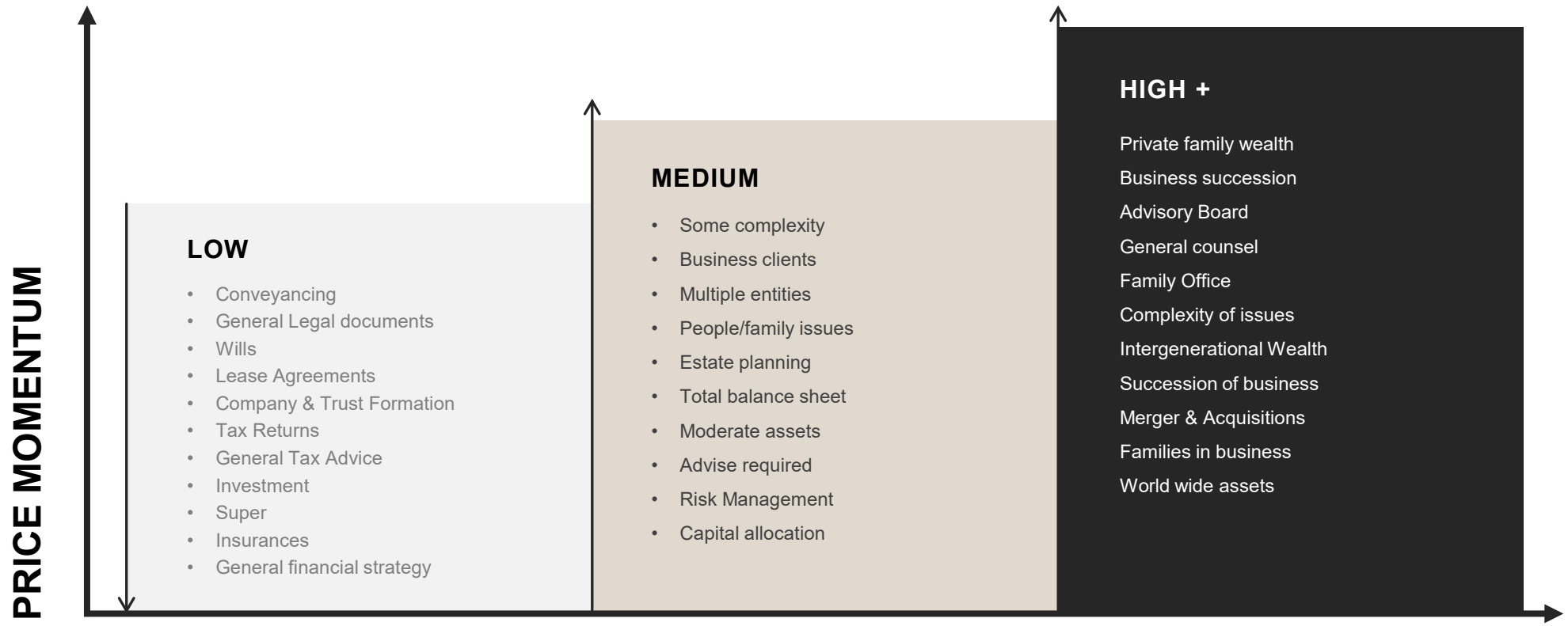




Commoditization of Professional Services



VALUE CHAIN

SKILLS REQUIRED

FORM

People skills, hard & soft, Emotional Intelligence & IQ.
 Adviser, coach, mentor

- Ability to:
- have broader conversations
 - to expand the scope
 - to stay in context
 - to articulate and position ongoing services
 - to navigate different Risk Frameworks
 - To collaborate with other professionals

- Retainers
- Yearly Plan
- Total balance sheet risk management



Commoditization of Professional Services



“A RACE TO THE TOP”

Accounting
Legal
Financial
Services



- Threats are here now
- Online
 - Cheaper
 - No advice
 - Document Production in volume
 - Discounts
 - Consumer educated/aware
 - Overseas competitors

Value sits in



- Complexity
- Sense Maker
- Intergenerational wealth
- People issues
- Business succession
- Family Board
- General Counsel
- Risk Manager
- Merger & Acquisition
- Total Balance Sheet Approach

FORM

- Retainers
- Product free
- Project management
- Collaboration

Skill Set Required

