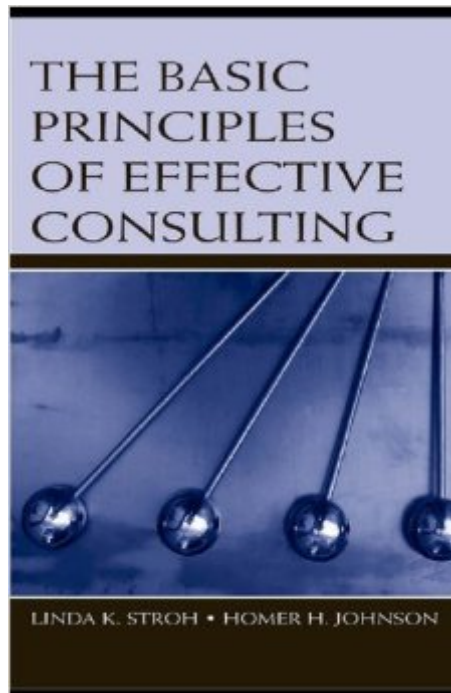


The book was found

# 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

File Size: 1509 KB

Print Length: 193 pages

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Psychology Press; 1 edition (August 15, 2006)

Publication Date: August 15, 2006

Sold by: Digital Services LLC

Language: English

ASIN: B001PCR6NQ

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #659,726 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #273

in Kindle Store > Kindle eBooks > Business & Money > Industries > Consulting #560 in Books >

Business & Money > Small Business & Entrepreneurship > Consulting #3066 in Kindle Store >

Kindle eBooks > Business & Money > Management & Leadership > Management

## Customer Reviews

Great book! I liked how the book goes through each step of the consulting process. Follow the steps and you can't go wrong. Probably the best feature is the practical advice given in each of the chapters. For example, the authors tell you what questions to ask in the first meeting with a client,

how to write a successful proposal and contract, how to conduct interviews, how to collect data, how to present your results, and a ton of other very helpful information. I also liked the brief pieces of advice given by expert consultants that appear in every chapter. No question in my mind that if you follow the process and advice in this book you will have a very successful consulting practice. This one's a keeper!

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.

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 consultant friend told me about this book. She had taken an MBA course in which they were sent out to consult with small businesses and they used this book as the basic textbook. She liked it and I have found very useful in my work. It is not one of those books that tells you how to market yourself or how to find clients as some of the other books do. However, it is really valuable at explaining what to do once you get a client or are negotiating with a potential client. It takes you through the consulting process from beginning to the end, including how to end the project and sell the client on a further engagement. While it contains basic stuff that is critical for the beginning consultant to master, it is loaded with tips and ideas that even the experienced pros will find helpful. The authors have done a nice job in explaining a complex process. I give it 5 stars!

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.

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.

The Stroh and Johnson consulting skills book is one of those books that you keep on your bookshelf and refer to often. They remind us that most mistakes in consulting are a result of the very basic skills. The book is great for both the novice consultant and the veteran; I recommend it highly.

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.

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