



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



IMC USA

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.*

Seem 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 for 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 and is ISO Certified (ISO/IEC 17024).*



## WHY IS IMC-DFW OFFERING THIS NEW 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!*



## QUICK START

The QuickStart Program teaches the fundamentals of building a successful consulting practice.

Beginning Saturday March 22, 2014, it consists of two full day programs (8 am to 5 pm) taught by expert practitioners.



## CONSULTING PROGRAM MODULES

### March 22, **Session One:**

#### **“Establishing your consulting practice”**

This session helps participants identify their unique specialty and guides them through the process of creating and developing a compelling service offering. This includes acquiring and sharpening consulting skills and credentials, establishing research capabilities, developing tools and processes, and becoming a thought leader.

### March 22, **Session Two:**

#### **“Practice development (getting known and developing clientele)”**

This session addresses the steps involved with identifying prospects and converting prospects into clients. This includes establishing a brand identity, developing marketing and sales capabilities, handling public relations, and establishing strategic partnerships.

### March 29, **Session Three:**

#### **“Managing your consulting engagement”**

This session instructs participants on the specifics of managing a consulting engagement. This includes the types of engagements, the role of a consultant, how to define scope and deliverables, negotiating a fair price for services offered, and getting follow-up assignments.

### March 29, **Session Four:**

#### **“Set up and perform back-room operations”**

This session covers the back-room processes that are critical to building and maintaining a practice. This includes the legal aspects (e.g. incorporation), the financial aspects (e.g. insurance), and the administrative aspects (e.g. proposals, invoicing).

***Our team of Consulting Mentors will accelerate your journey and help you build a successful practice and achieve your consulting goals. See registration information and program fees on the next page.***

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 2014 program which launches March 22, 2014.

Discounts are available for Early Bird registration and IMC membership (15% off).

**Pricing:** \$350 for registrations made by 2/22/2014  
\$450 if registering between 2/23/14 and 3/16/14  
\$500 if registering after 3/16/14

**Location:** 14330 Midway Rd.,  
Suite 230  
Farmers Branch, TX 75244

### 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



Institute of Management Consultants USA  
Dallas/Fort Worth Chapter

## SEATING IS LIMITED, SO ACT NOW!

### Registration form

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

