

CORE COMPETENCIES

The Trusted Business Advisor Advantage



Trusted Business Advisors excel across a set of core competencies that enable them to deliver **exceptional value** and drive **lasting impact** for their clients.



BUSINESS ACUMEN

- Understand industries, markets, and business models
- Connect the dots across functions
- Identify opportunities and mitigate risks



STRATEGIC THINKING

- See the big picture and long-term impact
- Challenge assumptions and explore options
- Develop actionable strategies and recommendations



COMMUNICATION EXCELLENCE

- Ask insightful questions
- Listen actively and communicate clearly
- Influence and inspire with confidence



RELATIONSHIP BUILDING

- Build trust and credibility
- Collaborate effectively
- Become a valued and reliable partner



EXECUTION FOCUS

- Turn strategy into action
- Manage priorities, resources, and timelines
- Deliver results with excellence



ANALYTICAL INSIGHT

- Analyze data and uncover insights
- Identify root causes and key drivers
- Make informed decisions that drive impact



When these competencies come together, advisors deliver **greater value**, **stronger results**, and **lasting impact**.



A **powerful** combination.
A **measurable** difference.