



Client-Centric Decision-Making Checklist: Avoiding Dunning-Kruger Traps

A Leader's Check sheet

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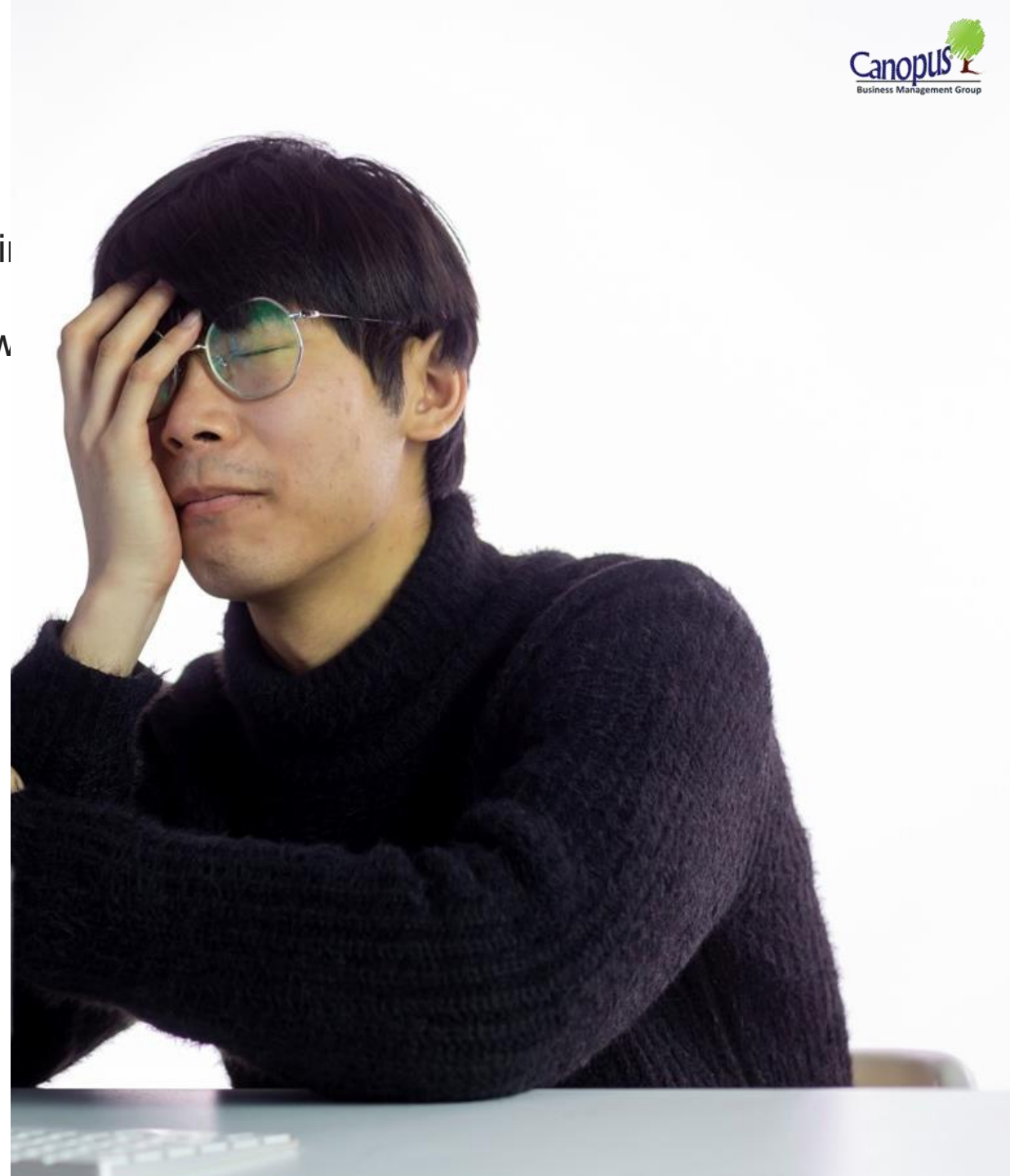


Dunning-Kruger Effect

Refers to a cognitive bias where people with low ability in particular area tend to overestimate their competence, while those with high ability may underestimate their competence.

As a leader, you can go wrong in Client Relationship Management and fall for Dunning-Kruger Effect.

Thankfully, you can refer to our check sheet and avoid gross mistakes.














Client-Centric Decision-Making Checklist: Avoiding Dunning-Kruger Traps

- Set achievable goals that align with both client needs and team capabilities.
- Gather data, communicate openly, and validate assumptions through dialogue with clients to ensure mutual understanding.
- Prioritize tasks effectively and allocate dedicated time and resources to client relationship management activities.
- Consistently deliver on promises to earn client's trust
- Give honest and realistic expectations to clients
- Engage the clients and your team in building plans
- Sell a multi-generational plan to the client rather than a grandeur future vision
- Realistically assess the team's strengths and limitations when committing to client expectations.
- Don't expect multi-tasking to work every time
- Conduct regular competitive analysis and stay informed about industry trends to remain competitive in the marketplace.
- Conduct a Worst case scenario analysis for all critical deliverables, projects and promises made to the client
- Strike a balance between leveraging external expertise and maintaining internal capabilities to ensure client satisfaction.



Useful Resources

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- **[Free Video Course] B2B Client Centric Growth** 
- **[Report] A Healthy B2B Growth Equation – 6 issues to address to grow to full potential** 
- **[Editorial] B2B Client-Centric Growth Strategies – Fortnightly Perspective** 
- **[eBook] Hearts & Minds Client Centric Growth** 
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Target Audience:

- ❖ CXOs/Senior Leadership Team
- ❖ Client Facing Teams (Account Managers, Program managers, Sales & Marketing)
- ❖ Managers & above

Competencies:

Client Centricity	Communication	Problem Solving	Analytics
Relationship Management	Collaboration	Execution	Growth



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