

Client Coordination

- **Shared objective / Same team**
 - Similar interest both wanna make money
 - If you want money IN for you. You need to make them money first care about THEM
 - Connecting everything to the goal
 - Work as a team
 - Make sure you're rewarded fairly
- **Risks Are WAY Higher For Them Than You**
 - Their reputation is their living that's how they make money
 - Your saying is im gonna pretend to be you and help you make money im gonna change everything and take charge
 - That's SUPER BIG ASK / RESPONSIBILITY
 - They will look at upside / downside
 - Actually help them
 - Prove your capable
- **Don't Be Wrong**
 - Make sure you propose a good idea
 - If you give them bad advice they don't trust you
 - Authority is built up overtime but can be lost quickly
 - Get it reviewed by TRW students on big ideas / strategies
- **If your wrong take accountability**
 - When the client says I don't like this work you've done you feel threatened and be emotional avoid this
 - When you propose an idea and they don't like it take the feedback and improve stay calm
 - Your work is not you
- **If you propose an idea you have to let them understand why your doing what you're doing**

- Give them a basic explanation why doing this will logically work
- Don't tell them the entire bootcamp but just basic understanding
- Also connected it back to your shared objective
- Share other examples that have used the same strategy like top players Claim - proof
- Perspective of their customer
- **Give them the feeling inclusion of the process**
 - Make them feel in control to make them feel like they still take care of the business
 - Give them opportunity to influence and help you feedback, clarification,
 1. When giving an idea micro or macro - You wanna give them two options that are good - Which of these do you like best - Showing respect - make them feel a hero
 2. Keep them in the loop and ask for feedback
 3. Ask clarifying question like data like market research etc The way the business works etc - Included shared objective too
- **If you show up and care about there outcomes and much as they do they will treat you like a business partner**
 - Put more effort in and CARE more then them
 - They will love and trust you
 - Where pushing for this objective
 - This is how you get tips
- **Your the character they can rely on competence - Dont be killed under pressure**
 - If your always calm clear take feedback and improve
 - You will be very valuable to them
 - Someone who always delivers - You will be the rock they will throw money at you
- **Your future success depends 40-60% on your ability to work with other people collaboratively**

This will shift from sighing against each other to working together