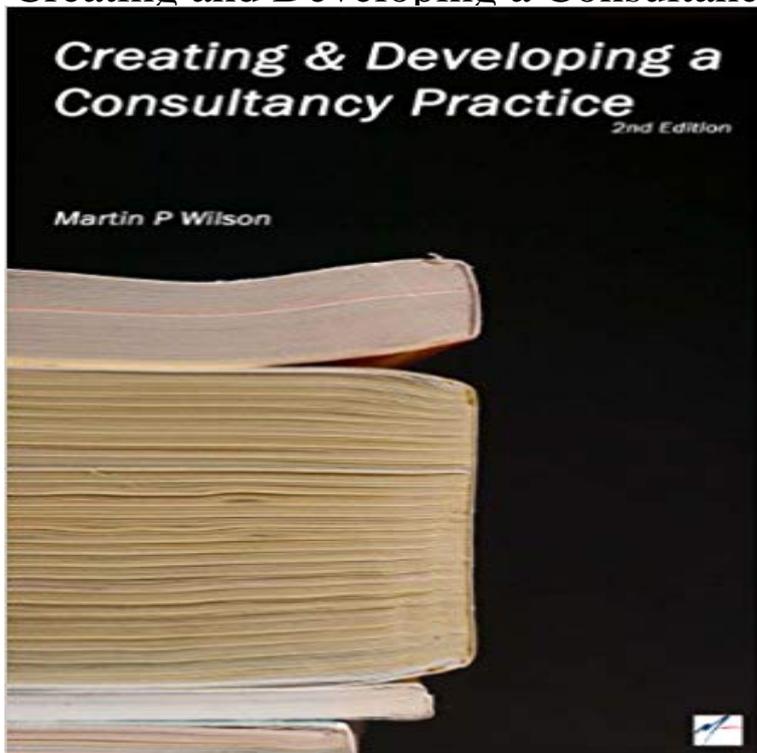


Creating and Developing a Consultancy Practice



The Essential Guide for Every Aspiring - and Current - Management Consultant Many people see a career in consultancy as an easy route to earning high rewards and enjoying a lavish lifestyle, or as an ideal outlet for retired executives. If only it were that simple! In *Creating and Developing a Consultancy Practice*, Martin Wilson shows that consultancy is a challenging career, and the path to success can be fraught with risks and sacrifices. However, if the consultant possesses the right balance of skills and personal attributes, the rewards can indeed be great. This book is a practical guide aimed at both the aspiring consultant and the experienced business adviser who feels it is time to refresh their skills. The first question that the prospective consultant should ask is: Is consultancy for me? In Part I, Wilson looks at the personal attributes and skills which a good consultant needs. He makes no bones about discouraging those who do not possess these skills, or who are unwilling to make the initial sacrifices. Part 2 examines in detail the nature of consultancy and the consultancy process itself. Part 3 covers the practical details which make up the business of consultancy: marketing, setting fees, estimating, sales and administration. *Creating and Developing a Consultancy Practice* is filled with useful advice on setting up and running a professional practice, dealing with clients, writing proposals, and maintaining the marketing and sales drives through feast and famine. It is the ideal guide for anyone considering the challenging but rewarding career of consultancy.

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