

1



SHAPE YOUR BRAND

– we help you crystallize your brand: what the breadth and depth of your experience and expertise can uniquely offer.

TAKING YOU FROM EXPERT TO CONSULTANT IN 5 STEPS

2



CREATE YOUR CONSULTANCY PRODUCT

– we provide the tools and frameworks that shape and prepare your unique offering.

3



GET PRECISION ON YOUR TARGET MARKET

– we work with you to identify target markets, your route to market and how best to position yourself in the market.

4



EXECUTE WORLD CLASS CONSULTANCY TOOLS, FRAMEWORKS & PROCESSES

– we ensure you are ready to deliver projects with excellence from initiation to delivery to maximise your effectiveness in the consultancy space.

5



GO TO MARKET – BE BUSINESS READY

– we work with you to address all of your business obligations, to ensure you are personally and professionally equipped to run a world class consultancy business.

– fully prepared for all consultancy opportunities and challenges – market ready with ongoing support from the Academy.

The **Customised Individual Programme** will bring you through the **FIVE Steps – consultant development modules** in the company of our Academy Faculty who have long experience in the consultancy world. Each of the five customised modules will:

- Be facilitated by a senior Academy Faculty member
- Provide you with the relevant tools for the theme of that module
- Guide you through the practical application of the module theme in your specific consultancy context
- Provide support for the work to be carried out by you between module sessions
- There will be a **minimum of five modules** which will be flexible in duration and format
- The programme will be held over five months

At the end of the end of the programme you will have your own branded **Consultancy Handbook** – your comprehensive infrastructure to have you market ready.

Throughout the five module programme you will be supported in the transition that is both professional and psychological with **executive coaching** elements as needed.

There will also be a range of resources and access to professional networks available on completion of the programme through ongoing involvement with the Academy.

The modules will be held at the **The Consultant Academy Office** in central Dublin or at an agreed venue.

1



SHAPE YOUR BRAND

– we help you crystallize your brand: what the breadth and depth of your experience and expertise can uniquely offer.

This module is fundamental to the process – you will examine the breadth and depth of your accumulated experience and explore how to capture it for the consultancy world. This module may run to a number of sessions to ensure your full consultancy offering is highlighted using our unique **Five Level Analysis**©.

2



CREATE YOUR CONSULTANCY PRODUCT

– we provide the tools and frameworks that shape and prepare your unique offering.

This module will focus on how to shape your offering in the consultancy space to potential clients. You will craft your key consultancy service vision, values and messages. The consultancy mindset will be explored.

3



GET PRECISION ON YOUR TARGET MARKET

– we work with you to identify target markets, your route to market and how best to position yourself in the market.

Examining your positioning in the market and the optimum channels to impact your market niche will be framed in this module. You will have a comprehensive marketing plan in place for initiation.

4



EXECUTE WORLD CLASS CONSULTANCY TOOLS, FRAMEWORKS & PROCESSES

– we ensure you are ready to deliver projects with excellence from initiation to delivery to maximise your effectiveness in the consultancy space.

Our faculty member will take you through a step by step process of handling all aspects of a consultancy project using the **Four D© Consultancy** Project framework. This will include – communication, contracting, accountability, compliance, ethics, governance, project writing, finance, stakeholder management etc.

5



GO TO MARKET – BE BUSINESS READY

– we work with you to address all of your business obligations, to ensure you are personally and professionally equipped to run a world class consultancy business.

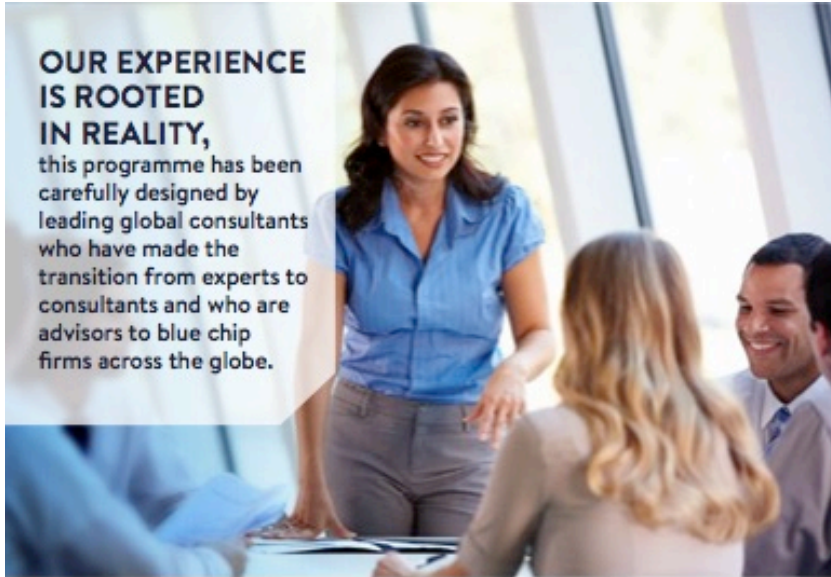
– fully prepared for all consultancy opportunities and challenges – market ready with ongoing support from the Academy.

The transition from Expert to Consultancy has both a professional and psychological dimension – the faculty in this module and all through the programme will work with you to ensure you are prepared in a concrete manner for both these core dimensions.

Following **initial consultation** to ensure the fit of the programme for you, an outline individual programme will be designed. In terms of programme fees, usually the participant is supported in part at least by the organisation being exited. The Academy is happy to discuss the programme with the organisation if requested as well as explore the appropriate tax efficient approach.

OUR EXPERIENCE IS ROOTED IN REALITY,

this programme has been carefully designed by leading global consultants who have made the transition from experts to consultants and who are advisors to blue chip firms across the globe.



- Vhi Healthcare
- Permanent tsb
- Irish Life
- BOI
- Kerry
- Ulster Bank
- Ericsson
- Allianz
- Enterprise Ireland
- Glanbia
- CRH
- AIB
- Yahoo
- Deloitte
- Central Bank
- Alexion
- Irish Stock Exchange
- DAA
- Aryzta
- ESB
- mytaxi
- Icon plc
- Irish Tax Institute
- Construction Industry Federation
- Dublin City Council
- Designer Group
- Central Statistics Office
- AbbVie
- Irish Dairy Board
- Lennox Pharmaceuticals
- Pepsico
- Bayer Health Care
- Pioneer Investments
- Netgear
- RTE
- Salesforce
- Grant Thornton
- Google
- Zurich
- IDA Ireland
- Vodafone
- Bord Bia
- Danone
- RCSI
- KBC
- PwC
- Liberty Insurance
- United Nations
- World Bank Group
- Ervia
- Accenture
- Generali Pan Europe
- Sanofi
- Realex Payments
- Beauchamps
- Fexco
- Cognex
- IADB
- TUSLA
- Davy Stockbrokers



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