



DCM<sup>i</sup>  
the customer understanding lab

## THE RAINMAKER GENOME PROJECT

How Leading Partners Activate  
Their Business Development  
Approaches

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# WHAT'S NEXT?

- Sign up to receive a copy of the Activator whitepaper (coming September 2023)
- Receive updates about the Rainmaker Diagnostic (coming July 2023)
- Bring this research to your firm's leadership offsite or partner retreat
- Learn about DCMi's Activator training programs for associates and partners
- Talk to an Intapp subject matter expert about how technology can help foster Activator behaviors

