

How to nurture a long-lasting relationship – advice from designers and clients

We get insights from designers, clients and consultants about how to develop a long and productive working relationship.

By **Sarah Dawood** on November 19, 2015



Jan Casey, consultant and coach

“From 15 years commissioning and managing design consultancies, and from my asking this very question to approximately 40 clients within the private, public and charity sectors, the answer is simple and unanimous: chemistry.

And the qualities most cited by clients, and from my experience, to help form this emotional connection between designer and client, are: honesty, trustworthiness, energy and a deep sense of responsibility.”