



YOU HAVE A GOAL.

YOU HAVE THE DESIRE.

YOU HAVE THE MOTIVATION.

YOU HAVE THE EXPERIENCE.

YOU HAVE THE ABILITY.

ALL YOU NEED IS A

**QUICK START**

Essentials of Starting and  
Building a Consulting Practice



Institute of Management Consultants USA  
Dallas/Fort Worth Chapter

# CONSIDERING A CAREER AS A CONSULTANT?

Maybe you have marketable expertise and are considering a consulting career. Or, perhaps you've launched a consulting practice but would benefit from practical advice or mentoring. **First, some definitions.**

**A consultant** is a professional with an expertise in a functional discipline (e.g. technology, marketing, manufacturing, or finance) and/or industry (e.g. retail, banking, healthcare, manufacturing) that's needed within a client organization. Consultants can be internal (employee) or external (engaged under a fee for service).

**Management consulting** is the practice of helping organizations improve their performance, primarily through the analysis of existing organizational problems, development of improvement plans and/or oversight of the solution implementation.

There are benefits as well as challenges. On the one hand it's your business, with few entry barriers and negligible capital requirements. But this also entails cash flow, time management, and capacity considerations.

Have you thought about the skills that are required, or what support is available?

A skills checklist would involve: industry knowledge, discipline and experience, strong interpersonal skills, good communications and selling skills, ethics, and an ability to grasp and understand the basics of the client's business *even if you have no experience in that industry.*

Daunting? **Help is available through a special program called **QUICKSTART**, sponsored by the DFW Chapter of the Institute of Management Consultants (IMC).**

IMC USA is a community of professional consultants. *Its mission is to promote excellence and ethics in management consulting through certification, education and professional services. The Institute of Management Consultants (IMC) USA provides the only certification for individual management consultants in the US that conforms to the standards of the International Council of Management Consulting Institutes.*



## WHY IMC DFW OFFERS THIS PROGRAM?

Many with functional or industry expertise seek to enter the consulting profession, but often lack a good understanding of what it takes to be successful in establishing a service offering and delivering quality results to clients. This can result in a negative experience for the individual and clients, and erosion of the reputation of the consulting profession.

IMC DFW is here to help, with the unique QuickStart program. It is a convenient way to learn the concepts and fundamentals of consulting, and to acquire the knowledge and skills necessary to set up a successful consulting practice. Essentially, it's an opportunity to *get advice* from the people *in the business of giving advice!*



## CONSULTING PROGRAM CURRICULUM

April 21, 2018

### Consulting as a business

- Why consider consulting?
- Different types of consulting practices
- Why a company would use a consultant
- Different types of consulting engagements
- Challenges and pitfalls (on a personal basis)
- Skills, credentials & mindset required

### Creating Your Marketing Plan & Sales Strategy

- Defining your scope of service offerings & target client groups
- Planning and building your brand, image
- Creating a pipeline of prospects
- Determining client needs and decision making process
- Planning sales processes
- Converting prospects into clients; closing
- Marketing Tools (to fill the funnel)

### Managing your consulting engagement

- Stages of consulting engagements: Understanding client needs
- Adding value to the enterprise / Different types of engagements
- Defining objective, scope, deliverables, timeframe
- Scope: additional resources/consultants?
- Understanding client politics
- Making an effective proposal / Pricing
- Managing projects effectively
- Situations with ethical implications
- Managing expectations, avoiding scope creep
- Building post-project systems for on-going success
- Reflection and learning from engagements

### Handling back-room operations

- Types of business structures; Legal implications
- Partners? Associates? Staff?
- Tax and insurance considerations
- Periodic reports, recurring tasks, agreements

***Our team of Consulting Mentors will help you to compress your journey, establish your consulting goals and build a successful practice.***

For registration and fees see the next page.

## QUICK START

In the QuickStart Program expert practitioners teach the fundamentals of launching and building a successful consulting practice.

One Day Only Saturday,

**April 21, 2018**

**8 am to 4 pm**

***Continental breakfast  
and lunch included***



QuickStart provides a high-value educational program designed to address your consulting aspirations or augment your career development. Compared to other seminars, it's far more comprehensive but costs three times less!

**Fee Schedule** for the 2018 program which is ONE DAY ONLY April 21, 2018.

Discounts for early registration and IMC members (15%)

**Pricing:** **\$175** if registering by 3/31/2018  
**\$225** if registering from 4/1-14/2018  
**\$250** if registering after 4/15/2018

**Location:** 12221 Merit Drive  
Suite 250  
Dallas, TX 75251

**More Information:** Michael: 972-991-3600  
Trish: 817-798-2082

### Here's what you'll get:

Course materials, knowledgeable experts who are practicing consultants, collegial setting, interactive lessons, networking opportunities, business-building relationships, mentoring; Convenient parking, lunch and refreshments.

# QUICK START

Essentials of Starting and Building a Consulting Practice



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## SEATING IS LIMITED, SO ACT NOW!

### Registration form

Landlines: P: 972-991-3600 / FAX: 972-239-5613  
Online: <http://quickstart.imcdfw.org>  
Mail to: IMC-DFW 12221 Merit Suite 850,  
Dallas, TX 75251

### *Yes - I'd like to become a successful consultant!*

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Fee enclosed: \_\_\_\_\_

Credit Card: # \_\_\_\_\_

Type: V MC AE Exp: \_\_\_\_\_

Tell us about yourself:

\_\_\_ I am thinking of a consulting career

\_\_\_ I'm consulting now but want to advance my practice

\_\_\_ I am an IMC member

\_\_\_ I am interested in learning more about IMC membership

What is your business focus area or practice specialty?  
\_\_\_\_\_



### SCAN THIS

for more information on the QuickStart Program

QUESTIONS? 972-991-3600 or 817-798-2082

