

Successful Consulting

Three 1-day workshops

This course is for independent and employee consultants & contractors.

Days 1 & 2 are for prospective or recently established consultants, (contractors and freelancers). Day 2 is also relevant to established consultants who want to increase their marketing capacity. Day 3 is for both internal and external consultants.

Course context and focus

1. Creating client interest in your services
2. Securing engagements
3. Being confident in pricing
4. Avoiding the pitfalls
5. Structures & compliance
6. Building a viable consultancy
7. The next steps - clarity

- » Create your own business network
- » Find consulting opportunities
- » Learn the process of winning assignments – convert opportunities into leads and engagements
- » Add more value to the client than simply being a subject expert
- » Find your work more fulfilling by moving above the contractor role

Workshop Fee

\$440 per participant per day OR

\$825 for 2 days

\$770 for 2 days (early bird)

\$1,150 for 3 days

\$990 for 3 days (early bird)

For workshops held in West Australia, please add \$20 per day to all amounts.

Early bird expires approximately 14 days prior to the event.

Day 1: STARTING YOUR CONSULTANCY

Set-up, fee setting, strategy

1. Orientation and clarification

- Knowing our business: clarifying what we offer and what clients want
- Distinction between consulting, contracting and service provision – appropriateness and insights into how you are perceived
- Client needs, client / consultant fears

2. Strategy: How to run the business so that it makes money –

- Business planning: so that your contribution is viable and valued
- The one page business plan
- Checklist for running your consultancy – benchmark / learn
- The Chief Pitfall in consulting – and 20 others!
- Advantages and disadvantages of portraying yourself as a specialist

3. Fee setting and financial aspects

- Finance: set up costs and operational budgets
- Finance: costing, fee setting
- Fees paid to consultants and contractors in Australia
- Negotiating fees - how to raise fees for existing clients

4. Proposals and client agreements

- Preparation > taking the brief
- Format: sample proposals and letter of engagement
- Elements of your contract
- Documentation: inclusions, exclusions, contingencies

5. Business structures and the home office

- We spend the last hour on the following issues and the workshop manual contains extensive material on these points.
- Advantages and disadvantages of trading as a company, partnership or sole proprietor. Comments on Trusts.
- Key tax, insurance and liability aspects
- Naming your business – various options - your title?
- Qualities of the successful consultant

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Previous participants

- » www.noeticgroup.com
- » <http://www.philipdarbyshire.com.au>
- » www.palin.com.au
- » www.regionaldevelopment.com.au
- » <http://www.redbean.com.au>
- » Hundreds of defence service personnel over 15 years
- » More than a hundred BHP employees in career transition
- » Over a thousand people in independent or small consulting firms in Australia and New Zealand
- » Including many who attended and decided not to proceed as consultants.

Reserve your place

1. Enrol on line - click on or go to:

www.consultantraining.com.au/workshops.htm

This link is on the Workshops page of the Resources & Shop pages on this website

www.consultantraining.com.au

2. Or phone 1800 266 266 to book and pay by credit card

More information

Contact Ian Benjamin of Consultant Training Australia to discuss your requirements.

t: 1800 266 266

m: 0419 593 167

info@consultantraining.com.au

www.consultantraining.com.au

Day 2: **MARKETING YOUR CONSULTANCY**

Taking the steps to get clients

1. How to get clients: marketing your business

- Nature of services: intangibles, 3rd party endorsement, need for assurance
- Client ladder; relationship marketing & management
- Acquiring quality tangibles – setting up for success
- What 'products' can do for your business
- How do we manage the perceptions prospective clients form?
- You are selling the invisible: how do you convince the client?

2. Your Market

- Your offer, your services
- Identifying your target market
- Key aspects of your offering – what you can do for clients
- Your differentiation

3. Making your Marketing kit

- Creating the passive support tools you will use to sustain the continuing interest of clients
- Check lists for, and important aspects including costs and how to utilise a web site and web based marketing.
- Online networking tools and strategies inc. LinkedIn, Facebook
- Paper tools – checklists for business cards, profiles, flyers, vignettes
- Relative effectiveness of marketing tools
- Your own minimum marketing kit
- Writing a letter to support a proposal or introduce your services

4. Marketing – Actively actually doing it!

- Building your profile
- How to get in front of people – speaking or writing or both
- Social media, use of LinkedIn and other platforms
- Start-up marketing strategies
- Continuing strategies to suit you and your business

5. How to turn an opportunity into an engagement!

- The business development and winning processes
- Researching the need
- Preparation and customising the offer
- Approaching the client
- Conducting the client meeting
- Gaining agreement

6. Your own Key Client Program

- Composition and Action Steps / Schedule – where to from here – your next steps 120717

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Course context and focus

Course summary

Designed for consultants who want to enhance their skills by adopting a proven and widely accepted consulting methodology to complement their professionalism as 'subject matter experts.

- » Boost your influence
- » Consult so that you build client ownership and engagement
- » Have confidence in your conversations with clients
- » Develop techniques to handle 'difficult clients', deliver bad news
- » Add more value to the client – move from just subject matter expert to 'Trusted Advisor'
- » Find your work more fulfilling by moving above the contractor role

Course outcomes

- (a) Consult effectively
- (b) Build client ownership
- (c) Clarify distinctions between external and internal consulting situations
- (d) Identify pitfalls in consulting
- (e) Move towards 'Trusted Advisor' role

Customised for consultants participating in the workshop

Course enquiries and bookings

Contact Ian Benjamin of Consultant Training Australia to discuss your requirements.

Telephone: 1800 266 266

Mobile: 0419 593 167

info@consultanttraining.com.au

www.consultanttraining.com.au

Day 3: CONSULTING SKILLS

Service delivery – client engagement, process, issues

1. Orientation and clarification

- Understanding who your clients are, their needs and the opportunities they and you face – and then, your services
- How consulting adds more value than contracting and standard service provision
- Four modes of delivering consultancy services: contracting, expert, facilitating and collaborative – insights into how you are perceived
- Expectations of clients, users, principals, and other stakeholders
- Client needs, client / consultant fears, specialisation vs generalisation

2. Consultancy Skills – 'how to consult'

- The consulting process – 6 essential steps – inc preliminary research, initial scoping, diagnosis, contracting - decision, solutions & evaluation
- Collaborative consulting essentials – managing the politics, people, risk, building ownership and support and utilising consulting process
- The 'expert' pitfall, the 'service provider' pitfall
- Consulting competencies

3. Consultancy Skills – Service delivery issues

- Taking the brief – scoping
- Expectations: surfacing, influencing and managing expectations
- Identifying and managing resistance, leading vs collaborating, delivering bad news, handling difficult people, tough conversations
- Moving above contracting: creating your preferred positioning.

4. Consulting Tools: a look at some of the key tools

- Needs analysis / Gap analysis / Questioning techniques
- Project plans: a Project Management approach
- Stakeholder analysis
- Measuring performance: PIR – Post Implementation Reviews, others
- From strategic planning, SWOT, techniques for review, force-field analysis, visioning, facilitation skills, facilitating requirements

'Every act of deception contains the seeds of its own destruction'
– Peter Block, *Flawless Consulting*, Jossey-Bass

Workshop Fees

One workshop: \$440 per participant (WA \$460)

Two workshops: \$820 / \$775 (early bird) (WA \$860 / \$815)

Three workshops: \$1,150 / \$990 (early bird) (WA \$1,210 / \$1,030)

Early bird expires 14 days prior to the event.

To book – go to www.consultanttraining.com.au/workshops.htm and click on the tab 'Book your place' or call 1800 266 266 and leave a message if the phone is not answered. We will return your call.

Inclusions – copy of 'Consulting Contracting & Freelancing' or David Maister's 'Trusted Advisor'

Extensive manuals for each day. Full catering

One hour post workshop consulting per workshop attended. This maybe by telephone and email. Ian is based in Melbourne, and regularly visits Sydney, Brisbane and occasionally other capitals.

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