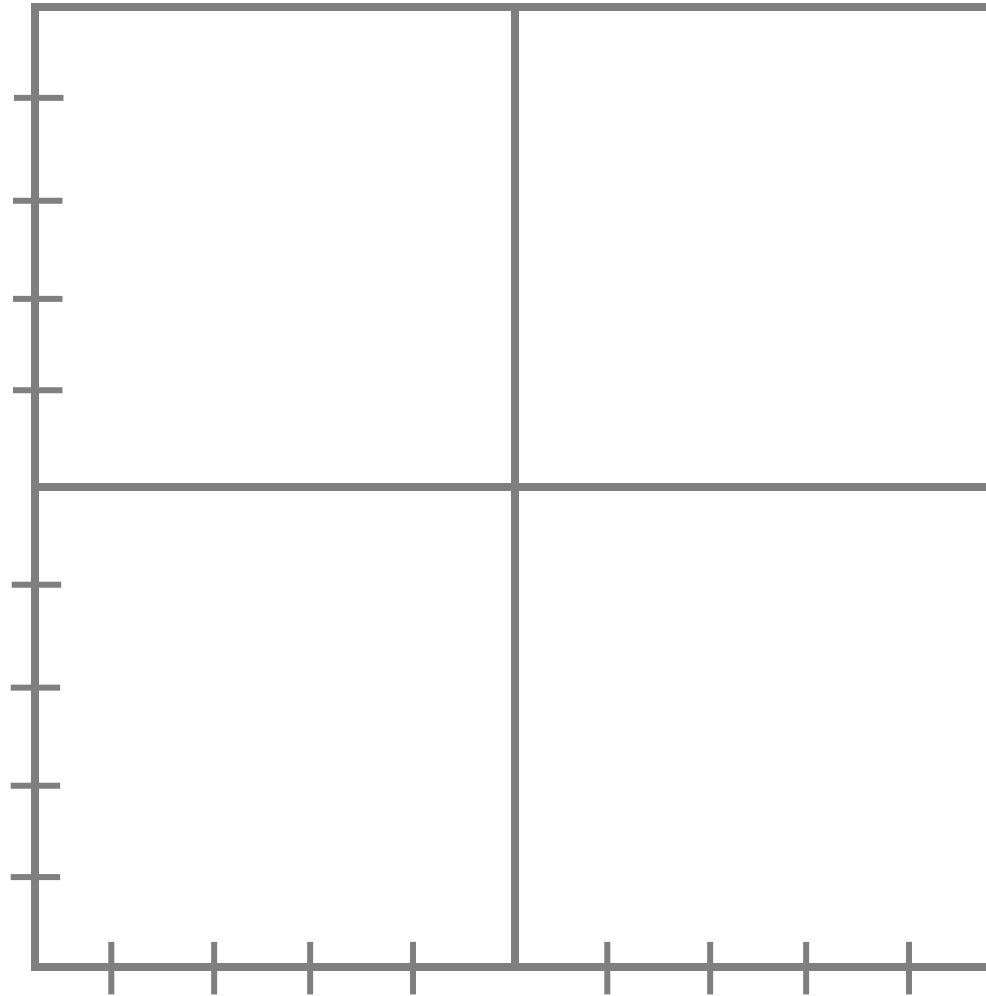
Let's get into it.

# Sell Impact

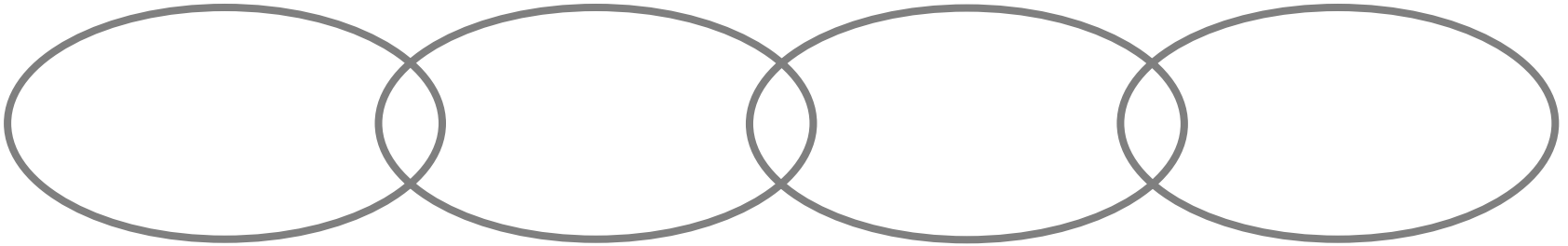


**Actionable.**

# Win more business by focusing on Impact



# The Impact Value Chain



1. Are you looking for someone to \_\_\_\_\_, or are you intending to \_\_\_\_\_ with this program?
2. Assuming this \_\_\_\_\_ program is a wild success, **how are people** \_\_\_\_\_ **afterwards?**
3. Assume that people are \_\_\_\_\_ : What \_\_\_\_\_ would that have on the \_\_\_\_\_?
4. How \_\_\_\_\_ is that \_\_\_\_\_, in support of \_\_\_\_\_?

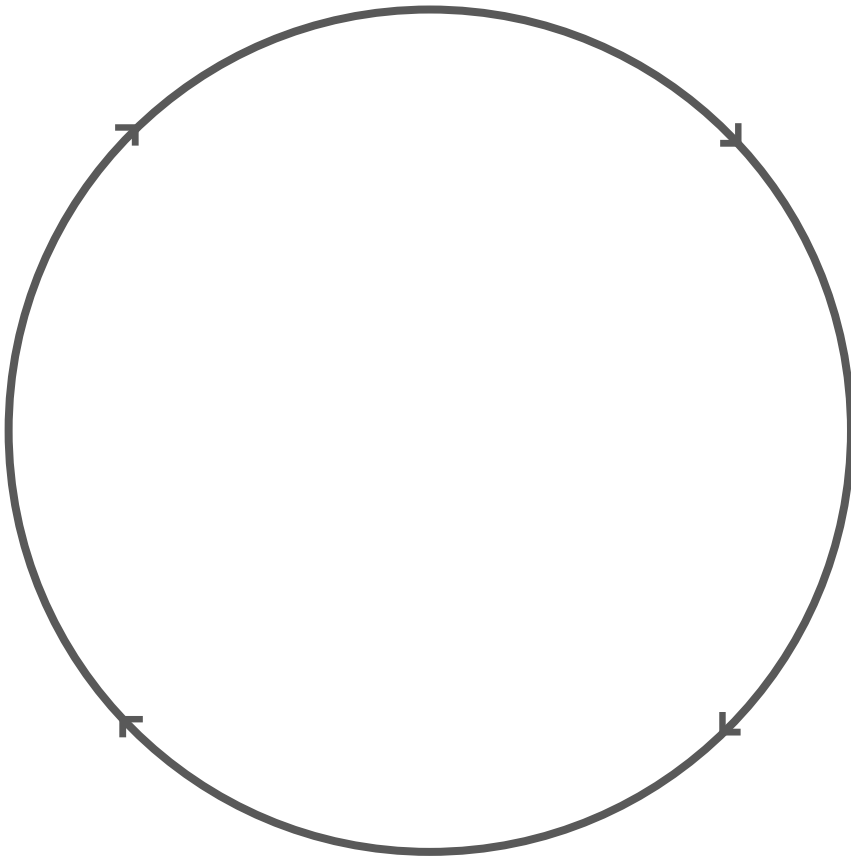
## Notes

# Ensure Change Happens



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# The Insight-Action Flywheel



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## Conversion

W \_\_\_\_\_  
I \_\_\_\_\_  
I \_\_\_\_\_  
B \_\_\_\_\_

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## Notes

# SCALING IMPACT

## Prove your Impact

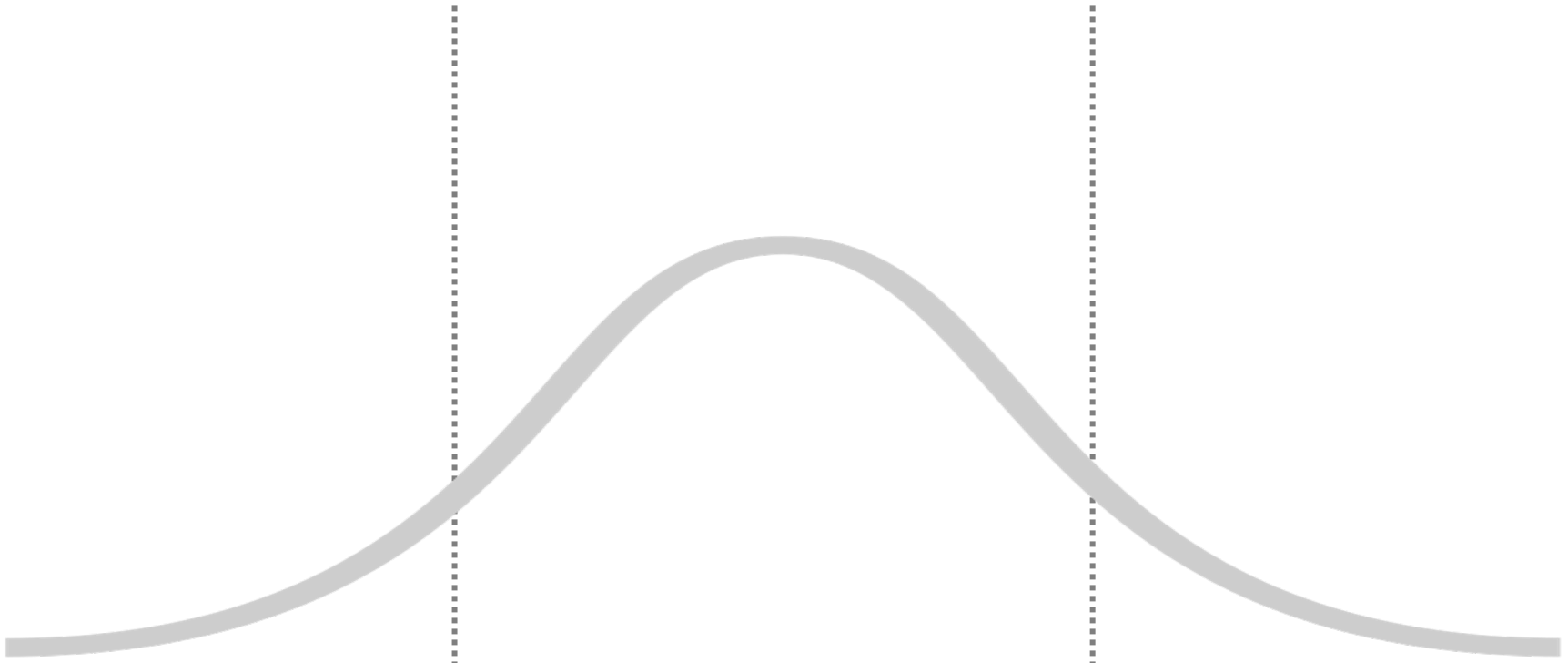


**Actionable.**

# Impact Reporting

## Clustering

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## Notes

# SCALING IMPACT

## What's Next



**Actionable.**

# Actionable: Your System for Scaling Impact

Win more business, create greater impact & elevate your trusted advisor status.

## Technology

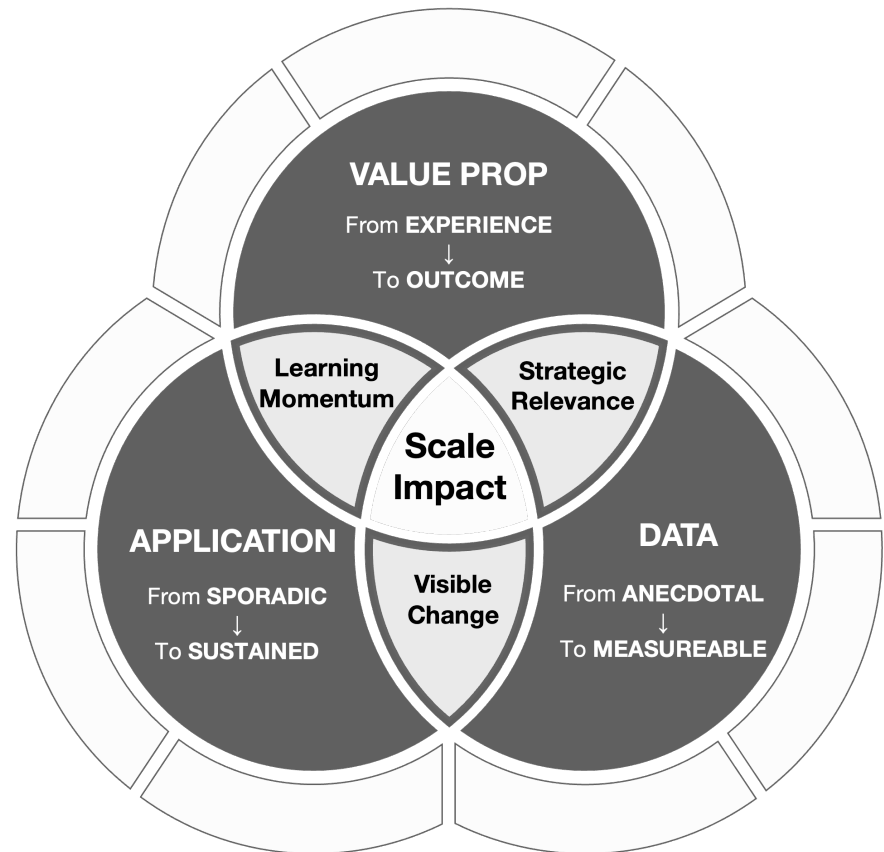
- Action & Reflection Nudges
- Scalability
- Analytics & Reporting

## Methodology

- Behavior Science
- Social Science
- Data Science

## Community

- Content
- Coaching
- Connection



# What's Next

If you've found today's session useful and would like help implementing it, let's chat.

We only work with a handful of new consulting partners each quarter, so let's see if we're a mutual fit.

[\(You can book a time here\)](#)

## **A couple things worth knowing before booking a call:**

- ✓ We believe the purpose of your programs is to drive change (not just deliver content)
- ✓ Actionable's programs work best for consultants who are already established. You don't have a credibility problem. You have a desire to grow your impact, without adding complexity or time.
- ✓ Over 400 consultants have leveraged Actionable to win more business, make learning sticky and prove the impact of their programs... without changing what already works.

## **What to expect on the call:**

1. We'll ask about you – where you're at and where you're going (your ideal future state)
2. We'll dig into the three pillars of being an Impact-first firm
3. We'll do a quick audit on where you're at with each and provide targeted advice on what to do next.
4. If we think we can help, we'll invite you to the next step. If we don't, we'll let you know that, too.

Looking forward to it.