Category

Consulting

Becoming a Trusted Advisor to Internal Stakeholders (In-House Consultant) Playbook

Earning trusted advisor status as an internal advisor, where you can't leave and the politics don't end at engagement close

- Practitioner
- Intermediate
- Template Included

- Mithun A. Sridharan

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- 4 minute(s)

Overview

A framework for internal consultants, strategy teams, and in-house advisors to build genuine trusted advisor status with internal stakeholders — adapting external-consultant trust-building principles to the very different dynamics of permanent internal relationships, organizational politics, and career interdependence.

How is this genuinely different from the other Trusted Advisor

playbooks in this series? Every other Trusted Advisor playbook in this series is written from the perspective of an external consultant with a defined, temporary engagement. This one addresses the materially different dynamics of an internal advisor — permanent organizational relationships, ongoing political dynamics that don't end at engagement close, and the advisor's own career being embedded in the same organization as the stakeholders they're advising.

Do external trust-building principles just not apply internally?

Many core principles (competence, reliability, candor) still apply, but several specific dynamics genuinely differ — internal advisors can't walk away from a damaged relationship the way an external consultant can end an engagement, and internal political capital is a persistent resource that carries across every future interaction, not a per-engagement consideration.

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Author

Mithun A. Sridharan Thought Leader

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