

FOCUS ON  
YOUR  
*Leadership*  
CONTRIBUTIONS

*Rainmaker / Mistmaker*

KEYWORD: RISK

The primary contribution of Rainmakers is to consistently bring new clients into the firm. They often, but not always, have wide networks of friends and acquaintances.

- They find it easy to refer others.
- They tend to attract people to them by their ideas, their confidence or their relationships.
- They are usually comfortable with new people or subjects they do not know well.
- Very few of them have a “system” that can be taught to others. Most make rain intuitively.
- They rarely mentor Rainmaking in others.

*Client Service Master*

KEYWORD: LOYALTY

The primary contribution of Client Service Masters is to retain and expand relationships with current clients.

- If they bring in a new client, it is usually a referral from a current client.
- They generally have a small number of close referral sources.
- They value relationships very highly and are good with people they know.
- They are most comfortable with people they know and take a great deal of pleasure in solving new problems for current clients.
- They may find it difficult to delegate or cross-sell as they do not want to upset relationships with clients.

*Technical Expert*

KEYWORD: DEPTH

Technical Experts contribute to the firm by developing intellectual property, being a “go-to” expert on technical matters and helping others in the firm serve their clients.

- They can be a “media darling” if their subject area merits press attention.
- They can develop training or systems to share their knowledge with the firm.
- They are well-known for their expertise or thought leadership.
- They almost always have advanced degrees and training.
- They do not feel comfortable referring or asking for a referral unless they have extensive knowledge on the people and subject.

*Firm Foundation Leader*

KEYWORD: BUILDER

Firm Foundation Leaders contribute to the firm by creating systems that build the capacity of the firm overall.

- They often are good at developing teams of people to take on tasks or roles.
- They tend to look to the future for everyone and like strategic planning.
- They often are involved in internal committees such as marketing, HR or IT.
- They are usually most comfortable working in teams.
- They tend to be interested in leadership and developing leadership in others.
- They are often good at building operational systems that support the growth of the whole firm.