

ON BUSINESS CONSULTING – THE INDUSTRY

THE INDUSTRY - "In contrast to the size and fame of the leading management consulting companies, a large portion of the consulting industry is comprised of very small companies—in many cases these are one-person shops, perhaps operating from a spare bedroom at home. This part of the business has grown rapidly since 2000, as legions of well educated, highly qualified and thoroughly experienced executives and professionals were laid-off during corporate downsizing or took early retirement in exchange for an opportunity to work for themselves. These professionals have turned to self-employment as consultants, focusing on their specialties and combing their rolodexes for leads. Global consulting industry revenues (including HR, IT, strategy, operations management and business advisory services) will be about \$345 billion in 2010. This represents a rebound from about \$310 billion in 2009 and \$330 billion in 2008." According to Plunkett Research estimates.

"Despite what appears to be an economic recovery in much of the corporate world, the days of unrestrained corporate spending are long gone. Going forward, consulting firms will be forced to compete fiercely for their engagements, and the engagements they receive may be relatively short-term or less profitable than assignments of the recent past. Corporate clients will be focused on a provable return on investment for their consulting dollars spent. Specific goals will be set early in the process, and consultants will be under intense pressure to meet those goals. **Large, multifaceted consulting companies will face fierce competition from smaller, niche companies.** In particular, consultancies that can quickly improve their clients' profits may have the best competitive advantage over the mid-term. Corporate clients may lean toward hiring consultancies with a proven ability not only to point out a corporation's problems and strategic deficiencies, but also to implement solutions that cut debt, restore health to balance sheets and stabilize profits." Bureau of Labor Statistics.

One of the resources that consulting firms provide to clients is expertise — in the form of knowledge, experience, special skills, or creativity; another resource is time or personnel that the client cannot spare.

"One of the fastest-growing segments of consulting has been information technology (IT). This segment includes consultants focused on e-commerce; telecommunications; intranet and Internet strategies and functionality; hardware systems design and implementation; software design, acquisition and implementation; and web site design and operation." Typical consulting services cover:

Administrative management and general management consulting	37%
Marketing consulting	15%
Other scientific and technical consulting	14%
Other management consulting	9 %
Process, physical distribution, and logistics consulting	9 %
Human resources and executive search consulting	8%
Environmental consulting	8 %
Other consulting services	10%

The vast majority of establishments in the industry were fairly small, employing fewer than five workers. Self-employed individuals operated many of these small firms. Many individuals move into consulting after working and gaining experience in a related field. As a result, the average age in the consulting industry is higher than average for others industries.

THE CONSULTING BUSINESS (a Personal View – ‘Prof.’ Roberto Ancis, CEO)

After having worked for fifteen years with large, medium and small corporations and being replaced by my last corporate employer in order to create a job for a relative who wanted to come and live in the U.S. I decided that I would no longer be a ‘slave’, that I would stop letting others control my destiny. I said goodbye to political games, ego-driven supervisors, lack of recognition, inadequate compensation, limited and restricted vacation time, long (non-rewarded) work hours, the pursuit of strategic ideas that often made no sense to me (or to my clients), and being unable to be creative in my approaches.

Initially, I accepted technology consulting assignments and then I slowly moved on to business development, marketing and strategic planning, sales trainings, and corporate re-engineering. Looking back on my consulting business experience of 30 years, I have to say that this was the best decision of my life. No political games, complete creative autonomy, as many clients as I wanted, as much revenue as I wanted to generate, client selectivity, a deep inner satisfaction from the results I facilitated with my clients, a sense of inner peace, tranquility, and personal challenge. Personal rewards from many clients who thought I had performed ‘magic’ for them and their companies. Having worked since 1981, with over 300 clients in 40 different industries, my (now) proven experience allowed me to become a ‘wanted’ consultant – my field of expertise having become MIND DYNAMICS, corporate behavioral re-engineering, and consumer decision making processes.

My company became an organization whose main purpose is to make a positive difference in the lives of my clients and their employees. My life investigation of over 100,000 people, showed me what truly makes people “winners” and successful in their lives. Having learned what I came to calling MIND DYNAMICS and the PHYSICS of THE MIND, in addition to “content” skills, I started teaching ‘context’ and effective behavioral practices in my consulting practices and MBA graduate courses.

Success started to occur rapidly in client companies and employees who worked for them - ineffective behaviors and what Dr. Jung calls “shadows” are identified and one learns “how to handle” them in a constructive manner; one’s negative mind chatter is transformed, procrastination and not keeping one’s word started to disappear from those who attended my programs. Participants felt empowered and transformed, where they began acting responsibly as the cause of what they created and no longer subjected to the will of others and of the environment.

Having learned all this about consulting and what makes a consultant successful, in these marginal economic times, when all else seem to be slowly failing, I decided to provide a positive solution to the fears of many, and a constructive option for those who want to create their own economic and emotional independence – thus, the “How to Become a Consultant” Program was born. The programs are a mix of how to start, outreach and grow as well as how to effectively manage one’s mind to success and planned independence, in a self-supported creative environment. I truly wish I had a mentor who could have provided me with these tools, guidance and expertise when I started – it would have shortened my path to success and saved many sleepless nights when I did not know how to proceed ...

I truly welcome all those who want to develop their own private practice in the area they choose to market and I am willing to provide a full 90-day support program with over 400 pages of “How to documents”, on-ground seminars, Internet web interactive conferencing classes, and an extremely effective TT technology – the same used by one of the world’s largest accredited universities delivering MBA studies.