

Client-centricity and Lifecycle Management Can't Just be an Aspiration

RICH SHEINFELD

PARTNER AND DIRECTOR
BAIN AND COMPANY

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Forward-thinking professional services firms are realizing that providing an exceptional client experience across the entire client lifecycle is the key to creating genuine differentiation and sustained competitive advantage. Today's professional services buyers demand more, and by consistently elevating the client experience, firms can truly distinguish themselves from the competition. In this discussion, learn about the pace that client needs and firm service offerings move from pioneering work to commodity work and how to adjust the management of the firm dynamically.

The truth is, a firm with a clear understanding of their position on the lifecycle has higher profitability because it can optimize resources while launching new services and sunseting older service lines. Growing and scaling a firm with diverse service offerings at various stages of the lifecycle spectrum is a challenging managerial task. The conflicting client needs, financial models, and staffing requirements can, and often do, prevent firms from scaling up.

Learn how owners can better focus their resources and drive profits up by establishing "firewalls" between operating groups. As an owner, learn how to evolve your management approach appropriately for each market your firm serves.

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DISCUSSION POINTS:

- > How have you adjusted the management of your firm dynamically to address the pace that client needs and firm service offerings move from pioneering work to commodity work?
- > What percentage of your firm's projects are in the expertise, experience, and efficiency buckets?
- > How are you ensuring that senior staff are not working on junior tasks and vice versa?
- > Have you ever implemented a Divisional Organizational Structure, and if so, how did that impact your lifecycle management?



RICH SHEINFELD Rich is the leader of Bain's procurement practice in North America, offering over 30 years management consulting experience executing global initiatives focused on driving EBITDA margin improvement and building organizational capabilities. Clients include private equity and leading global firms in diversified manufacturing, communications, aerospace, food services, technology infrastructure, utilities,

financial services, and public sector. Rich offers significant management consulting experience with clients in multiple industries including utilities, diversified manufacturing, aerospace, technology infrastructure, and the public sector. Rich is an Affiliate in Full Potential Transformation, Performance Improvement, Consumer Products and Advanced Manufacturing and Services practices. Most recent experience leading multi-year full potential cost transformation at industrial chemicals company.

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