

**4twenty2**

# Creating inspiring advisors at CACI



**As a result of the training I can see the team are thinking more commercially and lowering their self-orientation. As well as the impacts of better conversations with clients and stronger relationships, there is also increased client buy-in and satisfaction. This has already led to a financial benefit with a number of other projects also signed off.**



## Need

CACI Ltd offers an unrivalled range of data, marketing and IT solutions to a wide range of industries across both the public and private sectors. Over the last couple of years, the business has driven growth across its markets with real success.

This success is in no small part down to the expert teams in the business that work with clients to help them realise their return on investment.

In the UK, it was recognised by senior leadership that to continue to enhance the positive results delivered to clients, there was a requirement to get ahead of their needs by fulfilling a more advisory role for them. This meant the team needed to focus both on delivering fantastic work, but also develop deeper client relationships and business understanding, so that they could lead and help clients achieve more of their technical and commercial ambitions.

From multiple conversations with the senior team and further discovery interviews with representatives of the consultancy team, it was clear there was an opportunity to support them in moving towards genuine advisor status. This would have the clear impact of ensuring that deliverables were always aligned to the client's business goals, but also enable further conversations that would unlock future opportunities.



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## How

Through the discovery process it was identified that it was all too easy to keep outputs front and centre, when actually the human relationship plays a hugely important role in driving impact from the client's investment.

Therefore, against a backdrop of ever-changing client demands in how they want to work with their partner agencies, we developed the Inspiring Advisors program, using a combination of live virtual campus sessions and face-to-face workshops.

Jess Wilkie, Head of Consulting and Customer Engagement, tells us more ...

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## Why did you need external help?

We have incredibly gifted consultants working in the team who deliver industry leading outputs to clients that genuinely impact their businesses for the better.

But we spotted the opportunity to enhance the consultants commercial thinking further, dialling up the quality of their client conversations so they become true guides to them. This meant developing even deeper levels of trust and taking the lead in conversations with the client's best interests at the heart of them.

Doing this would enable them to better diagnose the commercial problems of clients, leading to even more effective outcomes for everybody..

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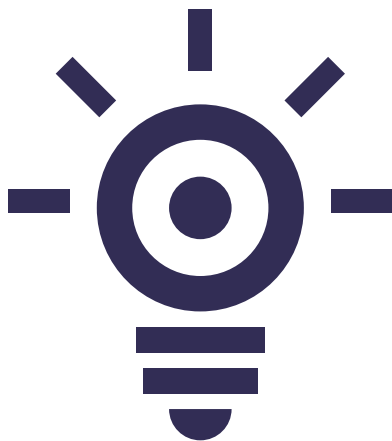
## Why work with 4twenty2?

We worked with them in the UK in the Property Consulting Group previously and got really good feedback so it made sense to find out how they could help us here. Through our initial conversations we became confident that they had approaches that were grounded in the commercial reality of how we operate.

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## How have they supported you?

It was great to see that 100% of people invited on the training attended and were highly engaged throughout. The Onboarding highlighted the real world our clients inhabit, along with their challenges and what they are looking for in a partner. The sessions then gave the team really simple, but powerful tools to help them move towards becoming Inspiring Advisors.





### How has this support impacted you and the business?

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There's no better way of describing this than in the team's own words!

- ◉ Stronger client relationships, trust and satisfaction
- ◉ Financial benefit and signing off on new projects
- ◉ Confident and valuable client conversations
- ◉ Building relationships and becoming a trusted advisor

