

Observations on Client Relationships

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Think back to the things you've
said about your clients recently...

Think back to the things you've
said about your clients recently...

when they weren't around

When a project goes bad

- We get angry and stop caring
- We give up and stop caring
- We're not happy with the end result
- We wonder where that magical perfect client is...

My Client Relationship Categories



Vendor

Partner

Vendor

- Big decisions already made
- Rushed timeline
- “Just make this” mentality

Partner

- Solving a problem together
- Clear objective or mission for the project
- Have the “why”, need the “how”

Going for partner

Start at the very beginning

Don't be afraid to say
"No"

**Your process is your
(not at all) secret weapon**

Be the expert

Focus on the user

Yes, but...
&
Prioritize

The End