

MPF

Managing Partners' Forum

Leadership and team collaboration

The MPF is an independent professional body, committed since 1995 to improving the effectiveness and professionalism of leadership and team collaboration at professional firms worldwide through targeted representation and relevant member services. Our high profile thought leadership and annual Awards for Management Excellence, in association with *Harvard Business Review*, the *Financial Times* and others, are resulting in a fundamental re-appraisal of the critical roles and contribution to client relationships that leaders and management teams have to play at professional firms anywhere. The 23 members of the MPF Advisory Panel – chaired by Mike Strong, Executive Chairman EMEA of property advisers CBRE – ensure that our agenda is member-led.

A focus on well-managed firms

The FT/MPF 2012 Study into Effective Client-Adviser Relationships confirms that, when selecting an adviser, most clients view the impression of being a well-managed firm as an essential pre-condition. MPF considers it to be unrealistic to expect people to materially correct their own or others' behaviours so as to deliver the values of a well-managed firm to clients unless they believe themselves to be working for a well-managed firm. In addition, research from Harvard indicates that the most economically successful countries and organisations tend to have inclusive cultures. Based on these insights, we urge:

- Boards to research perceived management prowess and future trends, and to set an agenda and coherent strategy for their firms to be seen as well-managed by clients
- Leaders to distill this agenda and strategy into a vision and values that resonate with clients and employees
- Leaders to be great role models, listen to their experts and transparently track the personal goals of each member of the management team if silos are to be destroyed and collaboration is to become a reality
- Leaders and management teams to enhance client relationships by engaging directly with their peers at

clients with an agenda focused on future trends, client industry developments, and common leadership and management challenges

- Leaders and management teams to maintain a balance between imposing consistent standards of client service and retaining an inclusive organisational culture through collective agreement on priorities, sharing personal commitments, inviting reciprocity and transparent tracking of ensuing activity
- Leaders and management teams to use relevant messaging devised by marketing experts to manage internal and external expectations as their firms undergo the necessary changes before their clients gain the impression of them being well-managed.

Management's trusty companion

Our member services reflect the three distinct roles that leaders and teams have to balance on a daily basis:

- **As board members**, we help our members to identify strategic advantage and areas for improvement through formal reports on the impact of future trends and on a firm's perceived management prowess based on confidential surveys of its clients and employees.
- **As leaders of the firm**, we help our members to understand how good a job they are doing, and which levers to pull, through leader-only events, public hubs, performance dashboards, 'ask-an-expert' services, and moderated peer groups.
- **As the head or a member of the management team**, we help our members and others on the team to collaborate and become more effective through tailored seminars, moderated peer groups, public and private hubs, 'ask-an-expert' services, systems for tracking personal goals, and curated insights from a wealth of articles and blogs.

Membership levels

MPF membership has just two levels – 'Network' and 'Insight'. Membership, which is individual, renews on 1 July with a sliding scale of dues applying in the first year.

MPF REGISTRATION FORM 2013/14

Name Position

Organisation Type of organisation

Address

..... Postcode..... Country.....

Tel E-mail

Specialism: CEO/MP Practice Group Leader NED/Chair CEO of ABS/Listed firm

Communications Facilities Finance HR Knowledge & Learning

Marketing Operations (COO) Risk Technology (CIO)

Membership level:

- Network** – benefits include:
- Local seminars for your specialism alone
 - Collaborative seminars bringing all specialisms together
 - Confidential private hub and personal goal tracking for your management team
 - Searchable knowledge portal of management and leadership insights and best practice
 - Creating and sharing content, and networking with peers in an MPF collaboration hub
 - Ad-hoc queries to MPF HQ
 - Formal introduction service
 - Guide to management tools, tips, methods and practical information
- Insight** – benefits as above plus:
- Moderated local peer groups ('The Dream Board') of same 6/8 members
 - Multi-channel curated articles and blogs relevant to leaders and team members
 - 'Ask an expert' services on leadership, team collaboration and marketing topics

To benefit fully, complete the preferences form at: <https://response.questback.com/pmi/preferences/>

ANNUAL DUES AND PAYMENT DETAILS

	<i>Joining quarter</i>	Network	Insight
	Jul/Sep	£750	£1,500
	Oct/Dec	£600	£1,200
	Jan/Mar	£450	£900
	Apr/Jun	£300	£600
<i>PLUS</i>			
	<i>Joining fee</i>	£150	£300

UK members please remember to add VAT

- I attach a cheque for (see table above) made payable to *Practice Management International LLP*, to cover my annual membership. (UK members please remember to add VAT).
- I would like to pay by Visa/Mastercard/Maestro/AmEx (*please circle one*)

Cardholder name: Amount:(don't forget VAT)

Card number: Expiry date: 3-digit security code.....

Signed Date

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