

MARAIA
& ASSOCIATES INC.

Helping Your Clients Succeed
The Imperative of Business Acumen

TAGLaw & TIAG
Boston, MA

Presented by
Mark Maraia
May 8, 2013

©2000-2013 Mark M. Maraia Associates


MARAIA
& ASSOCIATES INC.

**How many of you feel your firm is
in need of transformation?**

How many think it's not possible?

©2000-2013 Mark M. Maraia Associates



The Mindset of a Rainmaker

- How many of you have several great rainmakers in your firm?
- How would you describe the identity or mindset of those top performers?
- How would you describe the identity or mindset of your service partners?
- Do you see the gap?
- Closing that gap is where your training and coaching resources should be focused.

©2000-2013 Mark H. Maraia Associates



Focus on the P&L

- Pre 2008, having P&L mindset or identity wasn't widely found within firms. Only your rainmakers possessed it. Today, it is a business imperative for all partners and time keepers!!
- If you can change the thinking of your partners to think and identify with C Suite (and every client's P&L) your firm will thrive and kick your competitions' butt!!
- If you don't, it will struggle, fail or get swallowed.
- Being a C Suite executive IS an identity and mindset.

©2000-2013 Mark H. Maraia Associates



Think Like the C Suite

- I'd suggest you only hire coaches who think like the C Suite.
- We've been urging clients for a decade to have as many contacts from the C Suite in your network as possible.
- We also urge you to spend as much time with them as humanly possible.
- Think of it as the poor man's approach to getting an MBA.

©2000-2013 Mark H. Maraia Associates

MARAIA
& ASSOCIATES INC.

IMBAR

**TRANSFORMING
IDENTITY & MINDSET**

- Unleash the power of your unconscious mind to help you achieve results.
- This can be done at a personal, team or organization level.
- When you discover your own personal IMBAR it's a transformative experience!

©2000-2013 Mark M. Maraia Associates

MARAIA
& ASSOCIATES INC.

IMBAR

Thienes and Brockhoff have done ground-breaking work around transforming the identities and mindsets of individuals and organizations to achieve great results

YOU ARE THE FIRST TO SEE IT!

©2000-2013 Mark M. Maraia Associates

MARAIA
& ASSOCIATES INC.

WHAT IS IMBAR?

I	→	M	→	B	→	A	→	R
Identity Who are you?		Mindset How do you think?		Behavior How does the leader behave?		Action How does your team act?		Result What is the result you seek to achieve?

©2000-2013 Mark M. Maraia Associates

MARAIA
& ASSOCIATES INC.

PRODUCE

I • M • B • A • R

REVEAL

I • M • B • A • R

CHANGE IDENTITY... CHANGE RESULTS

IDENTITY IS A CHOICE!

©2000-2013 Mark H. Maraia Associates

MARAIA
& ASSOCIATES INC.

SUSTAINABILITY OF RESULTS

©2000-2013 Mark H. Maraia Associates

MARAIA
& ASSOCIATES INC.

What is the identity of rainmakers?

- They think like C Suite/business people.
- They operate from abundance or win win.
- They possess a platinum grade network.
- They have spiritual underpinnings to their success.

©2000-2013 Mark H. Maraia Associates



What is the mindset of rainmakers?

- "I get jazzed from helping everyone that crosses my path."
- "This is FUN!!"
- "There isn't anyone I can't help."
- "I love being the connector."

©2000-2013 Mark H. Maraia Associates



IMBAR FOR RAINMAKERS

PRE-LAUNCH

Develop Organizational IMBAR
Align With Firm Leadership On Competencies
Set \$\$ Expectations/Targets
Interview Firm Rainmakers
Develop Current State IMBAR



LAUNCH DAY

Introduce IMBAR to Future Rainmakers
Review Organizational IMBAR
Share Result Expectations with Group
Begin Development of Client's Aspirational IMBAR



POST-LAUNCH

Bi-weekly Coaching to Client's Aspirational IMBAR
Quarterly Review with Firm Leadership
Quarterly "Coach the Coach" Sessions

©2000-2013 Mark H. Maraia Associates



Value and Insight

- What value is there in doing an IMBAR profile on every rainmaker in your firm?
- Please contact me if you're interested in having us come to your firm to explain IMBAR to your leaders and conduct IMBAR profiles on your top performers.
- This alone will give your firm great insight on who you need to hire and how you need to develop the skills.

©2000-2013 Mark H. Maraia Associates



The least effective leaders and coaches focus on behavior, action and results.

©2000-2013 Mark H. Marais Associates



The most effective leaders and coaches focus on mindset and identity.

©2000-2013 Mark H. Marais Associates



What has been your key takeaway from this session?

©2000-2013 Mark H. Marais Associates



- Please send me an invitation to connect via LinkedIn. You can find my profile at www.linkedin.com/in/markmaraia
- There are additional articles on our website at www.markmaraia.com
- Check out our blog at <http://maraiasrmsblog.com/>
- If you would like a copy of my free electronic newsletter, please give me your business card and write "newsletter" on the back.



©2000-2013 Mark M. Maraia Associates
