

Bonus Session · Practice Intelligence for the Future

Find Your Advisory Style

A short talk about the way you already work with clients — and time to put a name to it.

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To start us off

"Here's something worth saying out loud: nobody succeeds by copying someone else's style. The best of you in this room don't sound alike, and you shouldn't. Your clients didn't hire a script. They hired you."

Fifteen minutes on three ways that shows up. Then forty-five minutes to find yours.

Style 1 of 3

The Listener

Here's what I notice about the best listeners: talking less isn't the same as having nothing to say. Ask a question, then sit in the silence — resist the urge to fill it. Nine times out of ten, the client fills it instead, and what comes out is more honest than what they planned to say. That's not a soft skill. That's how trust gets built.

You might hear them say

"Tell me more about that."

Watch for: silence only works if you close with something clear.
Don't leave the client guessing what you think.

Style 2 of 3

The Teacher

The best teachers I know don't lecture with numbers. A number by itself doesn't move anybody. Compare it to something the client already understands, and it sticks. That's what they'll remember walking out of the room — long after they've forgotten the spreadsheet.

You might hear them say

"Here's a way to think about it."

Watch for: a good story can run long. Say it once, say it well, then stop talking.

Style 3 of 3

The Challenger

I've coached plenty of people who avoid the hard thing because they think it keeps the peace. It doesn't. It just keeps everyone stuck. The best challengers say the obvious thing out loud — "you're not going to hit this margin unless you raise your prices" — and that's what actually moves a client from talking to deciding.

You might hear them say

"Here's what I think you already know."

Watch for: this only works once you've earned trust. Say it too early, and it just sounds harsh.

Why this matters

You don't need a new style. You need the discipline to actually use the one you've already got.

The people I coach who grow the fastest aren't the ones who found some new technique. They're the ones who got honest about what they're already good at, and did more of it, on purpose.

1. Take a few minutes with the assessment — eight scenarios, answered honestly.
2. See which pattern shows up most in your answers.
3. Write down the one question that actually sounds like you.
4. Say it out loud with a partner, on a real client situation, before you leave this room.