

BRYAN WHITEFIELD



Persuasive Adviser Program – Become a Master Influencer



 **RiskNZ**

www.risknz.org.nz



RiskNZ

RiskNZ is the leading non-profit association for risk professionals in New Zealand. The Society brings together people and organisations managing risk under the guiding vision that New Zealand prospers when risk is well managed. Our focus is to organise regular opportunities for members to meet and experience a wide variety of professional development and networking opportunities.

The society supports special interests groups, encourages research, informs public thinking, influences government, and conducts other activities to achieve risk management best practice in the private and public sectors.

Training and Development

RiskNZ is proud to partner with Bryan Whytefield Consulting to bring the latest in training and development opportunities.

Terms and Conditions

Note: By completing and submitting a course application form (online, emailed request or in any other form that was used to make a training booking), you are agreeing to [RiskNZ's Training Terms and Conditions](#).

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BRYAN WHITEFIELD



Bryan Whitefield is a management consultant operating since 2001, specialising in risk-based decision making and influencing decision makers, born from his more than twenty years of facilitating executive and board workshops. He is a certified Visual Presenter and highly respected trainer known for his relaxed, humorous, 'says it how it is' approach resulting in a fun experience for his students.

Bryan's experience as a risk practitioner includes the design and implementation of risk management programs for more hundreds of organisations across the public, private and not-for-profit sectors. Bryan is the author of *DECIDE: How to Manage the Risk in Your Decision Making*, *Persuasive Advising: How to Turn Red Tape into Blue Ribbon* and *Risky Business: How Successful Organisations Embrace Uncertainty* (#1 Amazon Best Seller). Bryan was President and Chair of the RMA from 2013 – 2015 and he is licenced by the RMA as a Certified Chief Risk Officer (CCRO) and is the designer and facilitator of their flagship Enterprise Risk Course since 2019.

For more information on Bryan, you can email him at bryan@bryanwhitefield.com or visit his website www.bryanwhitefield.com



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The average piece of business advice to an executive takes about 8 hours of your and your team's time to prepare and 15 minutes to deliver. Those 15 minutes simply cannot be wasted.

About

RiskNZ is proud to bring the risk community Bryan Whitefield's Persuasive Adviser Program, which has been delivered successfully to full-houses across the public, private and not-for-profit sectors.

The Persuasive Adviser Program tackles the challenge risk advisers, practitioners and managers have with getting their message and key advice through to their stakeholders.

It will give risk practitioners all you will need to make the difference you know you can make, so you can create the change that is needed in your organisations. Join the Persuasive Adviser Program to learn practical tools and techniques that will enable you to influence your stakeholders as a trusted Adviser and have a greater impact on outcomes.

Every attendee to the Persuasive Adviser Program will get a complimentary copy of Bryan Whitefield's book, [Winning Conversations: How to Turn Red Tape Into Blue Ribbon](#).

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Course Overview

1. Perceptions of internal advisers
2. Achieving Persuasive Adviser status

The Pathfinder Model

1. Why decision making can be improved
2. MCI – Motivation – Clarification – Implementation

Stand – Paint – Tell – Make

1. How to stand in your internal client's shoes
2. How to paint them a picture
3. How to tell them a story
4. How to make them believe

Action Plan

- Developing your toolbox
- Planning your journey
- Making yourself accountable

One of the most common complaints Bryan hears from internal advisers of all kinds (admin, finance, HR, IT, risk, compliance, procurement and audit as examples) is that it is often difficult to get some business leaders to listen to them and even harder to get them to act on their advice. He hears things like:

“Sometimes I feel like I am there just to keep them out of trouble with the boss, they don't really see me as a key adviser.”

“It is because what I do is not sexy like sales or marketing (private sector)/like the Minister's favourite program (public sector).”

“If I was the CEO they would sit up and listen!”

While all of these comments are examples of the challenges internal advisers need to overcome to cut through with their advice, they are not the cause. There is more going on.

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For starters, most advisers have to be a corporate cop from time to time. They have to say to the business that certain policies, frameworks, and processes have to be followed. Worse still, sometimes advisors have to report a problem when the business has not done the right thing.

It then makes it very hard to turn around the next day and say to a business leader, “I am your trusted adviser on this and you should heed my advice.” The imperative for an internal adviser is to solve problems for your internal clients. The way to do that is to stand in their shoes, understand their problems, and deliver solutions.

Consider the trust scale in the diagram below. Are you seen as a controller, like a financial controller, or an expert? If so you are not having the impact you could, you are not making the difference you know you can make.



The Persuasive Adviser Program: How to turn red tape into blue ribbon will give you all you need to make the difference you know you can make, to get invited to provide your advice 5 or 10 times more than you are now so you can create the change that is needed. While it covers so many of the traditional elements of a trusted adviser program such as listening and influencing skills it has so much more.

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Learning Objectives

Here is what you will learn in the program:

- How best to stand in the shoes of your stakeholders and internal clients, including the executives and the board.
- How to paint them a picture to clarify and engage.
- How to use stories to connect and inspire.
- How best to ensure you have so much credibility, they cannot help but follow your advice.

Underlying each of these is the MCI Decision Model that is the subject of Bryan's book [DECIDE How to Manage the Risk in Your Decision Making](#). The model is the key that will help you to unlock the door to the decision-making processes of those you are advising so you can deliver the right message at the right time to get the right decision.

Format of the Course

Two Half-Day Online Learning Workshops

Course Dates:

- Mon, 7 Apr | 1-5pm AEST & Tue, 8 Apr | 9am-1pm AEST
- Mon, 4 Aug & Tue, 5 Aug | 1-5pm AEST

Location: Online Zoom Meeting

PRICE: Members: NZD\$900+ GST | Non-Members: \$1,090+ GST

Next steps: Register Via: adminofficer@risknz.org.nz, Receive Invoice, Payment, Bryan Whitefield will make contact to get you set up for the training days.

