

# Derek Klyhn

## Principal Consultant

Derek specialises in the areas of strategy, profit enhancement, business development and strategic marketing. He has developed several innovative interventions that help partners and leaders of professional services firms be more effective in achieving their goals.

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## About Derek

Derek spent the first 15 years of his career at Ernst & Young as a fee-earning accountant before becoming EY's Director of Planning and Research. He has also held roles as Marketing and Business Development Director for fast growth entrepreneurial businesses at EY, and Marketing Director at Mazars, the international accounting and advisory firm.

Derek has developed several innovative interventions that help partners and leaders of professional services firms be more effective in achieving their goals. His unique, pragmatic and effective approach increases partners' and associates' understanding of how profitability can be increased by their actions. His exclusive methods helps partners and others better understand strategy in law firms and the market context in which strategy is developed and executed.

Derek uses the deployment of a professional services microworld simulation to help people experience and understand the challenges of managing a professional services firm. His use of a conversation approach along with bespoke artefacts help partners and others engage in broader commercial conversations with clients and prospects.

Derek has published various evidenced based papers and articles including "Leadership at its Strongest: What Successful Managing Partners Do" and "Developing Great Managing Partners".

## Education and qualifications

- ◆ Chartered Accountant
- ◆ MBA with Distinction from London Business School