

DESIGN | NEGOTIATE | DEVELOP | MANAGE

The logo for Ogilvie & Ross, featuring the word "OGILVIE" in a serif font above a red square, and the word "ROSS" in a serif font below the square.

OGILVIE  
ROSS

A panoramic view of the New York City skyline, including the Freedom Tower, under a clear blue sky with a few wispy clouds. The skyline is visible through a semi-transparent white band at the bottom of the page.

**The Rainmaker Programme™**

# The Rainmaker Programme™

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**Rainmaker:** A person who brings in new business; also: a person whose influence can initiate progress or ensure success

Dr. Larry Richard, a US trial lawyer and psychologist, suggests there are several key traits in which rainmakers rank much higher than non-rainmakers:

- ego drive
- resilience
- empathy

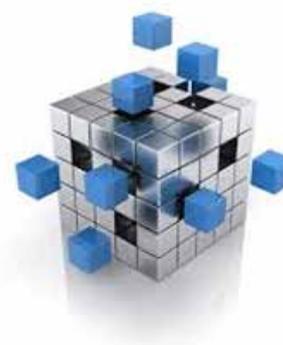


Rainmakers also typically rank higher on:

- sociability
- risk-taking
- self-confidence
- assertiveness

The Rainmaker Programme™ aims to help organisations identify people who have these rainmaker traits and then provide them with a personalised set of tools, techniques and frameworks that will develop and enhance their skills and capabilities which include:

- Effective listening to understand client's needs, desires and expectations
- Understanding the concepts of value, margins and realistic profit
- Communicating benefits, value and fee structures
- Winning more of the type of business that's right for the firm
- Identifying who will best be suited to address the client's needs
- Optimising resources for the best commercial benefit
- Develop long-term client relationships
- Identify commercial opportunities
- Project and process management
- Building and leading teams



# The Rainmaker Programme™

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The Rainmaker Programme™ is designed to run for 18 to 24 months and is split into 3 parts:

- Assessment
- Individual & Organisational Development Planning
- Mentoring & Monitoring

## Assessment

We use two assessment questionnaires that are designed to measure:

- Work-related achievement motivation
- Managerial and professional competencies

Participants will be asked to complete each assessment and return them to us. Once we have received all the assessments we will produce an Organisational Capabilities report. This will provide:

- An overview of the results
- Individuals that indicate “High Potential” characteristics
- Individuals that indicate “Medium Potential” characteristics
- Individuals that indicate “Low Potential” characteristics
- Recommendations on those people to progress to the Individual & Organisational Development Planning stage

## Individual & Organisational Development Planning

From the findings of the Organisational Capabilities report and wider discussions with the senior management, those participants who show the greatest potential to become Rainmakers will undergo a more in-depth assessment based on face to face interviews. From these interviews we will create individual Rainmaker Programme Development Plans which identify areas which require additional training, support or mentoring. In addition, we will create an Organisational Development Plan taking into account the wider requirements of those individuals who would benefit from aspects of the Rainmaker Programme™ but who are not expected to participate in the full programme.

Each selected participant will then progress through three core competency sessions:

- **Commercial Awareness** – Rainmakers are not just able to spot and capitalise on opportunities, they are also create them where there don't appear to be any. This session will give the participants the tools to allow them to get into the rainmaker's mindset, showing them how to think differently and act decisively when opportunities arise.
- **Communication** – From networking to pitching to media relations, good written and verbal communication skills are key to helping the rainmaker develop relationships, expand markets and create opportunities. This session will provide the participants with the tools, techniques and strategies to maximise the opportunities.
- **Negotiation** – Consistently achieving the best commercial results is one of the key traits of any rainmaker and this session will show the participants how to create deals that will maximise profits while still building on relationships

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## Mentoring & Monitoring

Ongoing support throughout The Rainmaker Programme™ is provided on two levels, telephone support and one to one mentoring. These support services are provided to help the individual build on their own experiences and enable them to develop their own personal growth mindset. The level of support is tailored to the individual based on their situation and work demands.

Monitoring and reporting back to the senior management is provided throughout The Rainmaker Programme™ on an informal monthly basis and a formal quarterly review meeting. The format of the reporting is based around the key performance indicators identified in the Organisational Development Plan.

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