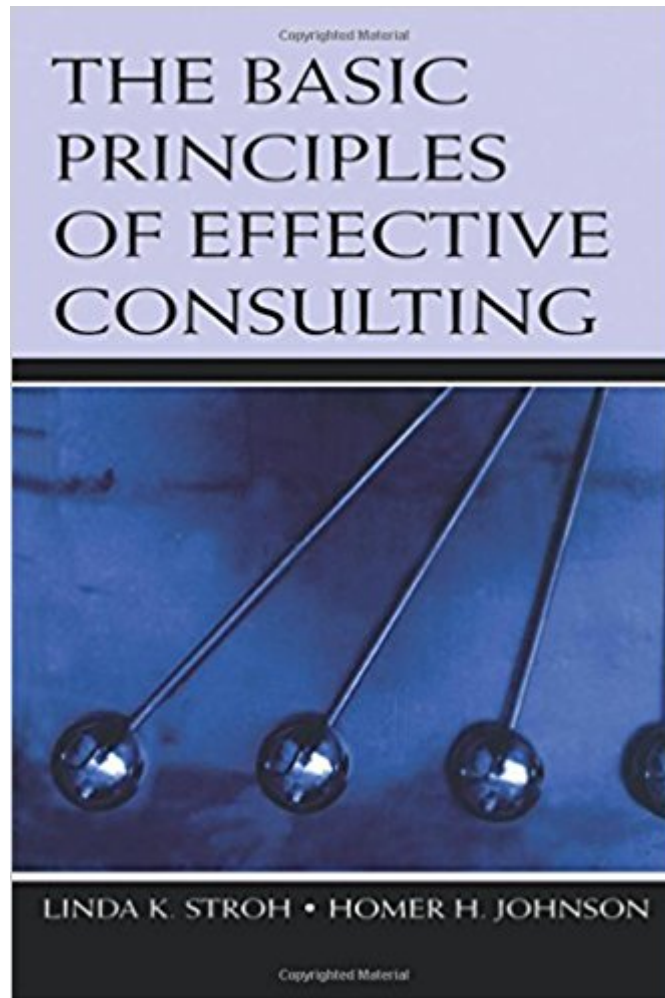




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The Basic Principles Of Effective Consulting



Synopsis

This is a very good time for consultants. As corporations have been reorganizing and downsizing, merging and globalizing, the consulting business has been booming. The Basic Principles of Effective Consulting is about what effective consultants do and how they do it. It provides a step-by-step process that can provide successful outcomes for consultants and their clients. The chapters have plenty of examples and cases of the process used by effective consultants, as cases and examples are one of the best ways to learn the consulting business. Also provided as part of each chapter are short pieces of expert advice by established consultants and users of consulting services. Teachers in business schools will find this book can serve as an excellent supplemental textbook on consulting practices.

Book Information

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Customer Reviews

"This is the book! I believe The Basic Principles of Effective Consulting is a book you will be drawn to repeatedly over your career in consulting. Just as Stroh and Johnson note throughout the book, when most consultants fail, it's because they have never learned (or have forgotten) the basics of doing consulting...The basic principles can be applied regardless of your specialty area. Whether it's IT, or Marketing, Six Sigma, Engineering or Golf Course design, the consulting model outlined in this book is outstanding; and it works!" •Robert L. Lorber CEO, Lorber Kamai Consulting Group, From the Foreword "Stroh and Johnson have done a great service to those who are starting out in the consulting industry: they have distilled the essence of what it is that consultants need to know. They have also provided a handy reference for those who are already in the consulting industry and

occasionally need to be reminded of the importance of the basic principles of consultancy that are necessary for successful organizational change. The reader gets not only the benefit of the insight and original perspective of these academics, but also the practical experience and advice from seasoned consultants. This is a "how-to" book that is destined to become the "go-to" book for novice and seasoned consultants alike."

•Margaret A. Neale
Graduate School of Business, Stanford University

"Stroh and Johnson have written a book that consultants will want in their briefcase, both to view for self when challenged with a client dilemma, and to use with clients to support the consulting process. The "From the Experts" sections will excite, inform, and assure clients that the work being done in their company is on the money!"

•Marilyn Blair
Managing Editor, Organization Development Network Publications

"You'll want to keep this book handy--as you'll be referring to it often. Whether you are a consultant yourself or a user of consultants, this book provides powerful insights into building trusting and lasting professional relationships. Stroh and Johnson have a way of cutting through all the hype, and challenging us to be better at what we do. If you want to be a more effective consultant, be sure to read this book."

•Raj Tatta
Partner, PricewaterhouseCoopers LLP

I teach Healthcare Consulting at UGA's College of Public Health. This book serves as the text. It works well as this class is a hands on, do a consulting assignment and the business of that consulting assignment type of course. The course runs 14 weeks during a semester. The chapters of the book guide us to that end of completing a successful consulting assignment, including a method for billing for the consulting engagement. Here are the chapter titles:

1. Consultants and Consulting
2. Establishing Expectations and Goals
3. Formalizing the Agreement: Proposals and Contracts
4. Developing a Project Strategy: Diagnosis and Data Collection
5. Interviewing
6. Preparing the Feedback/Assessment Report: Moving the Client to Action
7. Presenting the Findings
8. Initiating Action
9. Ending the Project
10. Some Final Thoughts

The examples in the book are helpful and concise. I like the book and so do my students.

There are a lot of good books on consulting out there, and this is one of the best. Linda K. Stroh and Homer H. Johnson cover all of the basics of good consulting - establishing expectations and goals with a client, proposal preparation, developing a project strategy, presenting your findings, and project wrap-up. The authors include the perspectives of third parties in their "From the Experts..." inserts throughout the book. These inserts present a point-of-view from outside experts on topics such as "Data Collection Begins at the Beginning!", "Listen Up!", and "Presenting the Findings". As

an author myself, I like this approach to writing. This is a well-organized, informative book written by professionals who know what it takes to be a successful consultant. I highly recommend it. Mitch Paioff, Author, Getting Started as an Independent Computer Consultant

A must read for anyone doing or thinking about doing professional consulting.

This book is brief- but provides an in-depth overview of the basics of business consulting. I utilized every chapter of this book and will hold onto it throughout my career as a reference point.

Had to get this for an MBA program and found it to be a very effective guide for Consulting in both Civilian and Military contexts.

I am in agreement with the review written by Margaret Neale of Stanford University in that this book is able to effectively travel the distance between novice and experienced consultants alike. This will certainly prove to be an excellent consulting tool for everyone and anyone who reads and embracing the lessons within The Basic Principles of Effective Consulting. I would highly recommend this book.

This book is more geared towards people who either consult on their own or work for a small firm where they have to manage every aspect of the engagement. The advice given in this book is sound, but if you're interested in working for a large consulting firm like McKinsey, Bain, BCG, or some of the lesser big firms, you will most likely never have to deal with most of the issues covered in this book.

Some of the information is a 'no brainer' and some guidance is very helpful. Something for everyone. I recommend it for every business or management library.

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