

Speaking Topics

Below are the short descriptions for my talks on business development to inspire people to think about it differently.

I also speak on related topics such as *Generating more work from cross-selling*, *Developing existing client relationships*, *The skills & confidence to navigate networking events*, and *Business development isn't just about networking at events*.

1. Why business development is everybody's business

How every client-facing individual plays a role in winning and keeping clients, and the essentials for building a culture that supports it.

Key takeaways:

- Recognise the impact of individual actions on attracting and retaining clients.
- Understand the core elements needed to establish an effective business development culture across the firm.

2. The three levers to generate business

An engaging look at the three key levers for generating more business – what they are, how they work, and how to use them effectively.

Key takeaways:

- Understand the three primary levers for generating new business.
- Apply practical strategies to draw work from each source.

3. The 5 Ps of Proactive Business Development®

My proven framework outlining the five essentials for consistently generating new work and how to put them into practice.

Key takeaways:

- Know the 5 Ps and why they're critical to proactive business development.
- Have key actions to take for each 'P'.

Joanna Gaudoin helps law firms and their people take a structured and skilled approach to business development. Many professionals find winning and retaining challenging, yet it's a core part of their role. Joanna helps individuals and firms build clarity, confidence, and capability to develop and retain valuable client relationships.

Through her company, ClientWise, Joanna works to reduce over-reliance on a few individuals bringing in work and supports a more consistent, embedded approach to growth. Her work spans consultancy, facilitation, and training through firm-wide programmes, targeted workshops, and individual coaching. Her proven framework, *The 5 Ps of Business Development®*, underpins all her work. Joanna has 15+ years of experience with law firms, accountants, banks, and other professional services. She previously worked in brand marketing and consultancy. She's an experienced and engaging speaker and author of *Getting On: Making work work*, and co-author of Globe Law and Business titles, *Business Development for Women Lawyers* and *Essential Reads for the Modern Lawyer*.