



**ANNUAL IN HOUSE AND PUBLIC
SECTOR CONFERENCE**
**The In-house Solicitor – Dealing
with Change and Upheaval**

8 November 2018

Morning keynote speaker:

Ciarán Fenton
***Building relationships at a time of
“change & upheaval”***

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The In-house Solicitor – Dealing with Change and Upheaveal

Ciarán Fenton

Building relationships at a time of “change & upheaveal”

Part 1

Talk: In-house context, next five years

Part 2

Tool-kit: Principles, Models & Tools

Part 3

Application: How?, Examples, Case Studies (Stories)

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Talk: In-house context, next five years



Full text of keynote speech available here:

<https://www.ciaranfenton.com/downloads-tools>

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Principles

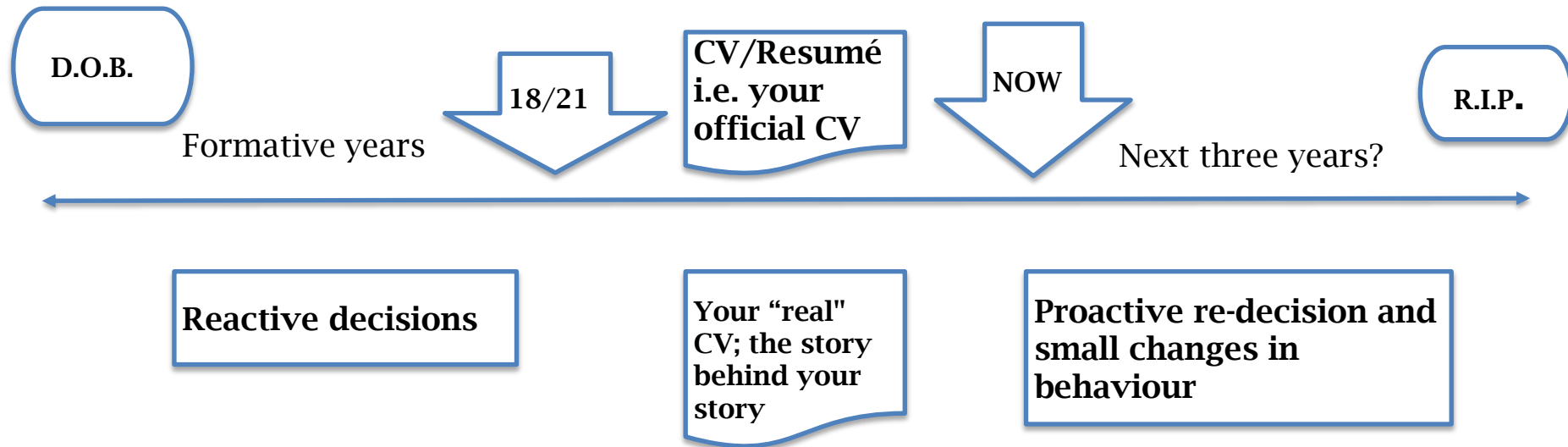
1. **People are unique; they're not human capital assets**
2. **Organisations are joint ventures between unique career businesses**
3. **Personal purpose, strategy and behaviour - Personal PSB - is linked to formative years**
4. **Organisation PSB and Personal PSB are inter-dependent**
5. **Your outstanding behavioural weakness hides your hidden behavioural strength**
6. **Your current relationships are green, amber and at least one red**
7. **Changing ten interactions in every hundred is only 10% change - that's #smallchange; these, in aggregate, have a big impact**

The Fenton Model ® 1998 -2018

Relationships Component: 1

Your Timeline

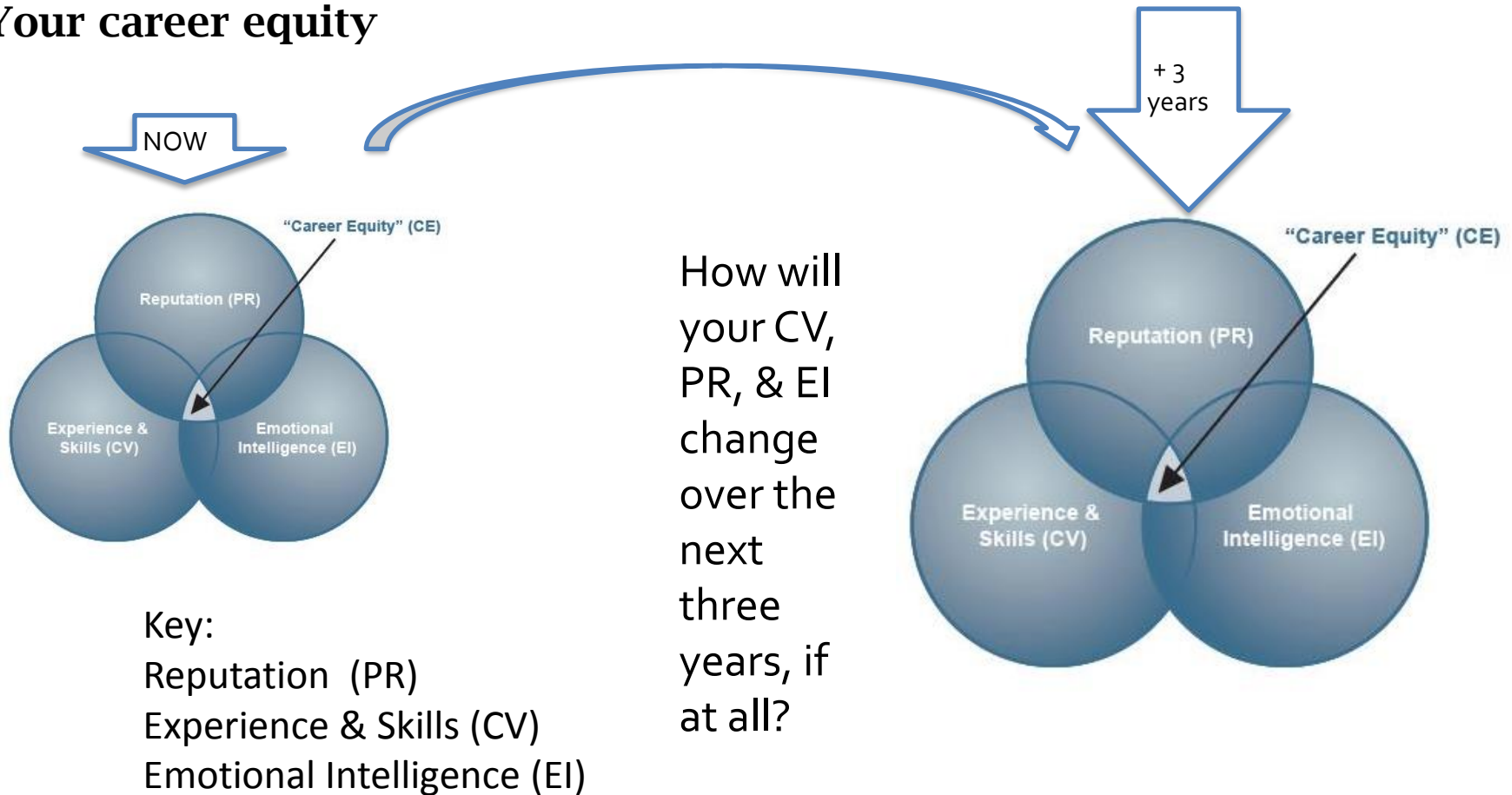
*The solutions for your future depend on small changes in behaviour.
What changes do you need to make ?*



The Fenton Model[®] 1998 -2018

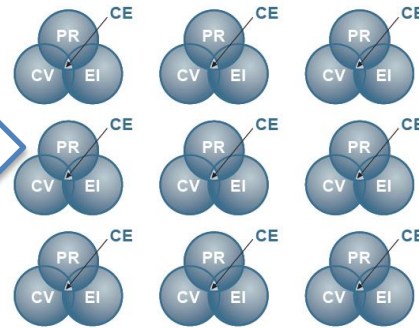
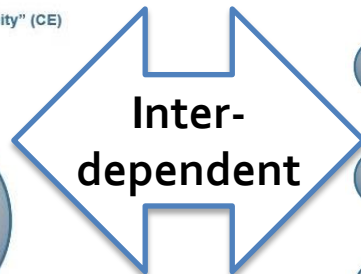
Relationships: Component 2

Your career equity



Relationships Component: 3

Purpose, Strategy & Behaviour – PSB



Personal PSB Plan

- Purpose,
- Strategy
- Behaviour

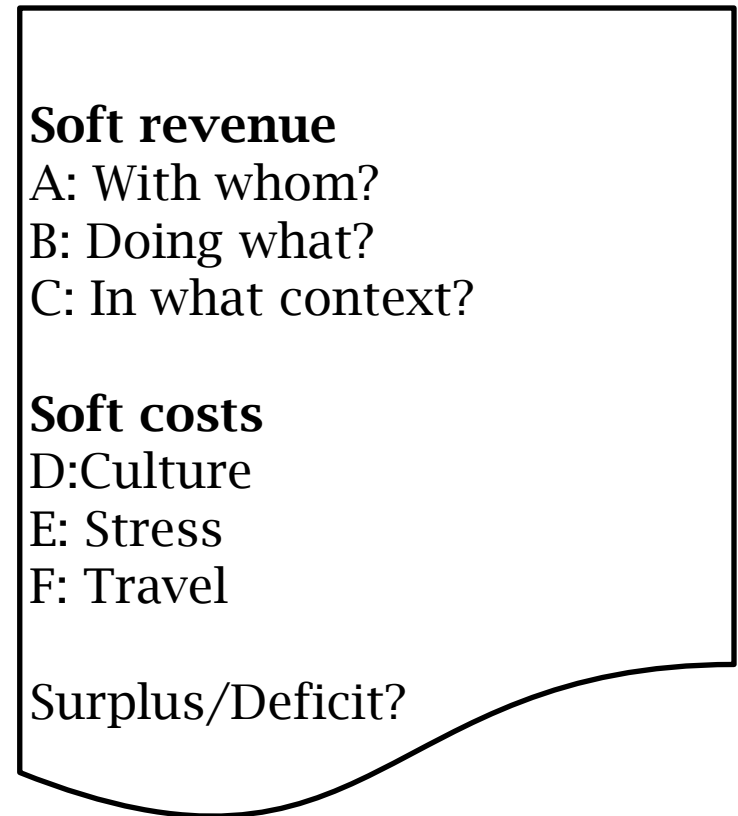
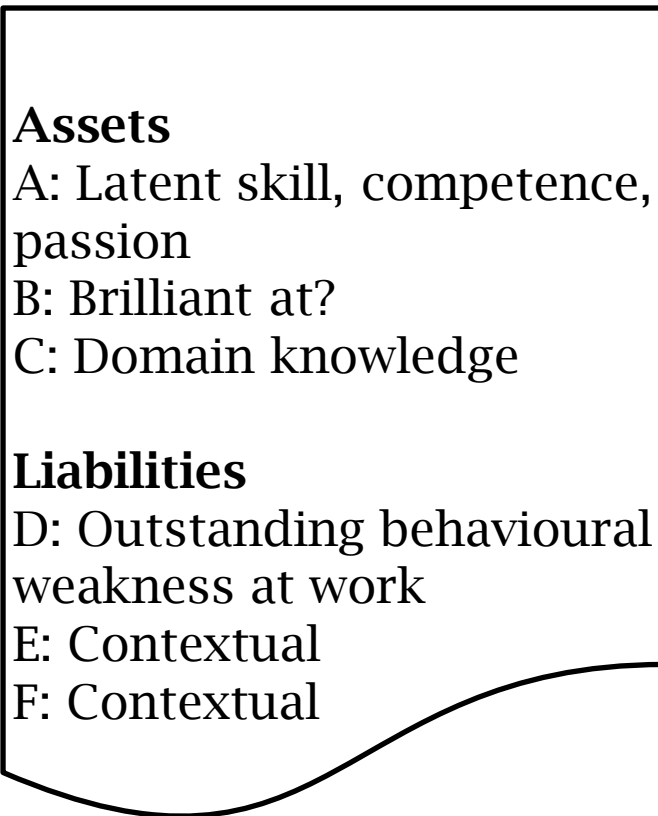
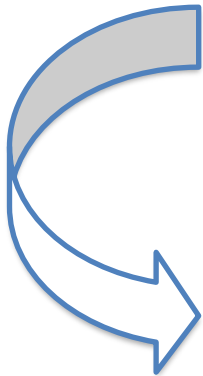
Organisational PSB Plan

- Link with Personal PSB
- Org Purpose
- Org Strategy
- Org Behaviours
- Market Need
- The Opportunity
- Marketing Plan (4Ps)
- Operations Plan (TOM)
- People Plan
- Finance Plan
- SWOT
- Mitigation

Relationships Component: 4

Your Intangible Balance Sheet and P&L Account

A
comes
from D



The Fenton Model[®] 1998 -2018

Relationships Component: 5

Component 5: Your hard P&L and Balance Sheet

Revenue

Minimum needed?

Net worth

Importance?

Relationship Component: 6

Your Relationship Grid



Relationship	Vision of Success	Vision of Failure	Status: Red, Green, Amber 100, 300, 1000 Days
Me			
My family			
My boss			
Peer #1			
Peer #2			
Report #1			
Report #2			
Client #1			
Client #2			

Relationship Component: 7

Your career options/strategy

1. Stay where you are and make it better
2. Start-up
3. Join a start-up
4. Join a growth business
5. Join a mature business
6. The Zambezi Option (Downshift)
7. Exploit unexploited assets (e.g. Family)

...a bottle of champagne, if you come up with an 8th.

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Part 3

Application:

How?,

Examples,

Case Studies (Stories)



Law
Society
Finuas

Skillnet,