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Winston & Strawn Coaching Summary - 12/29/16

Lawyer: Tyson Smith

Coach: David Ackert

Date of first session: June 7, 2016

Date of last session: December 9, 2016

Engagement: 6 months

Initial Summary: Tyson seeks to use this engagement to create an international platform in nuclear. Whereas US work in this area has become commoditized, it is booming in China, India, & the Middle East. There is also some industry growth in uranium mining/conversion companies. He hopes to develop a plan that enables him to develop more international connections, especially among Indian engineering firms, speak at international conferences and attract new international prospects to his practice.

Practice Objectives:

1. Defined plan with specific tasks.
2. Clear strategy for creating an international brand/platform.
3. Identify a specific action plan for each target prospect and referral source.

Coaching Goals:

1. Establish content strategy for penetration into Indian market and to distinguish Tyson's niche expertise.
2. Build Tyson's Indian network in the nuclear industry.
3. Assist Tyson in navigating pricing challenges concerning the Excelon opportunity.

Strategies:

1. Use blog and other content strategies to build brand abroad.
2. Approach Indian engineering firms and other potential referral sources with nuclear connections. Find those amenable to a conversation and begin a



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dialogue.

3. Use Pipeline to stay focused on specific targets and action items.

Targets: See attached Practice Pipeline report

Self-Assessment: See attached. Tyson made significant improvements in many areas including his frequency of site visits (#8), frequency of pitching (#9), and improving his brand in the marketplace (#10). Because of his increased focus on BD, he found he had less free time in December than he did in June (#2).

Concluding Observations: Tyson has a keen appetite for business development and a good orientation toward entrepreneurship. His approach is proactive and he consistently strikes a healthy balance between open-mindedness and strategic discernment.

He used this engagement to bolster his international position in nuclear. He improved his international network, nearly doubling the number of industry prospects and referral sources in his Pipeline. He spoke at an international conference in India, presented an e-lunch on a relevant topic and used his writings as a platform to initiate contact with key influencers and decision-makers.

Recommendations:

- Continue to use Practice Pipeline to track opportunities and activities.
- Incorporate Pipeline review into weekly practice group meetings.
- Continue to use blog as a prospecting platform for targeted prospects and referral sources.
- Use the iPhone app for easy access to contacts in pipeline.