



# **How to Be a GREAT Consultant – While you still have a job!**

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# Two Aspects to Consulting



# Four Keys to Construction

- The sponge mentality
- Caring and sharing
- Face time



# SPONGE



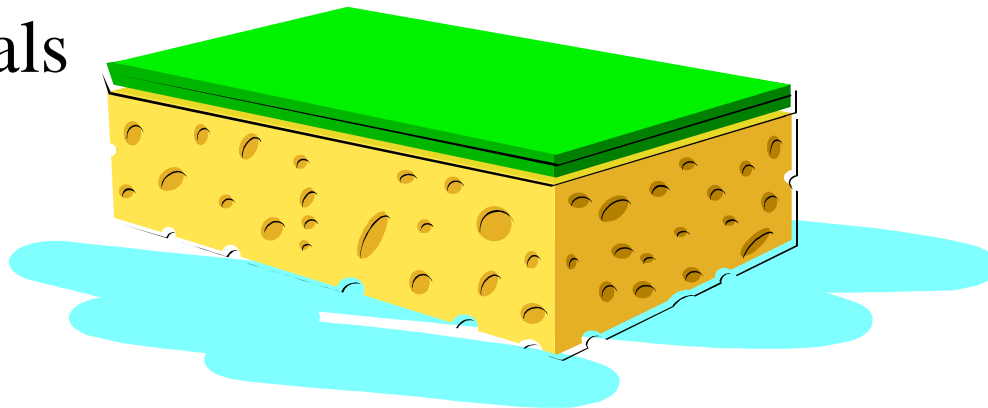
# SPONGE BENEFITS

## FOR YOU

- Networking
- Publicity
- Exposure
- Credentials

## FOR YOUR BOSS

- Better understanding
- Broader capability
- Information sharing



# Caring and Sharing



# Face Time

- Customer Awards
- Make the Meetings
- Newsletters
- Open Door
- *Ask* for favors



**ZEAL**

- Passion
- Intensity
- FOCUS

**WBS**

**Earned Value**  
**Infrastructure**



# Selling it?

- Public Relations
- Diversity
- Enthusiasm
- Conformity
- Value



# PR

- Your name (personal or corporate) is your best exposure...
- Can't write? Co-author!
  - Papers
  - Seminars
- Join!

# Diversity

- Training
- Managing projects
- Scheduling in the tools (MS Project Planner, Primavera, Artemis...)
- Keynote speaking
- Ghost writing
- Expert witness
- Team facilitation
- Project reviews
- Tools development
- Article writing
- Project management sales
- PM tools sales
- PM training sales
- Project management case research
- Project office “coaching”
- Project office infrastructure development

# Enthusiasm

*There is no  
“T” in TEAM!*



*But there is  
“ME” in there*

# Conformity



# Value

- Setting the Price...

- Prep time?
- Years experience?
- Credentials?
- Ongoing support?

*\$25/hour?*

*\$3500/day*

# Your Best

Website?

Visibility?

Honest Empathy and Respect?

A commitment to deliver?

Start now...

And get building...

# Thanks!

- And in the true spirit of consultancy...
- I remain at your disposal

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