

# Become an international consultant

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You have seen foreign consultants arriving in your country, staying in the best hotels, asking a lot of questions, producing a report based on the answers to these questions, and disappearing after a month with a very big fee.

Why, you ask, are foreigners employed instead of people like yourself? You speak the language. You understand the local politics. You may have better academic qualifications. You may have as much experience, even if it is different experience. You would be delighted to be paid half as much as the international consultant gets.

The consultancy firms and international organizations recognize this. They would love to employ consultants who spoke the local language and understood how the system works. They would love to employ someone who could be paid lower fees.

One valid reason that they sometimes have to employ foreigners is that there are no consultants in your country with a special skill. This is valid, but it applies to only a small number of the consultants employed.




More important is the fact that the local experts are experts in their subject, but they do not have any consultancy skills. There is a big difference in performance between an expert in chemistry or economics and a consultant who specializes in chemistry or economics.

Firms and governments employ experienced consultants because the consultants deliver. They have the special skills needed to get things done. They know that the consultants will produce the report or other output on time. They know that the consultant is aware of the human relations problems and will tackle them. They know the quality of report that they can expect. They know that the project will be carried out competently, and that they can defend it if there is any complaint. Of course, not all consultancies go smoothly, and it can be expensive to remedy any failures. However, problems arise much less often when expert consultants are used.

In Western Europe the situation is the same. Firms and governments would much rather employ a good consultant who is not a very good chemist or economist, than employ the world expert who has not got the necessary consultancy skills. In fact, there are quite a few people who have good consultancy skills who are earning high fees even if they are bad at their professions.

Another reason for employing international consultants is that they have a wider range of experience, and this wide experience is needed to do the job properly. Obviously, though they were not born with this experience. They had to start somewhere, just as you do. There is no reason why you should not get the same experience, from consultancy in your country and abroad.

Your best chance to get started is to do a few jobs as an assistant to an international consultant and to do them well. To make sure that you do them well, you should have the



necessary consultancy skills, as well as the professional skills you already have.

## **The Solution**

Fortunately, consultancy skills can be taught. It is not necessary to learn by trial and expensive error, as most of the last generation of consultants had to. I have developed a carefully planned training programme to teach you how to carry out a consultancy project successfully.


The skills required are much the same whether you are a chemist, an engineer, a trainer or an accountant.

The training programme also covers the important subject of how to make a good income from the business:

- X How do you get jobs with international consultancy firms?
- X How do you survive as a freelance consultant?
- X Should you be a freelance, an independent or an employee of a consultancy firm?
- X How do you market your services?
- X What fees do you charge?
- X Why do so many consultancy firms go bankrupt?

## **The Consultancy Business (One day)**

- X **What is consultancy?**
- X **Types of consultancy**


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- X **The roles of the consultant**
  - X **The project cycle**
  - X **Who are your clients**
  - X **Marketing yourself and your practice**
  - X **Selling a consultancy job**
  - X **Networking with other consultants**
  - X **Fee rates**
  - X **Running the business**

**Other courses are:**

**International Consultancy (Three days)**


**This was developed by a team of consultants who have between them worked in 35 countries worldwide, Western Europe, Eastern Europe, Asia, and the Western Hemisphere. They have worked for the major international organizations.**

- X **Getting the jobs**
- X **Freelancing or direct**
- X **Major clients**
- X **Multi-client consultancy**
- X **Confusion over roles**
- X **Why they hate you**
- X **Because your country is richer, it does not mean you are smarter**

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- X **Working with local consultants**
  - X **Working with client staff**
  - X **Working with teams**
  - X **Culture shock**
  - X **The buck stops here**

**Consultancy skills and advanced consultancy skills (Three days)**

- X **What is Consultancy?**
- X **The project cycle**
- X **The consultancy cycle**
- X **Modes of consultancy**
- X **The terms of reference**
- X **Time - its use and abuse**
- X **Getting facts and figures before you start**
- X **Getting information from the client**
- X **Working without information and with wrong information**
- X **Interview techniques**
- X **Inception reports**
- X **Report writing**
- X **Working in a team**
- X **Human relations for consultants**
- X **Ethics**

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- X **What if other consultants are working for the client**
  - X **Keeping sane: stress management and debriefing**
  - X **Multiple-client work**
  - X **The politics and micro-politics of consultancy**

### **Marketing Your Services (Three days)**

- X **What you have to sell**
- X **Modes of consultancy**
- X **Who are your clients?**
- X **Freelancing for consultancy companies**
- X **Getting yourself known**
- X **Writing a CV**
- X **The bidding process**
- X **Working as an independent**
- X **Getting yourself known**
- X **Selling the job**
- X **What clients fear**
- X **Free diagnosis**
- X **Franchises**
- X **Fee rates**
- X **Contracts**
- X **Payment by results**
- X **Networking with other consultants**



## **Working Abroad (Three days)**

- X **Working without an office and without backup.**
- X **Working with poor communications**
- X **Culture shock**
- X **Working with local employees**
- X **Using an interpreter**
- X **Networks**
- X **Finding the decision maker: hierarchical structures in a strange country**
- X **Business ethics**
- X **Currency and the black market**
- X **Checklists on tax, what to do with your house, what to pack, etc.**
- X **How not to die**
- X **How to stay sane**
- X **Surviving travel**
- X **Surviving hotels**
- X **Surviving recreation**