

'The definitive hands-on guide to building a consulting practice that thrives by putting your client first – from one of the acknowledged masters in the field.'

Dr Simon Dorris, Managing Partner, Lansdowne Consulting

THE MANAGEMENT CONSULTANT

MASTERING THE ART OF CONSULTANCY

SECOND EDITION

RICHARD NEWTON

FT PUBLISHING
FINANCIAL TIMES

The Management Consultant

Management Consultant, The

Table of Contents

Front Cover

Half Title Page

Title Page

Copyright Page

Contents

Acknowledgements

Preface

Introduction

About the Author

part 1 Understanding consultants and consultancy

1 Consultants and consultancy

2 Why does anyone buy consultancy?

3 Transitioning to consultancy

4 Your consulting service

5 The three core processes of client-centric consulting

part 2 Consulting engagements

6 Finding and winning work

7 Delivering consulting engagements and satisfying clients

8 The alternative approach process consulting

9 Closing engagements and sustaining results

part 3 High-performance consulting

10 Developing long-term client relationships

Table of Contents

11 The ethical dimension

12 The language of consulting

13 Knowing when to say no

14 Key consulting tips

15 The clients perspective buying consultancy

part 4 Additional resources for consultants

A The tools and processes of a consultancy business

B References

C Sample proposal letter

Index

Back Cover