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Interviews Fact Sheet

Thissen Consulting Ltd.
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Overview of Research



Paying attention to simple little things that most men neglect makes a few men rich.

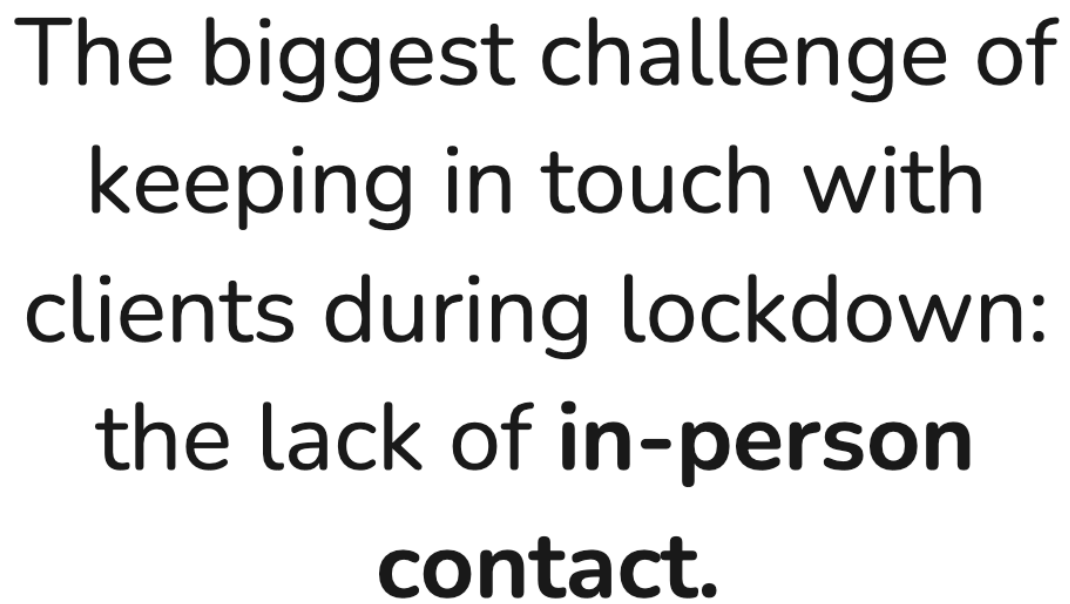
Henry Ford

Over the months of January and February 2021 we interviewed 15 senior professionals working in the construction industry: global architects, contractors, global engineers, lawyers and quantity surveyors.

Our biggest takeaways from these interviews were a) the importance of understanding our clients' motivations and b) the importance of unbiased communication.

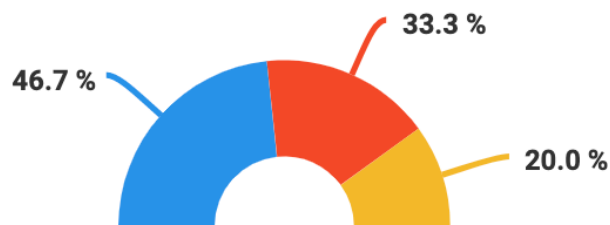
Unbiased communication appears when the people communicating have no preconceptions, for instance those we tend to develop through working with others. Unbiased communication also means that you hear things that may otherwise go undetected, critical when collecting feedback from your clients.

In these short interviews we focused on contact with clients during and after Covid, working during and after Covid and life after Covid.



The biggest challenge of
keeping in touch with
clients during lockdown:
the lack of **in-person
contact.**

On a future after COVID



- There will be more room for flexible working and less time spend on travel
- Cautiously optimistic life will generally be better
- The trend during covid has been one of pushing forward which they continue to do

On Networking

60%

...of respondents mentioned MIPIN 2022

The majority of respondents network through membership of a professional body.

On working with SMEs

100%

All respondents said they would work with an SME on recommendation.

On a client feedback programme



- Informal Dialogue
- Formal email at the start and end of a project
- Structured programme



Architects and Lawyers specifically mentioned *taking clients out*.



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Summary

On the first event they would attend after Covid:
The reactions were evenly distributed: half would join an outing with friends, the other half would go out for professional reasons.

We greatly enjoyed talking to the respondents and getting an insight into their thoughts on networking and client interaction. We feel confident that our unbiased and diplomatic interaction on behalf of our clients adds value to their learning on what clients need and want.

For more information on independent feedback interviews with your clients, please visit www.thissenconsulting.com.