

## Independent Consulting + Consulting Skills

2 workshops on 1 day workshop  
New format, 2015

Workshops for consultants – bookable separately

Building a viable consultancy. Strategy, Fee setting & negotiation. Consulting skills, tools and techniques

### 1. Independent Consulting – 9 am to 2 pm

#### - Orientation, Fees and Managing

##### 1. Consulting roles – perceptions of your value

- Key roles and concepts: consulting, contracting, facilitation, partnering, collaboration and the 'Trusted Advisor' role.

##### 2. Set-up and compliance issues

- Key tax, insurance and liability aspects
- Comments on structures for you: company, partnership, sole proprietor, trusts

##### 3. Strategy: How to run the business to make money –

- Checklist for running your consultancy – benchmark / learn
- The Chief Pitfall in consulting – and 25 others!
- Positioning as a specialist / generalist.

##### 4. Fee setting and financial aspects

- Set up costs and operational budgets
- Fee setting -
- Negotiating fees - how to raise fees for existing clients

### 2. Consulting Skills 2 pm – 5 pm +

##### 1. Consulting Process

- 2 models to make sure you get the right outcome, and that you don't miss anything

##### 2. Collaborative consulting – how to

- Building client engagement and ownership of the project
- Playing positive politics
- Managing the people matters
- Risk management

##### 3. Three consulting tools for effective needs analysis and prioritisation

##### 4. Consulting Q&A

- A glass of wine or cup of tea to cap off the discussion of the day, sometimes with a previous participant as a guest

"...we are now a boutique PR consultancy specialising in the healthcare sector with a team of full time consultants and a range of multi-national clients. The first step was doing Ian Benjamin's Consultancy course. It was absolutely invaluable, especially in the setup phase..."

Martin Palin, Palin Communications, Sydney

[www.palin.com.au](http://www.palin.com.au)

#### Benefits – Independent Consulting

1. Elevate your understanding of the situations you face as you offer your services as either a consultant or contractor
2. Become acquainted with the various structures & compliance issues.
3. Discover how to make your consultancy viable.
4. Be confident in pricing. Make sure you know what others are charging and what you will need.

#### Benefits – Consulting Skills

1. Be more confident and congruent in your conversations with clients
2. Adopt good process to enhance the quality of service delivery
3. Gain techniques you can use as a consultant when practising your area of professional or technical expertise
4. Raise any issues that you'd like to discuss with the previous participant, facilitator and others in your position.
  - » "Practical ... I'm very clear about my next steps ..."
  - » "Great workshop!"
  - » "Very worthwhile, Interesting, extremely useful, Insightful, encouraging, quality content, all of high value,
  - » "Helped me understand the transition from 'employee think' to 'consultant think'

#### Workshop Fees at

[www.consultantraining.com.au/workshops.htm](http://www.consultantraining.com.au/workshops.htm)

Early bird expires approximately 14 days prior to the event.

#### More information

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

m: 0419 593 167

and 03 9593 1678 t:1800 266 266

[info@consultantraining.com.au](mailto:info@consultantraining.com.au)

[www.consultantraining.com.au](http://www.consultantraining.com.au) 1502