

Celebrate

**IEEE's 125th Anniversary**

# IEEE 125<sup>th</sup>: Art of Consulting



An interactive presentation by:  
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People → Process → Technology → Results

**D A & R**

Data Analysis & Results, Inc.

# Session Description – Art of Consulting



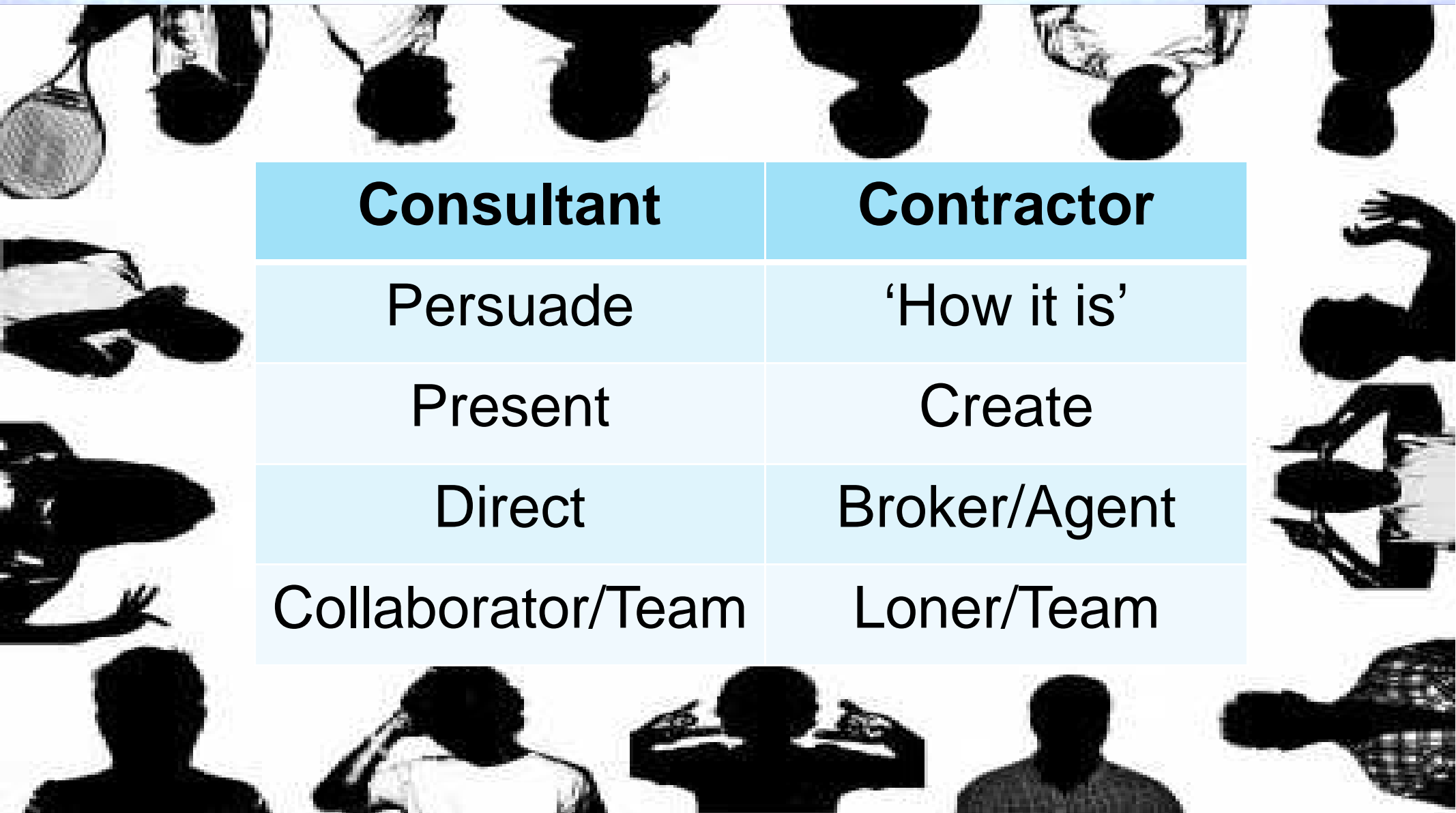
*Shine a light on  
Common Consulting  
Topics*

# Some Concepts for Today...



<b>Consultant</b>	<b>Contractor</b>
Business	Form of Job
Leader	Doer
Change Agent	Expert
Corp/1099	W2/1099

# More Concepts for Today...



<b>Consultant</b>	<b>Contractor</b>
Persuade	'How it is'
Present	Create
Direct	Broker/Agent
Collaborator/Team	Loner/Team

# Success Factors (6+ = *Slow Death...*)

Where Are You?	Think About...	Rating
<b>1. No Money in bank</b>	<i>Desperation, take bad engagements</i>	3
<b>2. Marketing Expertise or Delegation including Payment...</b>	<i>Depend on others for engagements or time consuming marketing...</i>	2
<b>3. Bring Real Value</b>	<i>Not just another pair of hands...</i>	1.5
<b>4. Hourly vs. Deliverable-based</b>	<i>No leverage, depend on each hour; micromanagement</i>	1.5
<b>5. Want to Work Alone?</b>	<i>Doer vs. Leader; Collaboration</i>	2
<b>6. Unorganized &amp; Complex</b>	<i>Critical to make use of time, must be self-motivated</i>	2

# Step 1 – No Money in Bank



**Rate**

**Hours  
per Year**

**Expenses**

**Risk**

## Step 2 – Marketing Expertise

**Referrals**

**Network**

**How to  
Market?**

**Call**

**Speak**

**Write**

# Step 3 – Bring Real Value

Metrics

Trust

Cust  
Sat

Results



# Step 4 – Hourly vs. Deliverable-based



**Value**

**Deliverable**

**Rate**

**Contingent**

**Cash Flow**

# Step 5 – Want to Work Alone?



# Step 6 – Unorganized & Complex



**Explain**

**Patient**

**Flexible**



# Questions?

**What else would you like to cover?**

**What did NOT make sense?**

**Challenge:**

- **What will you do now?**
- **How can we help?**

