Category

Consulting

Trusted Advisor to Strategic Partner Playbook

Recognizing and earning the further evolution from trusted advisor to genuine strategic partner

- Practitioner
- Advanced
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Overview

A framework for the relationship evolution beyond trusted advisor status — toward genuine strategic partnership where the advisor is consulted on emerging, undefined problems before they're even fully articulated, not just trusted to solve defined ones well.

What's the actual difference between "trusted advisor" and

"strategic partner" status? A trusted advisor is sought out to solve defined problems well and candidly. A strategic partner is brought into thinking about emerging, not-yet-defined problems — consulted earlier in the client's thinking process, before the problem itself is fully articulated.

Can you deliberately pursue strategic partner status, or does it

only emerge naturally? It can be deliberately cultivated, though it can't be forced — this playbook covers the specific behaviors that make the evolution more likely, while recognizing the client ultimately decides how much to invite you into earlier-stage thinking.

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