

# The Business Of Consulting Elaine Biech

The New Business of Consulting ATD's Handbook for Consultants The New Consultant's Quick Start Guide The Business of Consulting Marketing Your Consulting Services The Consultant's Quick Start Guide The Consultant's Quick Start Guide, 2nd Edition The 2002 Annual, Consulting The Pfeiffer Book of Successful Team-Building Tools The Pfeiffer Book of Successful Team-Building Tools Marketing Your Consulting Service (Summary) The 2003 Annual, Consulting Successful Consulting Consulting on the Inside, 2nd ed. The 2001 Annuals, Consulting The 2005 Pfeiffer Annual, (with CD-ROM) The Art and Science of Training Consulting in Uncertainty The 2010 Pfeiffer Annual Consulting and Evaluation with Nonprofit and Community-based Organizations Elaine Biech Fred Fisher Beverly Scott Elaine Biech Elaine Biech Elaine Biech Ann Brooks Elaine Biech Judah J. Viola

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everything you ever wanted to know about consulting a practical roadmap for aspiring entrepreneurs seismic changes occurring in the workforce are leading to more and more people entering the world of contract freelance and contingency work rapid changes in demographics and advances in technology have led companies and talent to engage in profoundly new ways and consulting is one of the keys to success the new business of consulting is authentic and practical and shares the knowledge and skills required to start and grow a successful consulting business from how to make a smooth career transition to how to determine a consulting fee to how consultants inadvertently create a bad reputation it covers everything you need to know to thrive and flourish in this competitive field covers contemporary topics such as how to achieve success in the gig economy discloses a reliable technique to land the clients you want presents options to help you balance your life and your business prepares you for naming your business managing critical financial issues and building a client relationship shows you how to take your income and impact beyond working as a solopreneur the crucial start up days of a consulting business may be frenetic and fraught with questions this new edition provides sanity and answers all the questions it includes practical tools templates and checklists that you can download and implement immediately

turn to the definitive guide for all your consulting questions atd's handbook for consultants unpacks what it takes to run a successful consulting practice that delivers world class solutions for clients all with the benefits of a self directed work life as companies and organizations become increasingly strategic with how they use employee resources more are engaging external consultants as highly skilled temporary labor when they lack the specialized expertise to handle their growing needs without the staffing flexibility to complete special projects that require more employee hours and

specialized skills companies recognize the benefits of fresh perspectives new ideas outside opinions and the speed and efficiency of an expert consultant who in many cases has already tackled similar challenges with other companies consulting is at the top of the list of career moves for talent development professionals and others who have unique skill sets and expertise whether you're considering branching out on your own you've just launched and are struggling to keep yourself afloat or you're looking to take your business to the next level this book will help you clarify your why and make your transition a soft landing learn to set a business strategy write winning business proposals and market your products and services gain perspectives on multiple consulting career paths from forming an independent consultancy to joining a boutique consulting practice to consulting with a large company edited by consulting powerhouse elaine biech this book is broken into five parts exploring consulting so you want to be a consultant getting started plan your consulting future delivering results the work of a consultant developing business find and keep clients focusing on your future define success your way tap into the sage wisdom actionable takeaways and practical tools in this book and set yourself apart from the competition on your journey to becoming a successful consultant

an action plan for working as a consultant management consulting is a 250 billion industry and growing at a rate of over four percent annually many predict that more than 40 percent of the us workforce will soon be contingent freelance or consulting members of the workforce making this book more relevant than ever individuals become independent consultants out of necessity or preference necessity because they lost their job or the company offered an attractive exit package preference because they want a career change more control over their time or an enriched varied work situation consulting also appeals to the millennial workforce who are searching for careers that offer a good salary as well as meaningful work the new consultant's quick start guide serves as a companion to the new business of consulting provides you with a place to plan your transition into consulting helps you identify your niche develop a business plan charge what you're worth and create a marketing strategy to ensure a steady stream of clients prepares you for changes you will encounter beyond your professional life including social family and financial aspects the new consultant's quick start guide helps you work through the challenges of consulting such as working alone deciding on necessary insurance coverage finding your first clients struggling with cash flow and understanding market trends

designed as the go to reference for managing a consulting business the business of consulting is candid practical and eminently useful fine tuned to address the changes in today's business environment this vital resource outlines the basics for managing a consulting practice and shows how to develop a business plan market your business charge for your services build a client relationship grow the business ensure your continued professional growth make money in the profession

to keep your competitive edge in the marketplace you must find practical and inexpensive ways to retain the clients you have develop new clients and increase your bottom line marketing your consulting services is a complete how to guide that will help you develop and implement a dynamic marketing plan that will make your consulting business more visible to clients and more competitive in the marketplace written by elaine biech one of the foremost experts in the field of consulting this practical and easy to use resource includes useful guidance practical ideas special consulting considerations and creative tips marketing your consulting services is filled with the information you need to help you develop a successful marketing plan understand the marketing ins and outs of a small consulting firm find new clients get your clients to refer you to other clients implement inexpensive and effective marketing tools develop creative marketing ideas retain the clients you have today biech urges you to develop a market all the time attitude and to help you get started she recommends hundreds of ideas that can be easily implemented in addition the book's fast fourteen

to do today are suggestions you can put immediately into practice to help jump start your business written to be a hands on resource marketing your consulting services also includes quick tips throughout each chapter for easy reference marketing your consulting services offers you the practical tools and helpful suggestions necessary to market and sell your consulting services it includes everything a consultant needs to know about marketing to be and stay successful

the consultant s quick start guide offers a practical approach to setting up a consulting business throughout the guide elaine biech author of the best selling the business of consulting shares both her own secrets as well as those of numerous other successful consultants with a focus on the business side of consulting biech takes you through a painless fill in the blanks step by step process for setting up your consulting firm new sections include why a consulting career five reasons why you may be a good investment how much will clients pay your first to do list what to call your business creating and writing business plans office location options setting up your office including furnishing your office and planning your technical needs electronic records including monthly expense records revenue projections and invoicing staying organized including a session planner determining your market niche creating your marketing plan developing your website reviewing your first year with your family electronic resource list available online skills and knowledge required of consultants

the consultant s quick start guide offers a practical approach to setting up a consulting business throughout the guide elaine biech author of the best selling the business of consulting shares both her own secrets as well as those of numerous other successful consultants with a focus on the business side of consulting biech takes you through a painless fill in the blanks step by step process for setting up your consulting firm new sections include why a consulting career five reasons why you may be a good investment how much will clients pay your first to do list what to call your business creating and writing business plans office location options setting up your office including furnishing your office and planning your technical needs electronic records including monthly expense records revenue projections and invoicing staying organized including a session planner determining your market niche creating your marketing plan developing your website reviewing your first year with your family electronic resource list available online skills and knowledge required of consultants

wondering how you ll meet the training demands of the new millenium here s your answer join the thousands of trainers consultants facilitators and managers who rely on the pfeiffer annuals year after year for up to date resources to make their organizations more effective the pfeiffer annuals have been the premier human resource development hrd since 1972 while other hrd annuals have appeared in the last few years there is truly only one original annual

year after year consultants trainers and human resource professionals have come to rely on the annuals to provide them with the most current and quality tools on a wide variety of topics in this book editor elaine biech and contributors to the annuals have honed in on the important theme of team building to create the first topic specific book in the annuals series the pfeiffer book of successful team building tools includes an innovative ten block model for building a high performance team and draws on the best on the topic articles from thirty five years of annuals volumes open the pages of the pfeiffer book of successful team building tools and you will find a stellar panel of contributors including julie o mara patrick doyle laurence c porter robert c preziosi anthony j reilly john e jones leonard d goodstein and karen vander linde a toolbox loaded with activities surveys and information that you can put in place to build high performing teams a complete team building kit that includes a model for determining a team s strengths and weaknesses i cut my training teeth on the pfeiffer annuals and i ve been a faithful advocate of these peerless guides ever since the first one i m just beside myself with glee to have a collection of the classic

team building tools all in one place elaine biech has done a masterful job of bringing together the all time favorites and organizing them into a practical model you ve just got to have this book on your shelf within easy reach buy it now i know you re going to use it often james m kouzes coauthor of the leadership challenge and encouraging the heart chairman emeritus tom peters company

year after year consultants trainers and human resource professionals have come to rely on the pfeiffer annuals to provide them with the most current and quality tools on a wide variety of topics in this book editor elaine biech and contributors to the annuals have honed in on the important theme of team building to create the first topic specific book in the pfeiffer annuals series the pfeiffer book of successful team building tools 2nd edition includes an innovative ten block model for building a high performance team and draws on the best on the topic articles from thirty five years of annuals volumes

getabstract summary get the key points from this book in less than 10 minutes if you have this book you don t need to go back to school for a marketing degree to learn how to sell your consulting services the single practitioner can use this basic text as a consultancy marketing bible elaine biech s manual will help you increase your client base and retain the clients you have it is free of jargon and packed with practical tools and ideas on how to market a consulting business using a workbook format biech provides task sheets in every chapter along with probing questions you complete and apply to your work if you miss one of her many excellent tips along the way don t worry you ll probably read it again in another chapter that built in redundancy may be a good teaching drill especially for beginners but the book could have been tighter however if you re a new lone consultant this is not for big consulting practices targeting corporate clients getabstract com encourages you to study this book it will open your eyes and increase your business book publisher pfeiffer

year after year the annuals provide thousands of trainers consultants facilitators and managers with new ideas and solutions information about making organizations more effective you will get three types of powerful tools in every volume of the annuals experiential learning activities these exercises and activities are the engaging training framework necessary to make learning dynamic and involving inventories questionnaires and surveys these instruments which stimulate evaluation and reflection lead participants to enlightening conclusions presentation and discussion resources these essays provoking ideas and potential solutions offer the theoretical background all practitioners need in order to advance an organization

success as a consultant is not the result of spontaneous combustion it takes hard work dedication and perseverance successful consulting mastering the five challenges that can make or break you as an independent consultant is the fuel to get aspiring and struggling consultants fired up and on their way to success authors and consultants fred and peggy fisher detail five critical challenges that need to be conquered in order to build a successful consulting business they include the following personal and professional readiness factors the financial reality of selling your skills and knowledge one day at a time putting together a successful marketing and business development plan honing a wide range of interpersonal group and technical communication skills building sustainable client relationships using their unique experiences in the profession fred and peggy guide you through the process step by step successful consulting mastering the five challenges that can make or break you as an independent consultant will help you discover your potential and tap your inner consultant don t wait another moment achieve your consulting dreams today

are you an internal consultant a staff member who serves in a consultative role within your organization then you need this hands on guidebook to help you better understand your role and improve your performance whether you re a change agent trusted advisor or someone who serves in

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on the cutting edge of human resources for over 25 years year after year the annuals provide thousands of trainers consultants facilitators and managers with up to date information about making organizations more effective face the challenge of today's workplace with today's resource the 2001 annuals contain all new material from some of the best minds in the field of human resource development for more than 25 years the annuals have been the leading resource for practitioners seeking to improve organizations three reasons why you need the 2001 annuals great resources when you buy the 2001 annuals you will get more than 20 activities 6 instruments and 20 presentation and discussion resources all of them new all of them customizable for your specific needs great contributors all of the contributors are practitioners who have tested their ideas in today's workplace among the many leading contributors to these volumes are lois hart richard bunning h b karp and steve sugar great topics you get what you need to face the industry's most pressing issues volume 2 focuses on consulting you will find hundreds of trustworthy tips and tools that will improve the productivity and profitability of any organization including diversity issues and team decision making this year editor elaine beich a seasoned trainer consultant and noted author of the consultant's legal guide has added select cutting edge topics to the mix including learning technologies and performance improvement find out how other practitioners are improving organizations day by day delve into the indispensable 2001 annuals today you will understand why the annuals are the source for practical professional performance boosting tools call us today to become a standing order customer

the 2005 pfeiffer annual consulting is a ready made toolkit of ideas methods techniques and models that assist and support your work as an organizational consultant the materials provide a highly accessible means of interacting with a variety of systems and processes as diverse as collaborative work systems and executive coaching to strategic planning and organization development the book is divided into four sections experiential learning activities elas editor's choice inventories questionnaires and surveys and articles and discussion resources elas are the mainstay of the annual and cover a broad range of consulting topics the activities are presented as complete and ready to use designs for working with groups facilitator instructions and all necessary handouts and participant materials are included

showing how top facilitators always put learners first even when faced with exceptions to the rule this highly informative book explains why you must understand people not only content to ensure consistently exceptional learning experiences

the traditional model of consulting places an emphasis on diagnosing a problem and finding a cure but in today's business world of globalized organizations rapid knowledge proliferation and the intertwining of economies that approach is becoming less and less viable problems are quickly redefined new knowledge and ownership of that knowledge is constantly surfacing and being challenged and no solution is a permanent solution consulting in uncertainty articulates a model of

consulting that addresses the uncertainty and interconnectedness of the world in a post industrial knowledge era emphasizing outcomes and inquiry over diagnosis brooks and edwards outline this new consulting model as well as the skills consultants must bring to the table in any uncertain and dynamic environment integrating practical knowledge with scholarship this book covers skills such as relational skills and the consulting relationship cultural awareness and related skills contextual analysis facilitating inquiry collecting and efficiently analyzing data or information consultants and students of consulting as well as managers teachers counselors and even parents will find this book enlightening and useful in navigating today s uncertain world

this handy resource is a ready made toolkit of ideas methods techniques and models that assist and support your work as an internal or external organizational consultant the annual addresses the broad range of topics that are of most interest to professionals in the field the materials provide highly accessible means of interacting with a diverse variety of systems and processes the annual focuses on communication and includes information on coaching teams strategic learning corporate responsibility and technology initiatives this important resource includes an international group of expert contributors purchase of an annual includes access to an associated website which features customizable versions of the reproducible items associated with each activity included in the volume

the need for consultation and evaluation among nonprofits and government agencies has soared in recent years as funders have demanded accountability and agencies are ill equipped to provide the types of data based information needed consulting and evaluation with nonprofit and community based organizations fills a critical gap in the academic literature for nonprofit management this unique text is a collection of advice and voices from a diverse group of successful practicing consultants who work with nonprofits and government agencies through surveys and interviews these experts relate detailed information on how they got started in consulting what types of services they provide what types of clients they serve the biggest challenges they face and much more the book also integrates current topics from a wide variety of sources so that interested readers can easily access important information all in one book book jacket

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