

SHENSON ON CONSULTING

**SUCCESS STRATEGIES
FROM THE
"CONSULTANT'S
CONSULTANT"**

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Shenson On Consulting

Howard L. Shenson



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Shenson on Consulting Howard L. Shenson, 1990-08 Based on Howard Shenson's wide ranging expertise it gives you a real life no holds barred account of what it's really like to go out on your own and fight to survive and succeed in the consulting business Covers every phase of consulting from establishing the business and sales and marketing to proposals and presentations financial issues and client relations Shenson covers the latest trends in the industry as tracked by his well known newsletter Professional Consultant and Seminar Business Report and his many contacts in the business Shenson on Consulting howard l shenson, 1990 *Howard L. Shenson Consulting Handbook* Howard L. Shenson, 1982 **The Contract and Fee-Setting Guide for Consultants and Professionals** Howard L. Shenson, 1986 **The Contract and Fee-Setting Guide for Consultants and Professionals** Howard L. Shenson, 1990-01-16 Expert advice on how to strike a fair deal and command a fair price The Contract and Fee Setting Guide for Consultants Professionals No matter how knowledgeable you are in your field No matter how great your track record No matter how expert your advice or impressive your credentials you jeopardize your client base if you do not instill every phase of your practice with a consummate professionalism And for sharp clients the first clear signs of such a savvy professionalism are the ability to set fees at a fair market price and offer neat straightforward contracts with clearly delineated terms This book teaches you in a few days what it traditionally took people half a lifetime to learn through trial and error In writing it the author drew on his more than twenty years as a business consultant lecturer and author to offer you tips on how to ask for and get the fees you deserve and to establish contract terms that are in the best interests of you and your clients Throughout he shares his insider's expertise on Determining market value for your services Establishing per diem or per project rates and calculating overhead Advantages and disadvantages of various systems of fee setting and billing Six major goals of every contract Negotiating the contract and avoiding legal pitfalls The Consulting Handbook Howard L. Shenson, 1989 **The Knowledge Creation Potential of Management Consulting** Francesco Ciampi, 2008-06-02 The Knowledge Creation Potential of Management Consulting interprets management consulting from a knowledge perspective and proposes a general conceptual framework for investigating and interpreting that potential To begin with the main dynamics of change that characterize today's demand for management consulting is outlined and it is suggested that firms are becoming increasingly aware of the real cognitive rather than only the economic value generation potential that can be activated through the consulting relationship Also the possible pathways for evolutionary transformation of consulting practices models and roles that consulting firms could follow if they want to take advantage of the important changes that are taking place are looked at Next a definition of management consulting is proposed which aims to identify the distinctive ontological real essential and relatively stable features of this particular service and emphasizes the mainly cognitive nature of its value creation potential Furthermore two approaches to interpreting management consulting are discussed the diachronic

approach and the synchronic approach To conclude the theories interpreting knowledge creation processes as knowledge conversion processes are explained and applied to the specific context of management consulting relationships

Consulting Handbook Howard. L. Shenson, 1982-08-01 Getting Started in Speaking, Training, or Seminar Consulting Robert W. Bly, 2002-03-14 How to make a living speaking training and running workshops and seminars Expert Bob Bly shares his secrets for earning 1 000 to 5 000 aday or more as a self employed speaker lecturer or trainer Heshows readers step by step everything they need to know to becomepolished speakers create winning presentations find a marketniche set fees get bookings and much more Aspiring speakerswill learn about the corporate training market who buys training what the hot topics are how to package and sell training courses and what to charge Bob Bly Dumont NJ is an independent copywriter advertisingconsultant bestselling author popular lecturer and highlysuccessful trainer

International Environmental Consulting Practice Peter A. Sam, 1999 A source of information about present and future opportunities in the international environmental consulting market This text analyzes the trends which shape the present market and provides information on how to capitalise on future markets The reader is shown how and where to find environmental consulting opportunities hazardous waste management water purification water pollution control air pollution solutions and municipal solid waste management in global markets It lists contacts at banks donor agencies and government agencies which fund international environmental consulting projects and includes projections on the global environmental consulting market and where the most lucrative opportunities are located **The Economics and Sociology of**

Management Consulting Thomas Armbrüster, 2006-11-16 academic disciplines Book Jacket **Principles and Practices of Professional Consulting** Steven C. Stryker, 2011-01-16 Although consultants influence the outcome of major endeavors in the fields of management finance government and engineering few attempts have been made to establish the tenets and techniques of consulting In Principles and Practices of Professional Consulting author Steven C Stryker outlines the basic tools required of this critical skill In doing so he looks into the history of consulting the consulting process itself and the key practical skills and techniques that are needed for successful consulting Case examples based on real life situations aptly demonstrate the applicability of the material to current consulting activities After introducing the topic and presenting some background information this book goes through the process of consulting from meeting and securing clients to planning and implementing a proper strategy to terminating and evaluating assignments It provides techniques and principles at each stage of the process which are sure to improve one s consulting practice This book presents much crucial information that can be immediately used by professionals and students in various disciplines It is both comprehensive covering all the essential aspects of professional consulting by uniting theory and practice into a single resource and accessible presenting this information in a clear cut manner that allows it to be easily used by anyone wishing to learn more about the important art of professional consulting How to Make it Big as a Consultant William A. Cohen, 2001 Over 70 000 copies in print It s

the classic guide to success in the demanding world of consulting
Part-time/full-time Consulting Practice Howard L. Shenson, 1985

How to Build and Maintain Your Own

Emerging Trends and Issues in Management

Consulting Anthony F. Buono, 2009-04-01 The ninth volume in the Research in Management Consulting RMC series much like the volumes that preceded it underscores that management consulting is a multifaceted field with a truly eclectic nature Management consultants range from sole practitioners and those working in small boutique firms to members of global consultancies that literally span the world Their interventions can consist of relatively simple commonly available services focused on mid to lower level organizational members to those that are far more esoteric in nature providing vital assistance and direction to key players at the upper echelons of the corporate hierarchy As consultants we can have individuals groups and work units or organizations as our client and engagements can be dominated by junior level specialists or guided by senior level gurus and advisors The volume contains 11 chapters that continue the RMC series commitment to enhancing our understanding of and insight into management consulting and the consulting process from a cross cultural global perspective The book is divided into three sections that explore emerging issues and challenges in the management consulting industry trends and techniques in management consulting interventions and reflections on consulting and the consulting process This volume which captures the dual nature possibilities and challenges associated with management consulting adds to the Janus faced portrayal of the field Drawing on the interplay between practice and scholarship the volume adds to the series goal of gaining a fuller understanding of management consulting theory in practice and practice in context in a quest for actionable knowledge about consultants consultancies and the consulting process

Consulting on the Side Mary F. Cook, 1996-04-12

Consulting on the Side is for the professional who longs for independence but can't simply walk away from a steady paycheck and company health benefits Successful consultant and business author Mary F Cook shows you how to build a thriving consulting practice gradually without leaving your full time job Drawing upon her own experiences and those of others who established successful consulting practices on the side she covers all the bases and offers sound practical advice on everything from logistics to finances ethics to personal issues

Working with Gay Men and Lesbians in Private

Psychotherapy Practice Christopher J Alexander, 2020-03-24 *Working with Gay Men and Lesbians in Private Psychotherapy Practice* is written for private practitioners solely by private practice clinicians who specialize in the treatment of gay men or lesbians Focusing on numerous clinical issues that gays and lesbians often deal with *Working with Gay Men and Lesbians in Private Psychotherapy Practice* also offers you proven guidance for maintaining and promoting your psychotherapy practice as a business You will explore issues such as whether the therapist should disclose her/his sexual orientation and how the therapist should address the degree to which internalized stigma about sexual orientation may impact the client's concerns about the process of therapy in general This insightful volume also focuses on the special complexities introduced to psychotherapy by managed care You'll find detailed practical information about a strategic plan for establishing marketing

and developing a private practice in l g b psychology staying abreast of the latest research and trends in gay lesbian mental health treatment planning with gay and lesbian clients lesbian gay couples counseling multiple identity and gender issues particular to culture and ethnicity boundary issues Working with Gay Men and Lesbians in Private Psychotherapy Practice tackles how to therapeutically respond to the issues of gay men and lesbians The practical strategies and specific suggestions can be directly incorporated into your work with gay and lesbian clients to ensure your success in confronting the specific issues and challenges they face **Managing a Public Relations Firm for Growth and Profit** Alvin C Croft, 2013-09-05

The one of a kind how to book that puts effective agency management strategies at your fingertips The classic text that describes in detail how to successfully manage and market a public relations firm has been completely updated with three new chapters and is now more than 50% longer This one of a kind new edition is bursting with creative tips instructions philosophies theories and guidance all to help you steer your firm to success It demonstrates how to market promote and sell a firm to attract win and hold the right clientele You will learn how to manage a new or existing firm so that it is productive and profitable and has a long range future Information in Managing a Public Relations Firm for Growth and Profit Second Edition is based on author A C Croft s extensive experience in the field almost twenty years as a consultant to PR firm principals and more than 25 years as an employee or principal of three medium sized successful PR agencies Croft begins each chapter with a brief profile of a seasoned and successful PR firm principal from a mid sized firm These professionals tell of their successes and also relate early mistakes that you would do well to avoid The text includes tables and figures to make data easily understood The extensively revised Managing a Public Relations Firm for Growth and Profit Second Edition discusses pertinent topics such as keys to new business success developing a marketing plan serving clients communication to prospects management strategies for success installing efficient systems and procedures managing staff productivity forecasting income management systems and procedures managing profitability client and agency budgeting recruiting training and retaining staff crisis planning planning the future of your firm Covering everything from billing practices and self promotion to the use of computers and student interns Managing a Public Relations Firm for Growth and Profit Second Edition is one guide you are sure to refer to again and again for practical advice It is must reading for owners of small and medium sized PR firms senior managers of small medium and national firms who wish to expand their management knowledge and ability or who are considering starting their own firm lower level staff members who want to increase their knowledge of agency management and university public relations professors who would like to include a primer on PR firm management in their classes *The Scientist as Consultant* Carl J. Sindermann, Thomas K. Sawyer, 2013-11-11

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