Category

Consulting

Framing Client Problems & Co-Creating Solutions as a Trusted Advisor Playbook

Building the solution together with the client, not delivering it to them fully formed

- Practitioner
- Intermediate
- Template Included

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- 07 December 2021
- 4 minute(s)

Overview

A framework for collaborative problem framing and solution co-creation with clients — genuinely involving them in shaping both the problem definition and the solution — rather than the advisor independently analyzing and delivering a fully formed answer for the client to accept or reject.

Isn't independently developing expert analysis and delivering a

polished recommendation what clients are actually paying for? Clients value genuine expertise, but co-creation doesn't mean abandoning that — it means genuinely involving the client in shaping both problem and solution using your expertise as input to a shared process, which typically produces both a better solution and stronger client ownership than a fully independent delivery.

Does co-creation slow down the consulting process?

It can take more upfront time than independent analysis, but often produces faster genuine adoption, since clients who helped shape a solution typically implement it with more conviction than one delivered to them fully formed.

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