



Inside

# Who is The Client

## Who is The Client?

**Purpose: To differentiate the various customers in a given piece of consultancy work to enable your approach to have the most impact and the greatest chance of success.**

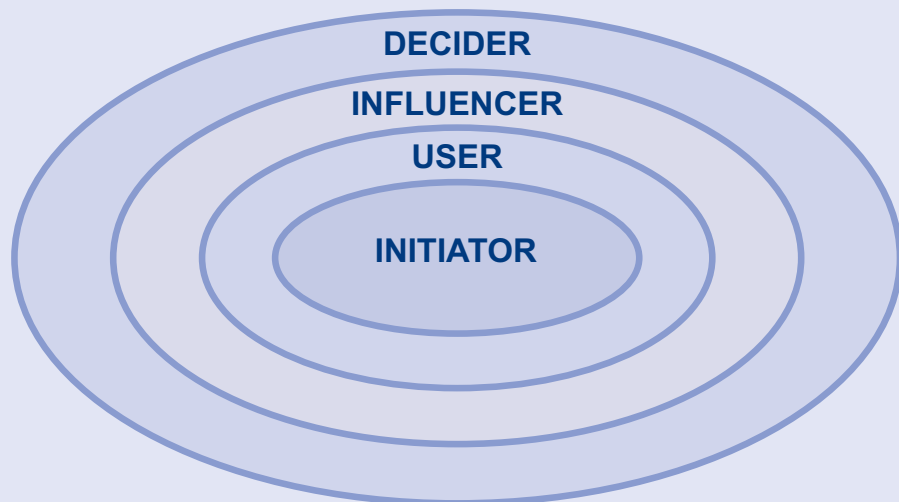
Consider a piece of consultancy type work you will need to do - perhaps a new activity or approach that you will need to introduce...

**Who is the Initiator?** - the person who is asking you to do something?

**Who is the User?** - the person/people who it is being done for

**Who is the Influencer?** - the person impacted by the change in the user(s) – e.g. their line manager?

**Who is the Decider?** - the person who holds the purse strings, budget, policy and veto.



Take some time to work through the following with regard to each role:

What does it mean for them?

Potential needs and interests?

Considerations?

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