

HOW THERAPY HELPED MY CLIENT RELATIONSHIPS

Presented by:
NICA LORBER



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CREATIVE DIRECTOR

 **@NICELOBSTER**

 **CHAPTER
THREE**

WE CAN BE HAPPIER

MORE FULFILLED

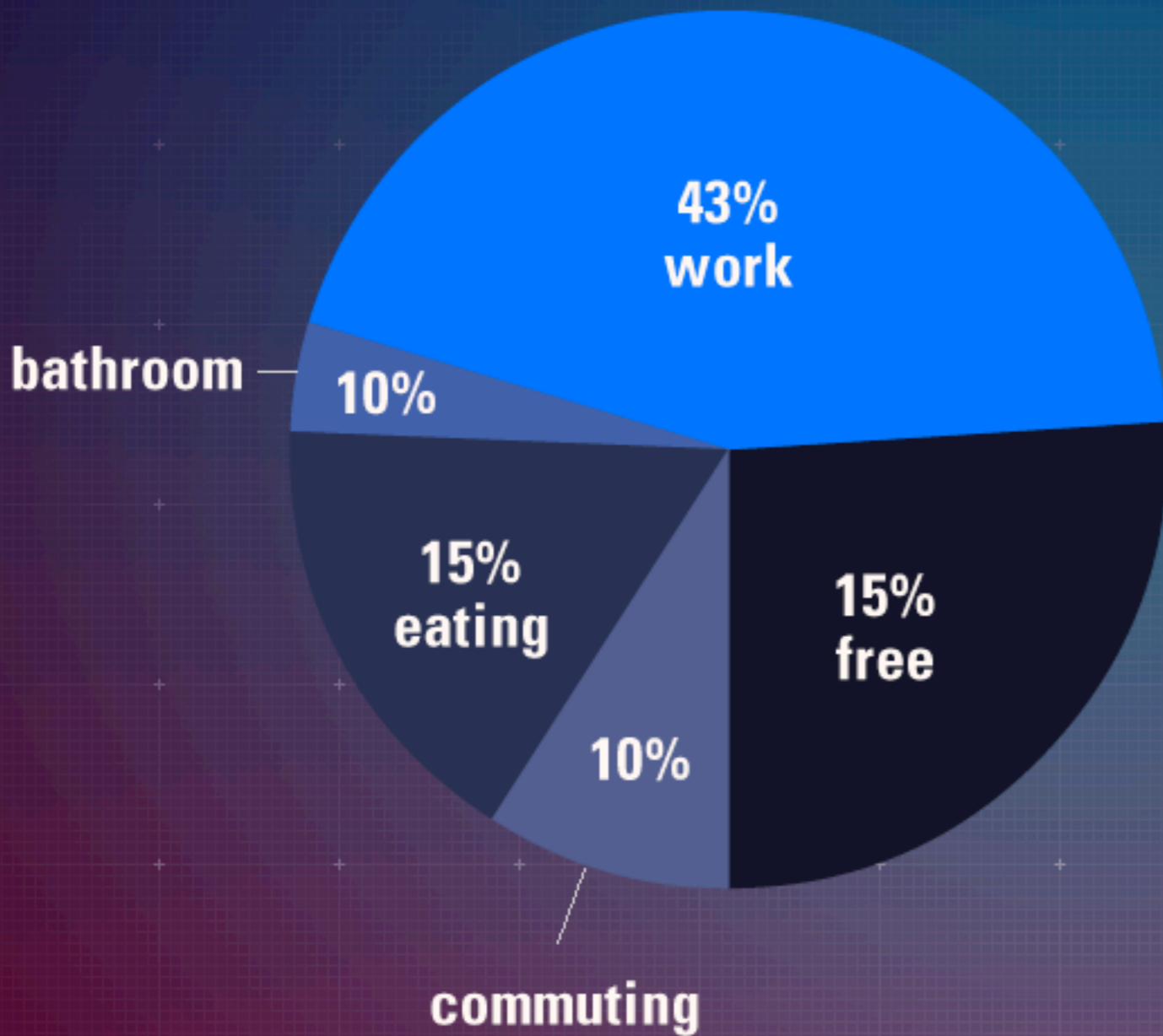
MORE INSPIRED

MORE SATISFIED

BY KNOWING HOW TO NAVIGATE

HUMAN INTERACTIONS

WE CAN BE HAPPIER



168 hrs in a week

~~56 hrs sleeping~~

50 hrs working

31 hrs free

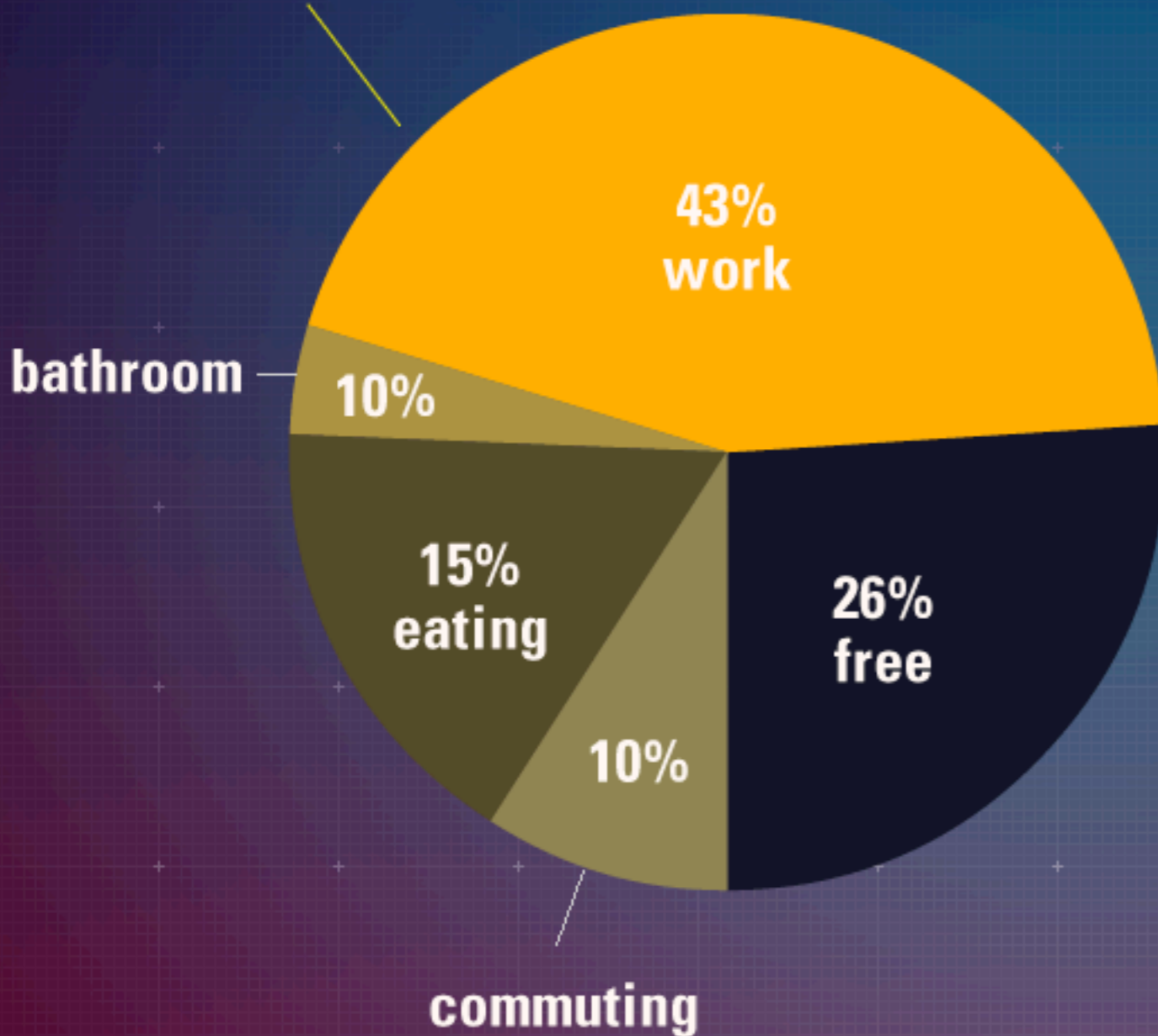
18 hrs eating

12 hrs commuting

7 hrs in the bathroom

WE CAN BE HAPPIER

74%



168 hrs in a week

~~56 hrs sleeping~~

50 hrs working

31 hrs free

18 hrs eating

12 hrs commuting

7 hrs in the bathroom

**Thinking
about
work**

WHY THIS TALK?

INSPIRED BY THIS MAN



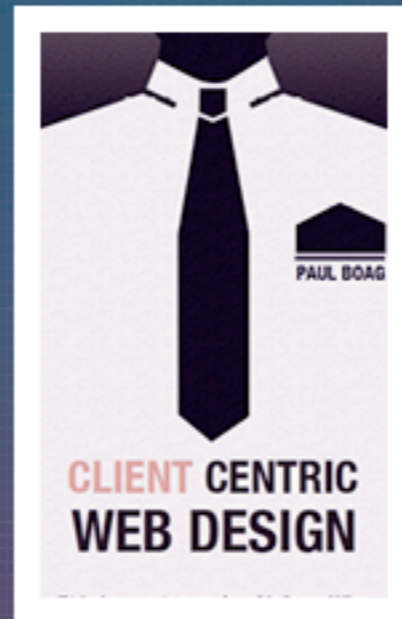
PAUL BOAG

WWW.BOAGWORLD.COM

GAVE A TALK CALLED

**“Happier Clients, Better Websites and
Job Satisfaction”**

@THE FUTURE INSIGHTS CONFERENCE #FOWD



CLIENT CENTRIC DESIGN



HOLLYWOOD



LA STORY



**THERAPY CAN BE
A DIRTY WORD TO SOME PEOPLE**

**ULTIMATELY, IT HELPS YOU TO:
“KNOW THYSELF”**

WHAT ARE YOUR TRIGGERS?

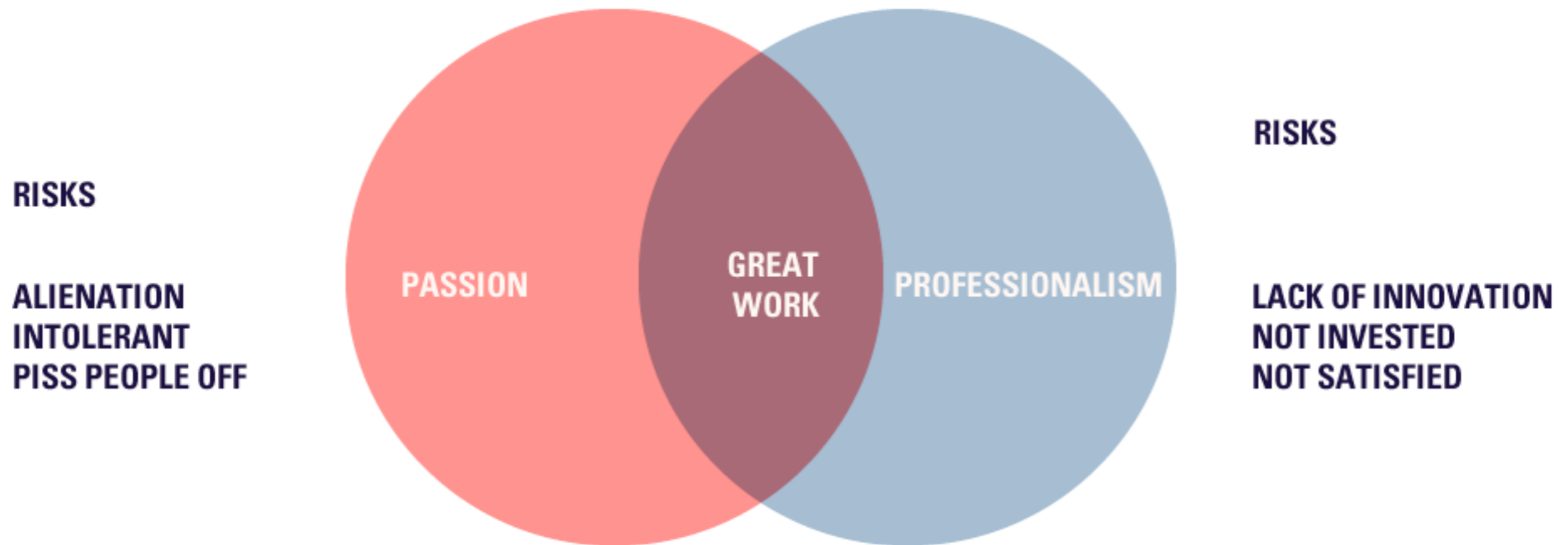
DESIGN AND ART ARE DIFFERENT



VS.



PASSION VS. PROFESSIONALISM



"THIS CAN ALL BE MADE BETTER"

- Chris Messina

*Inventor of the hash tag, co-founder of BarCamp,
Coworking, and a lot of other cool stuff*

CREATING A WEBSITE IS HARD!

**THERE ARE ENTIRE WEBSITES
DEDICATED TO THIS CONCEPT**

HOW DO WE CHANGE THIS?

BY EMBODYING THESE VIRTUES

**EMPATHY
RESPECT
PATIENCE**


AND USING THESE TACTICS

**EDUCATION
COMMUNICATION**

THREE PROBLEMS IN WEB DESIGN TO OVERCOME

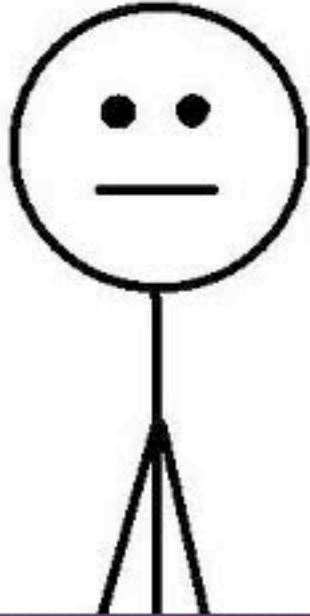
KNOWLEDGE DELTAS
COLLABORATION WITH STRANGERS
DEMYSTIFYING CREATIVE PROCESS

1. KNOWLEDGE DELTAS



So, we'll be using drop down menus for this site...

YOU



What's a drop down?
What's a footer?
What's a nav?

YOUR CLIENT

**IF CLIENTS KNEW
EVERYTHING THEN WE
WOULDN'T HAVE JOBS**

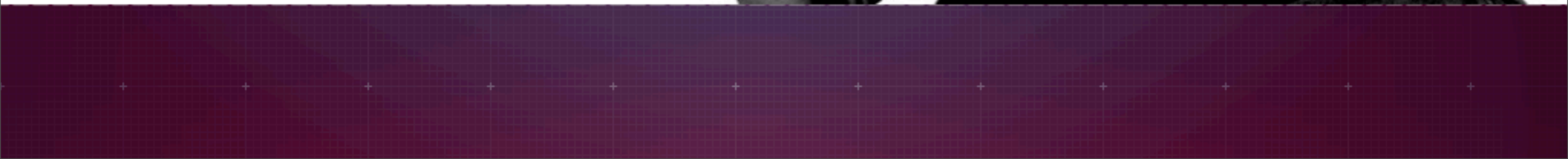
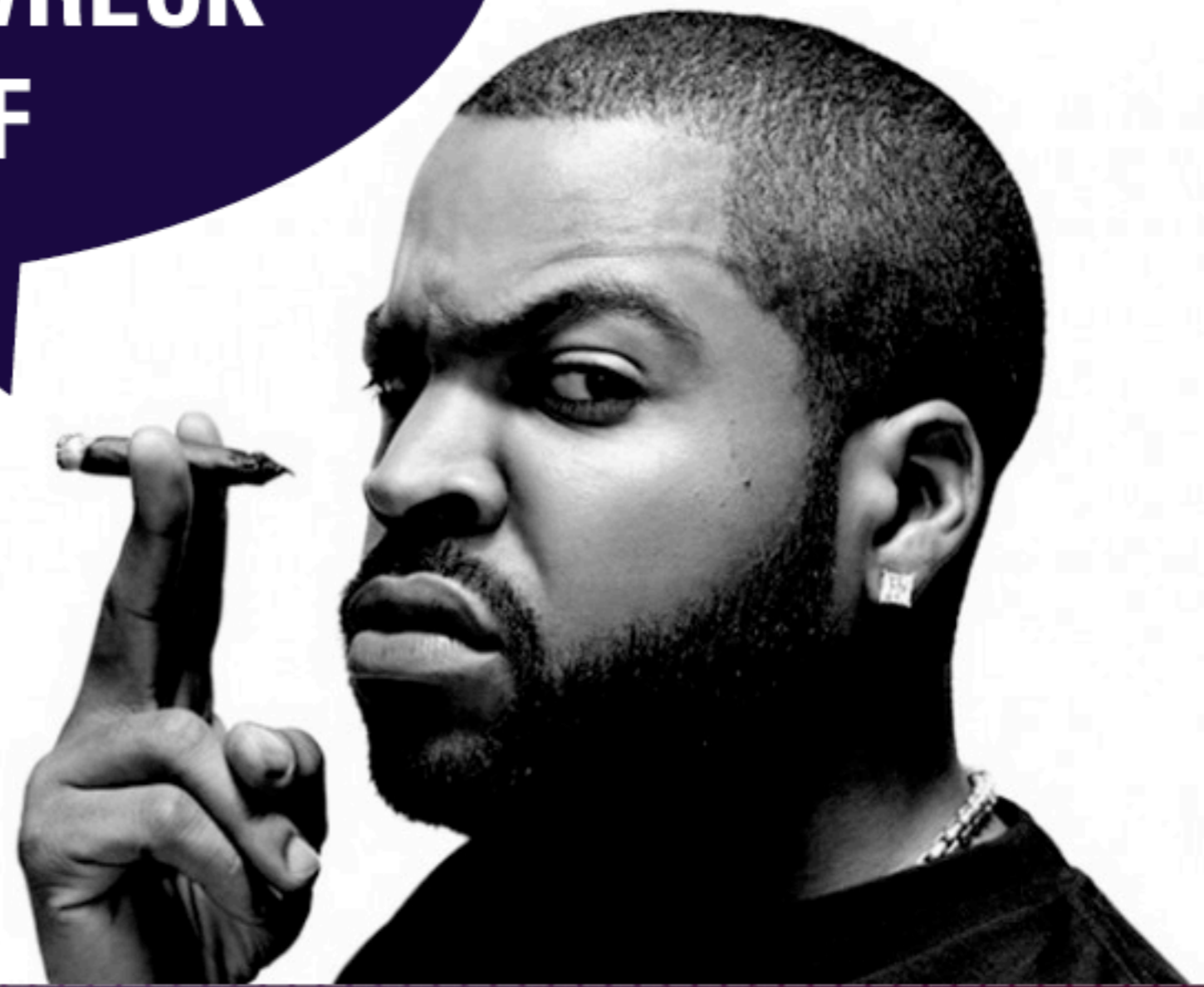
**IT IS OUR JOB TO EDUCATE
OUR CLIENTS. IT'S PART OF
THE SERVICES WE PROVIDE.**

DON'T BE A JERK!

#DBAJ

**AS OF THIS MORNING, THIS HASH TAG IS NOT BEING USED.
LET'S DO THIS.**

**BETTER CHECK YOURSELF
BEFORE YOU WRECK
YOURSELF**



2. WORKING WITH STRANGERS

**BUILDING TRUST
AND RESPECT**

UNDERSTANDING

**CLIENTS TAKE A RISK WHEN THEY
HIRE A CONSULTANT. THEY NEED
REASSURANCE THAT THEY MADE THE
RIGHT CHOICE.**

BE PREPARED

Respect your client's time by doing your research and bringing a certain level of knowledge to the table at the kick off.

BE AN ACTIVE LISTENER

- **Let them do the talking**
- **Pay attention & don't interrupt**
- **Reserving judgement**
- **Listen to body language**
- **Clarify by saying things like "what i'm hearing is..., or "it sounds like your saying..."**
- **Be candid**
- **Express your opinions respectfully**

BE INCLUSIVE

- PEOPLE NEED TO BE HEARD

**STAKE HOLDERS, DECISION MAKERS, &
CONTENT ADMINISTRATORS**



PROJECTS GO OFF TRACK WHEN KEY DECISION MAKERS OR ADMINS ARE NOT INCLUDED

DEFINE ROLES

WHO IS RESPONSIBLE FOR DESIGNING
WHO IS RESPONSIBLE FOR CONTENT
WHO HAS FINAL SIGN OFF

**PEOPLE ARE MORE AT EASE WHEN THEY HAVE A CLEAR PICTURE OF THEIR
ROLE IN THE PROJECT, AND WHAT IS EXPECTED OF THEM**

SETTING BOUNDARIES

**TECHNOLOGY HAS DISSOLVED
PHYSICAL BOUNDARIES, MAKING
OURSELVES AVAILABLE TO OUR
CLIENTS 24/7.**

**BOUNDARIES, LIKE HOURS OF
OPERATION, CAN HELP GIVE YOU
SPACE FROM THIS EXPECTATION.**

COMMUNICATION

DO IT EARLY.

DO IT OFTEN.

LEVERAGE ALL CHANNELS.

COMMUNICATION

DON'T SURPRISE YOUR CLIENT

**DON'T BE AFRAID TO ADMIT THE LIMIT
OF YOUR KNOWLEDGE**

QUOTE EXPERTS IN YOUR FIELD

PRAISE YOUR CLIENT'S GOOD IDEAS

EMPATHY

**WALK A MILE IN THEIR SHOES
(CLIENTS & CO-WORKERS)**

DEMYSTIFYING THE CREATIVE PROCESS

**EXPLAIN YOUR DESIGN CHOICES
IN THE CONTEXT OF THE PROJECT
GOALS**

USE A SCREEN CAST

DEMYSTIFYING THE CREATIVE PROCESS

NEVER SAY “WHAT DO YOU THINK”

**INSTEAD SAY “DO YOU FEEL LIKE THIS
DESIGN MEETS THE COMMUNICATION
GOALS OF THE PROJECT”**

DEMYSTIFYING THE CREATIVE PROCESS

**REMINDE THE CLIENT THAT IT IS THEIR
JOB TO PRESENT THE PROBLEM, AND
YOUR JOB TO PRESENT THE SOLUTION**

DEMYSTIFYING THE CREATIVE PROCESS

**EDUCATE THE CLIENT ON THE LEVEL OF
FEEDBACK YOU'RE LOOKING FOR**

SUMMARY

THIS CAN ALL BE MADE BETTER.

**AND IT'S OUR JOBS
TO MAKE IT BETTER.**

WHAT ARE YOUR STORIES?

THANK YOU



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