



BUILDING A CONSULTING BUSINESS

Today's business environment isn't focused on 9-to-5, lifelong, static positions like it was decades ago. Our world is constantly shifting and evolving, meaning that businesses (and workers) must evolve with it. As a result of this shift, consultants have more opportunities than ever before. This workshop will show you how to build a business as a consultant.

This one-day workshop will help you teach participants:

- ✓ Define the term "consultants" and explain their role in today's business world
- ✓ Identify consulting opportunities
- ✓ Create a business strategy that includes a business plan, budget, marketing plan, fee structure, and resources
- ✓ Use social media and networking skills to grow your consulting business
- ✓ Protect your work with contracts
- ✓ Identify ways to stay on top of trends and changes

COURSE OUTLINE

Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

What It's All About

This session gives students a chance to consider exactly what a consultant is. Related terms are discussed and then students take a look at the qualities it takes to be a consultant.

Business Building Blocks

This session allows students to get a further look at becoming a consultant. It focuses on identifying the possibilities for your business, how to conduct your research and what your business should target.

Crunching the Numbers

Here, students are shown methods to develop financial budgets and projections with a look at personal expenses, business expenses and income targets. Also looked at are ways to set a pay rate and income goals.



Planning Your Business

Every business needs a plan and in this session students are introduced to types of business plans along with a business set-up checklist and how to gather resources.

Test Driving

Students are prompted in this module to consider their business model. They are encouraged, through the use of worksheets, to take a look at the major aspects of their proposed consulting business to see if they are viable.

Creating a Sales and Marketing Strategy

Following up a business strategy with a marketing strategy is good business sense. This session touches on ways to promote a new consulting business with the aid of various tools. It looks at the marketing cycle, social media, and other ways to get noticed.

Getting the Work Done

Once a business is set up and marketed, it's important to know just how to get work and get it done. In this session, learners are invited to discuss how to identify sources of work, how to develop contracts and statements of work, how to deal with problems arising with clients, and how to stay current in a chosen field.

Workshop Wrap-Up

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.