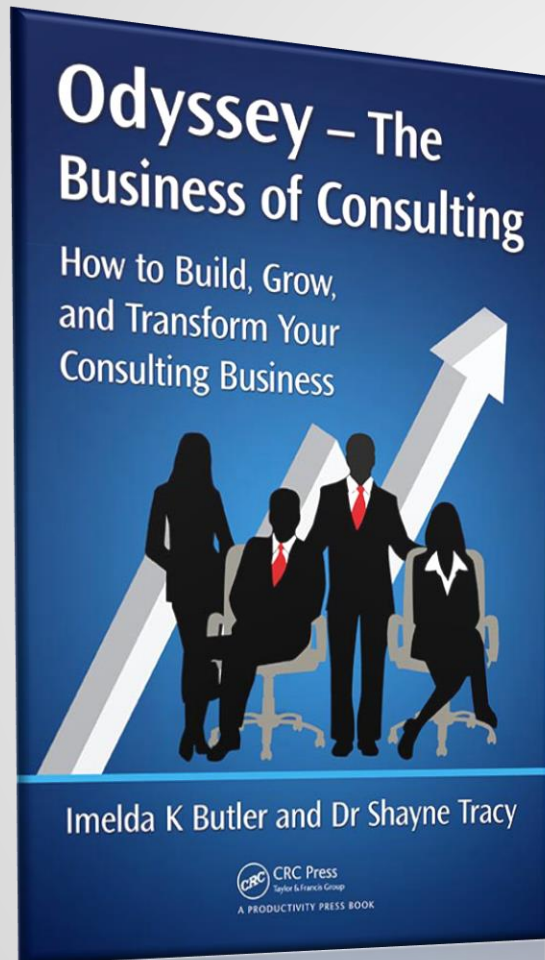


Welcome and thank you for joining us for
The Business of Consulting Webinar:

***“How to Build, Grow and Transform
your Consulting Business”***

March 1, 2016
8.30am - 9.30am





Your Presenter



Imelda K Butler

Fellow IMCA CMC

MD Century Management

Odyssey – The Business of Consulting

How to Build, Grow,
and Transform Your
Consulting Business



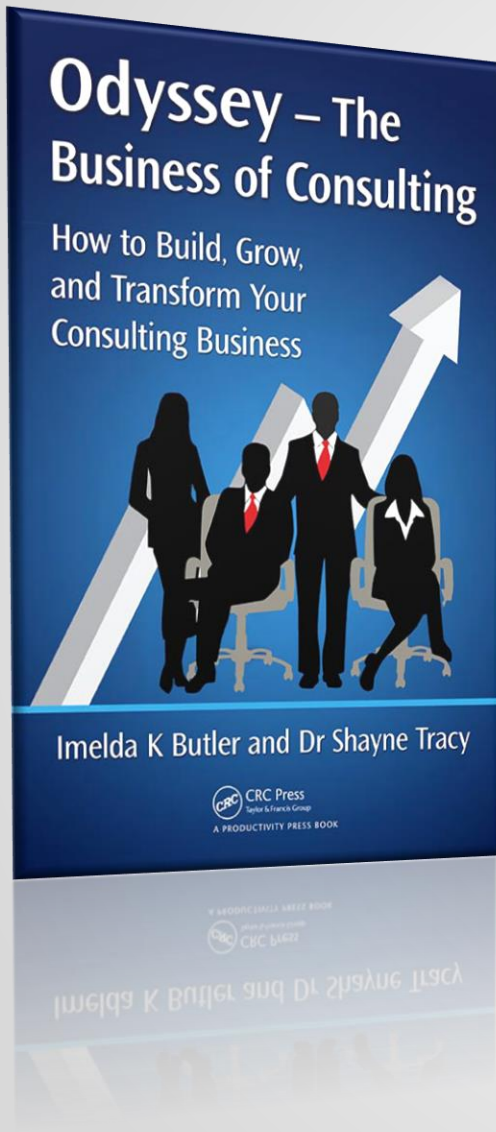
Imelda K Butler and Dr Shayne Tracy

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Overview of Today's Webinar

Three Concepts:

1. Consultant Growth Path
2. Consulting System
3. Consultant Mindset

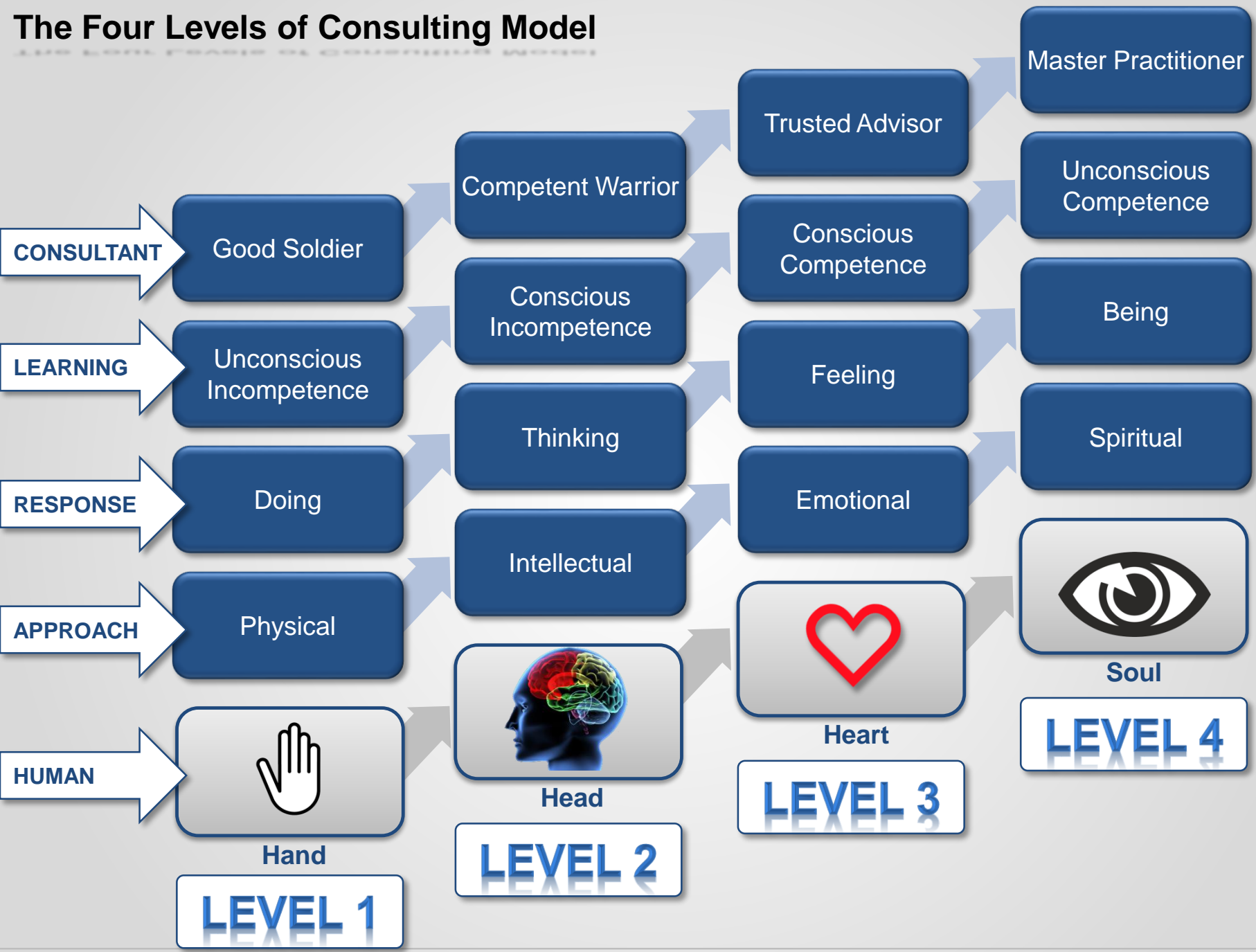


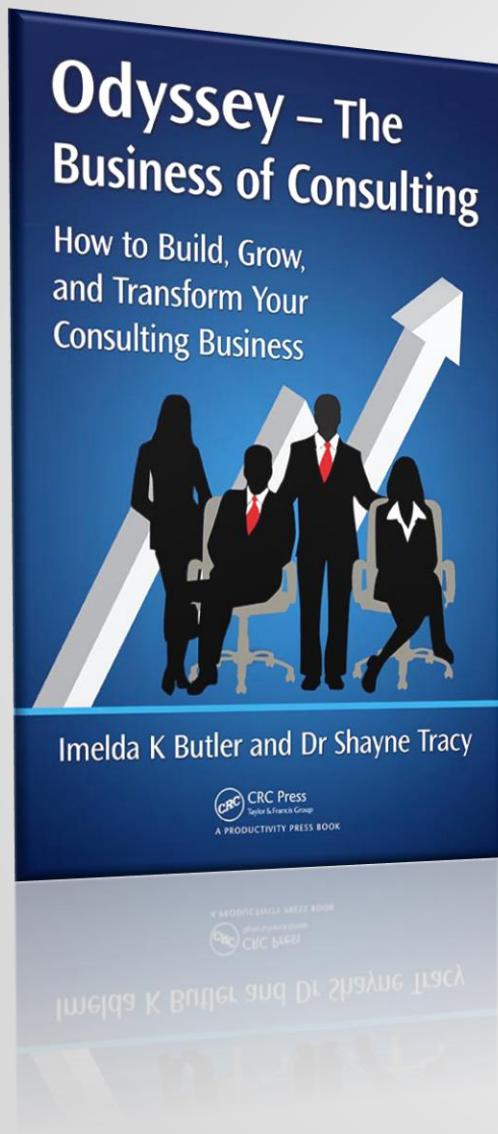
Concept 1:

The Consultants Growth Path

- Are you on the Odyssey Consultant's growth path?
- If so, what level are you engaging with your clients?

The Four Levels of Consulting Model

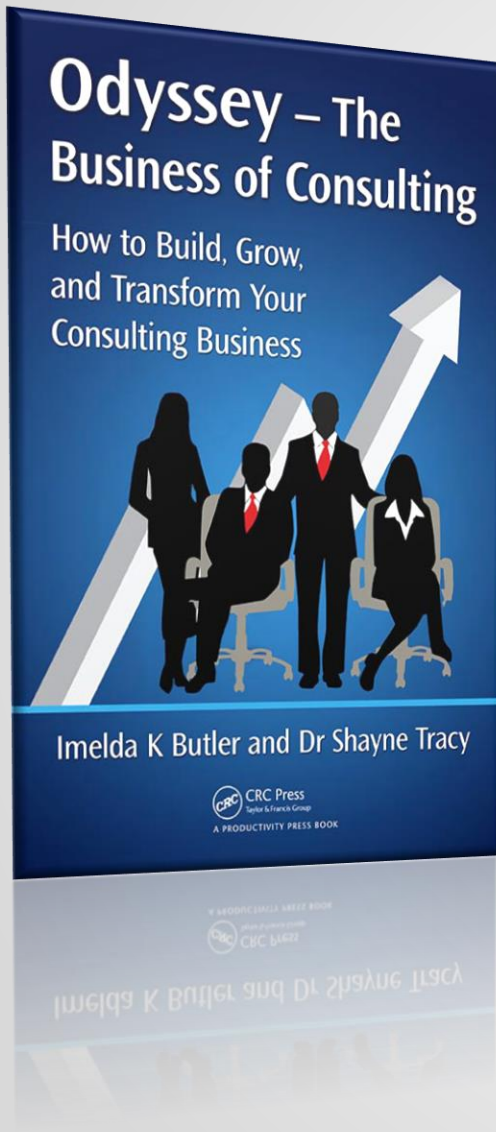




Concept 1:

The Consultants Growth Path

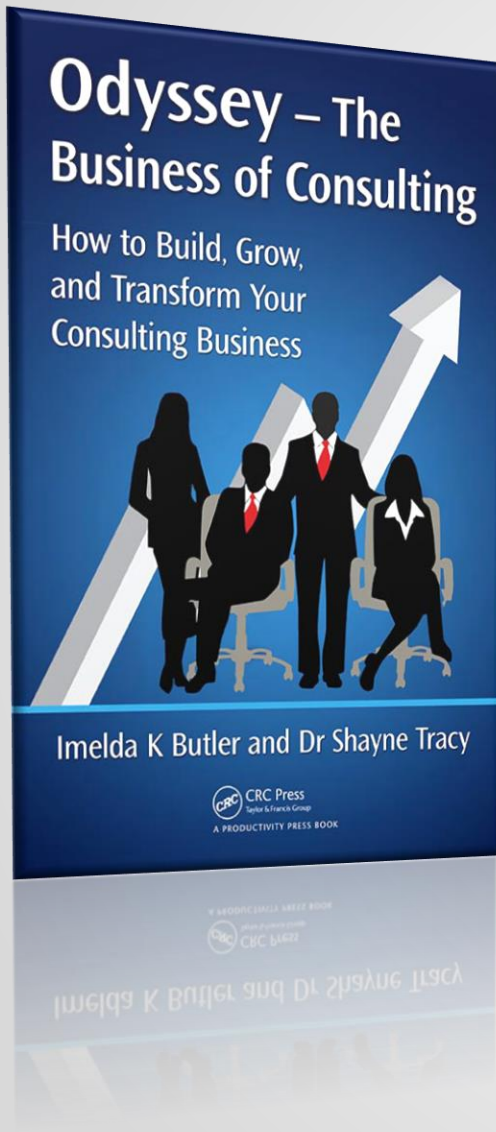
- Odyssey in Action - Case studies
- Whit Mitchell - Trusted Advisor Breakthrough
- Dr Shayne Tracy - Veterinarian that never was



Concept 1:

Growth Path Questions

- What Level of consulting are you at now?
- Where do you see your business in 12 months?
- Where do you see your business in 18 months?
- How will you get there?



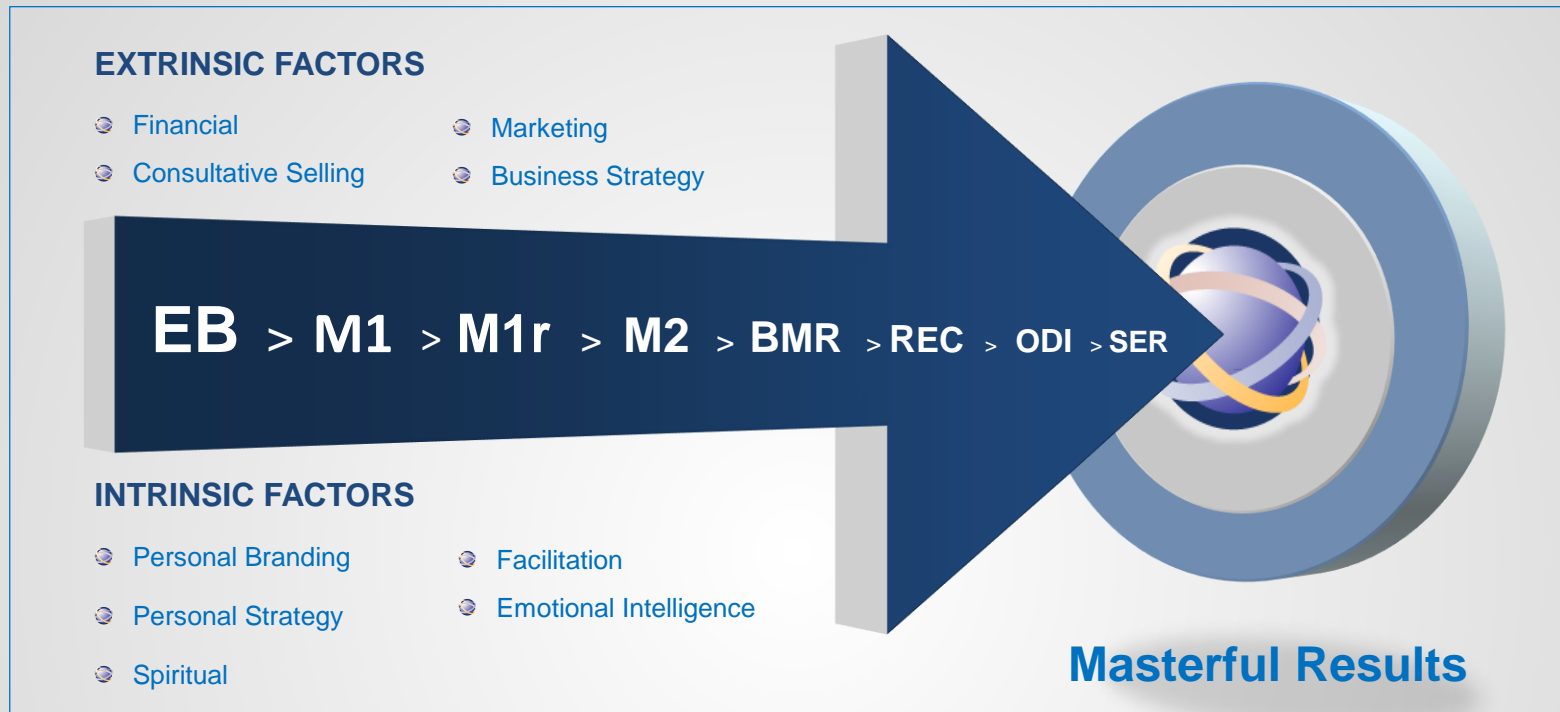
Concept 2:

The Odyssey Arrow Consulting System Process: Bringing Clarity to Client Needs

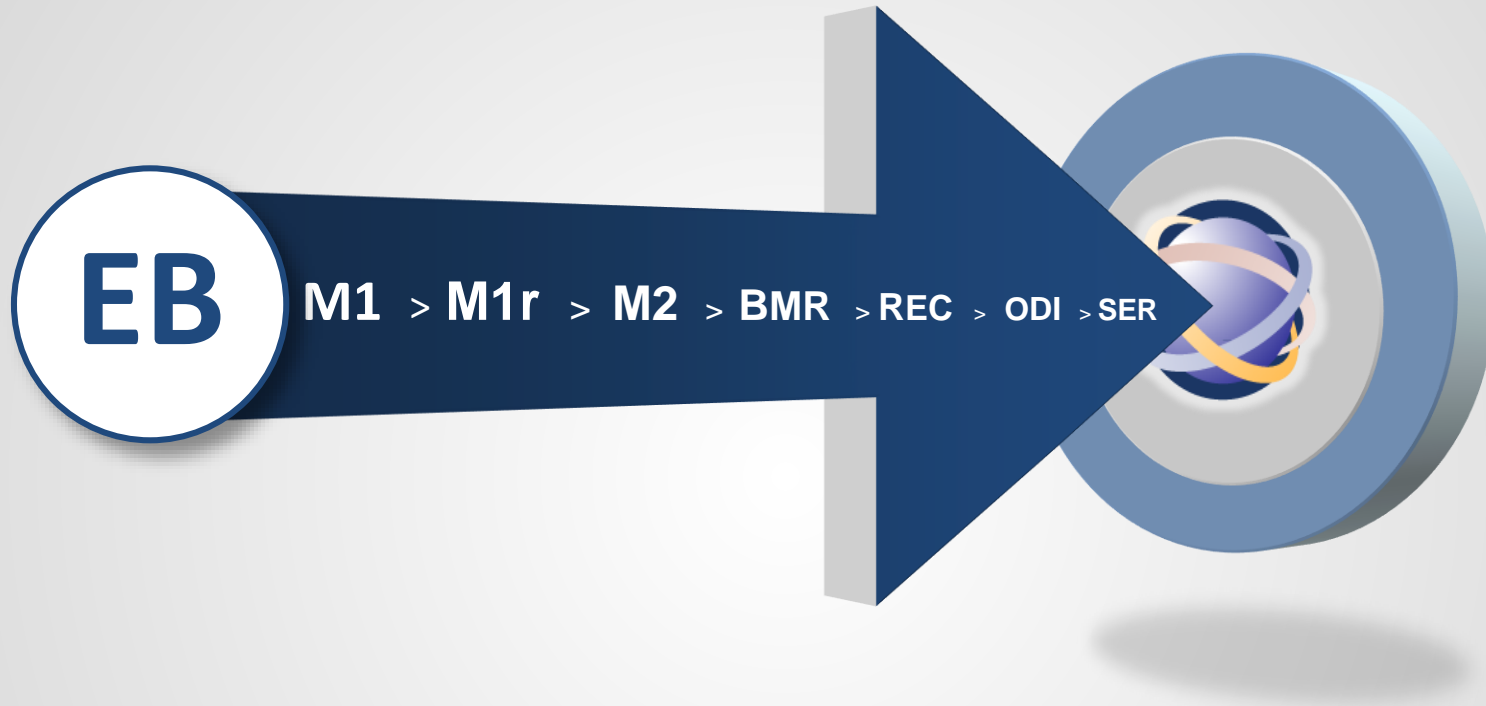
- How do you source and engage your ideal clients?
- Do you have a business process and system for delivering superb client value and masterful results?

THE ODYSSEY ARROW:

Bringing Clarity and Focus to Odyssey Level 3 (Trusted Advisor) and Level 4 (Master Practitioner)



EB	Executive Briefing: Suggest you do one performance quarterly with local ideal clients
M1	Meeting One: Suggest you set four M1s per month as a minimum and let the sky be your limit
M1r	Meeting One Response Letter: As described
M2	Meeting Two: And other interactions
BMR	Business Management Review: Sell the concept, then follow the email format and do a short report
REC	Recommendation: Proposal for organization based on portfolio of solutions
DA	Discovery Audit: A full scale internal and external audit to prepare for the OD1
CA	Client Assignment: Now you work from Odyssey Level 3 & Level 4



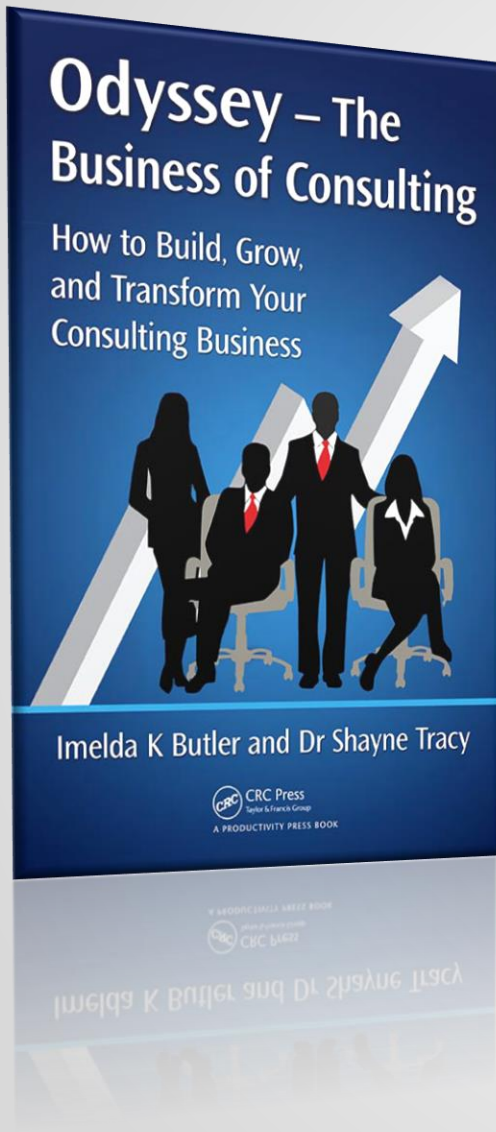
EXECUTIVE BRIEFING

EXECUTIVE BRIEFING



BUSINESS MANAGEMENT REVIEW

BRÜHERE WYHYGENEELL KEAEM

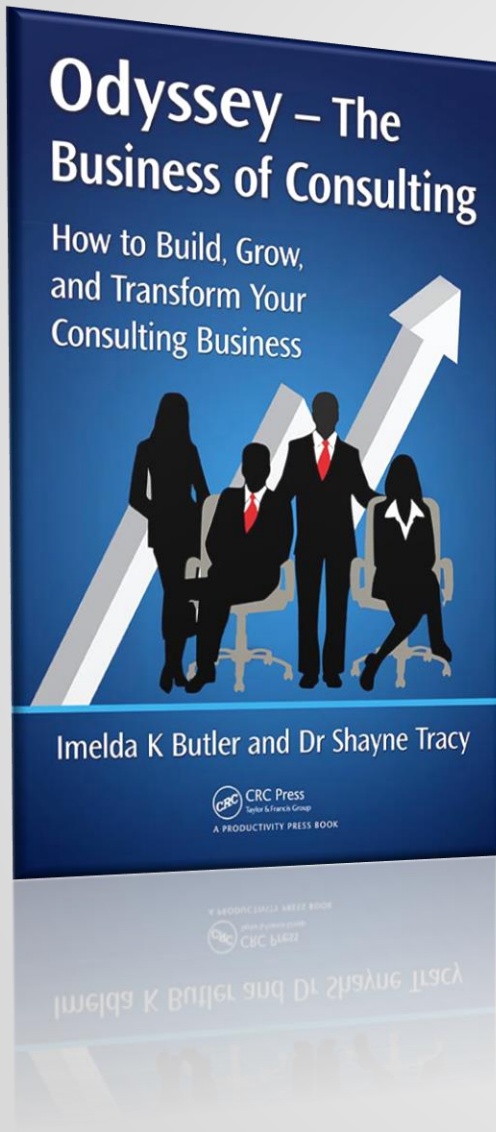


Concept 2:

The Odyssey Arrow Consulting System

Odyssey in Action

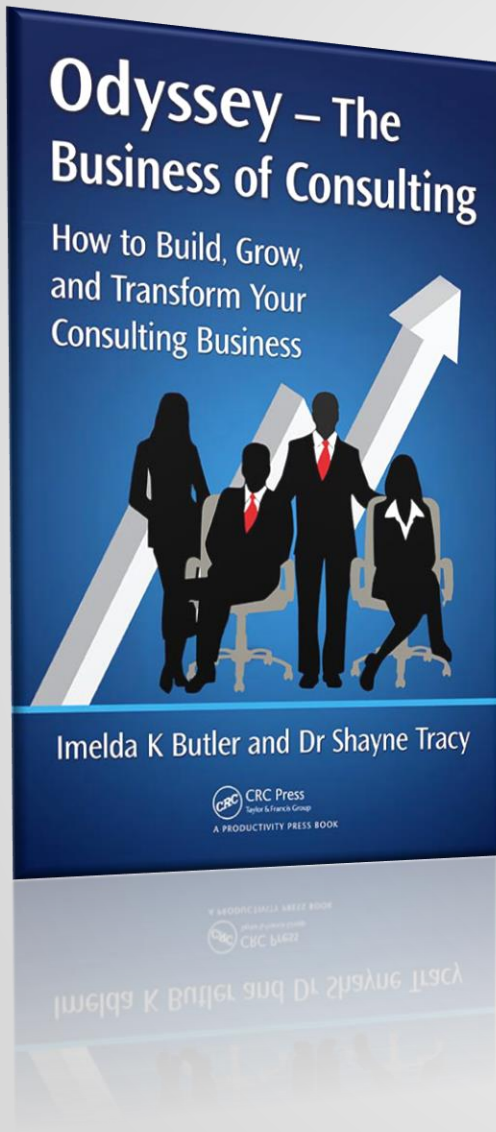
- Sergio Motles – The power of the BMR
- Dan Grobarchik – Starts with finding Ideal Clients



Concept 2:

The Odyssey Arrow Questions:

- Who are your Ideal Clients & How will you connect with them?
- What are the Steps in your Consulting Business Arrow?
- Sketch your Consulting Arrow



Concept 3:

The Mind-Set Factor

- Have you got what it takes to break through your mind-set barriers to success?
- How do you define your success?
- How is your mind-set serving you?

The Talent Management Model:

Combining Talents Into Competency Strengths

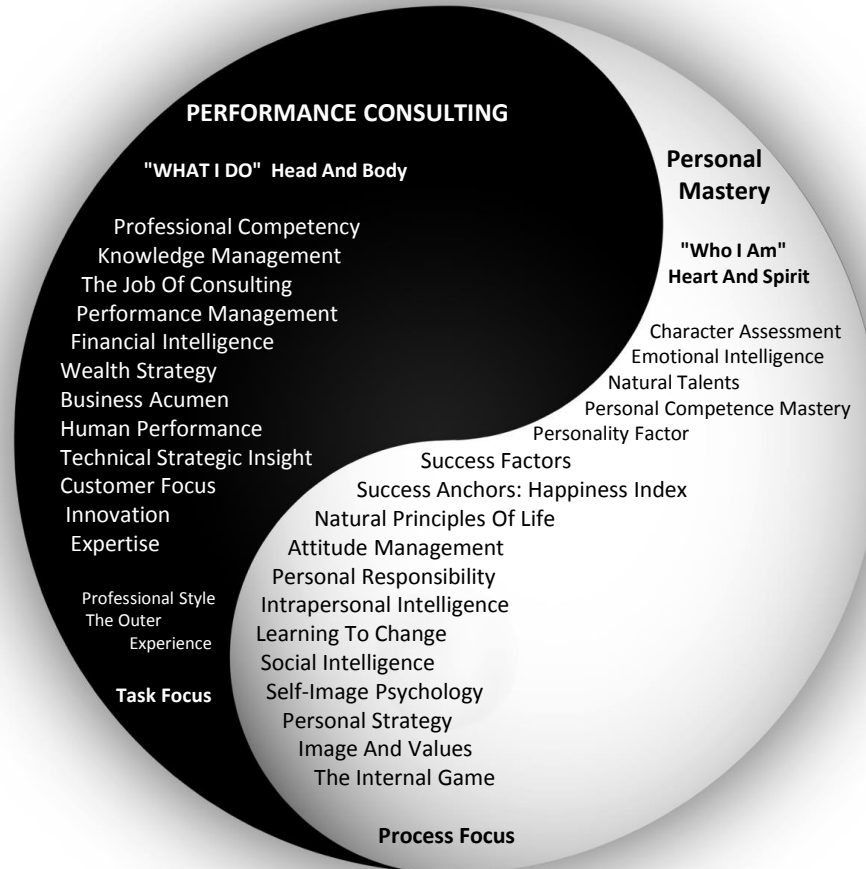
Teams
 Feedback
 Evaluation
 Appraisal

Coaching
 Mentoring
 Personality
 Advice
 Customer
 Rewardship
 Leadership
 Performance
 Evaluation
 Resources

Marketing
 Productivity
 Development

Interpersonal
 Intelligences
 Career Management

Managing Expectations
 Performance
 Career Plans
 Reward System



Confidence
 Assertiveness
 Conflict
 Feedback

Self-Concept
 Emotions
 Management
 Respect
 Worth

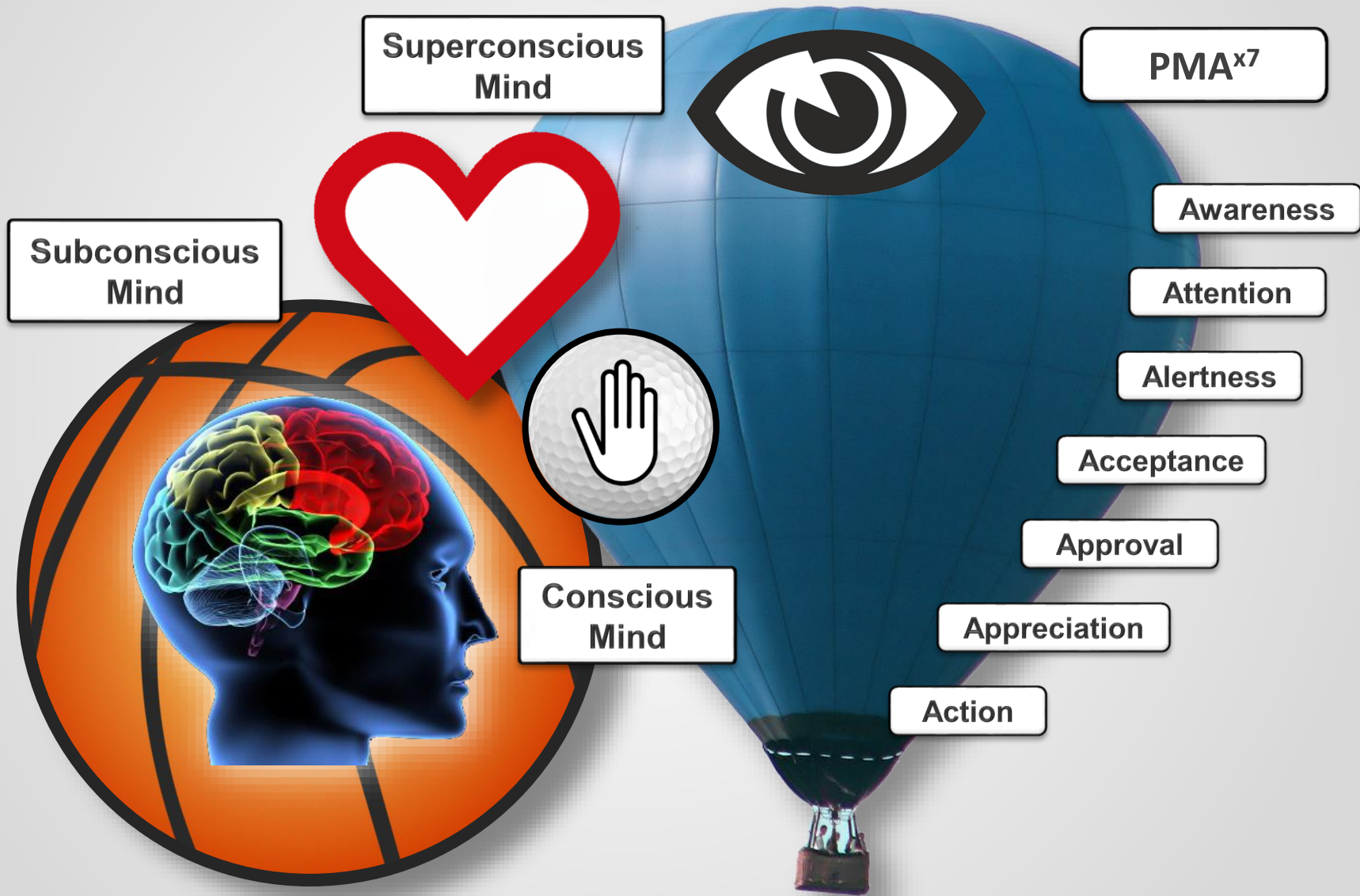
Family
 Community
 Love
 Marriage
 Heart
 Wellness

Spiritual
 Emotional
 Mental
 Physical

Purpose
 Significance
 Destiny
 Power

"Superconsciousness"

Present Moment Awareness



The Four Dimensions Of The Human Being



The Art and Science of Setting Value Based Fees

Fee setting is part art and part science. Drill this picture into your subconscious mind, then act.

Based on the Objectives of the Client as you both Diagnose it

Talent-Driven Consulting

Focus on Outputs / ROI / Value

(Higher Sales; Profit Improvement;
Reduced Costs; Strategic Advantage)

Are you Charging for Added-Value Results you Achieve?



ACHIEVING



DOING

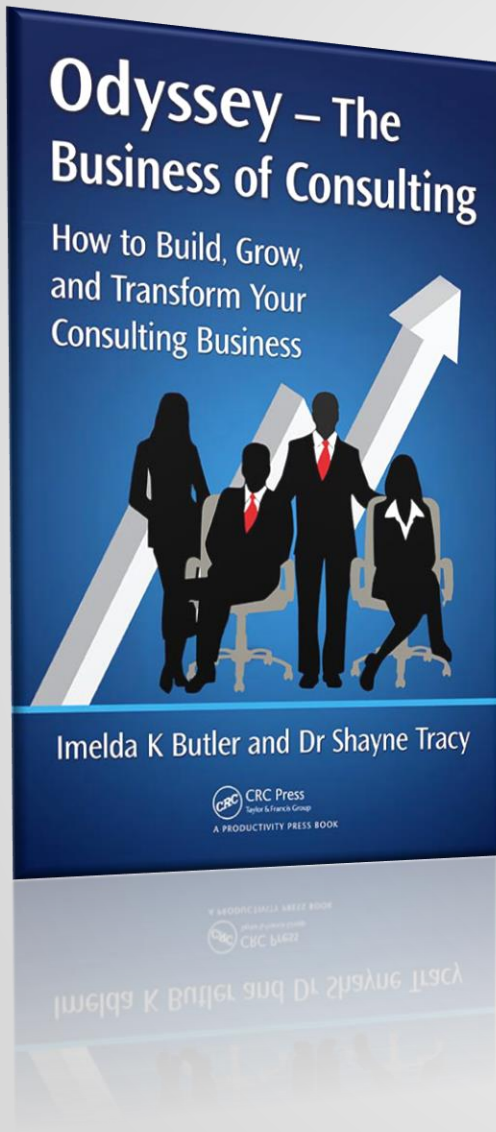
Are you Charging for the Work you Deliver?

(Day; Workshop; Survey; 360°; Coaching i.e. 'deliverables')

Focus on Inputs / Time / Task

Time-Driven Consulting

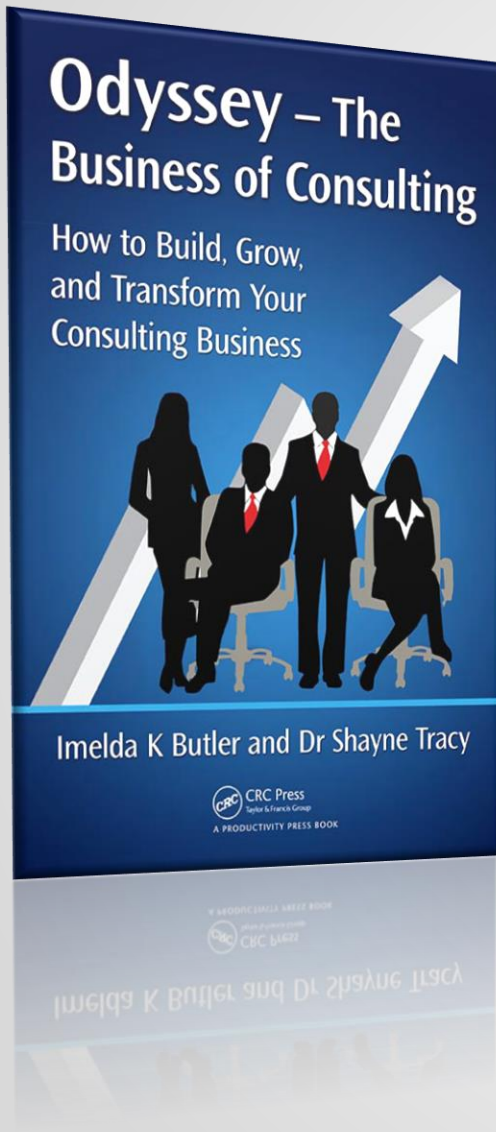
Based on the Needs of the Client as they See it



Concept 3:

The Mind-Set Factor Odyssey in Action

- Kathleen Caldwell – Making Change Stick
- John Oakes – Every client Experience is a Growth Opportunity



Concept 3:

The Mind-Set Factor Questions:

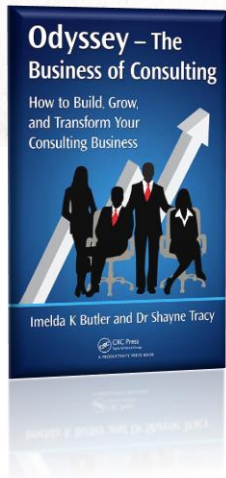
- How do 'Who you are' & 'What you do' – blend together in your Consulting Business?
- What are your Dreams and how can you fulfill them?



What Consultants Globally do:

USA - Canada - Chile - Brazil - Turkey - France - China ...

- Odyssey Competent Consultant Process
- Odyssey MasterClass
- SpringBoard Coaching Process



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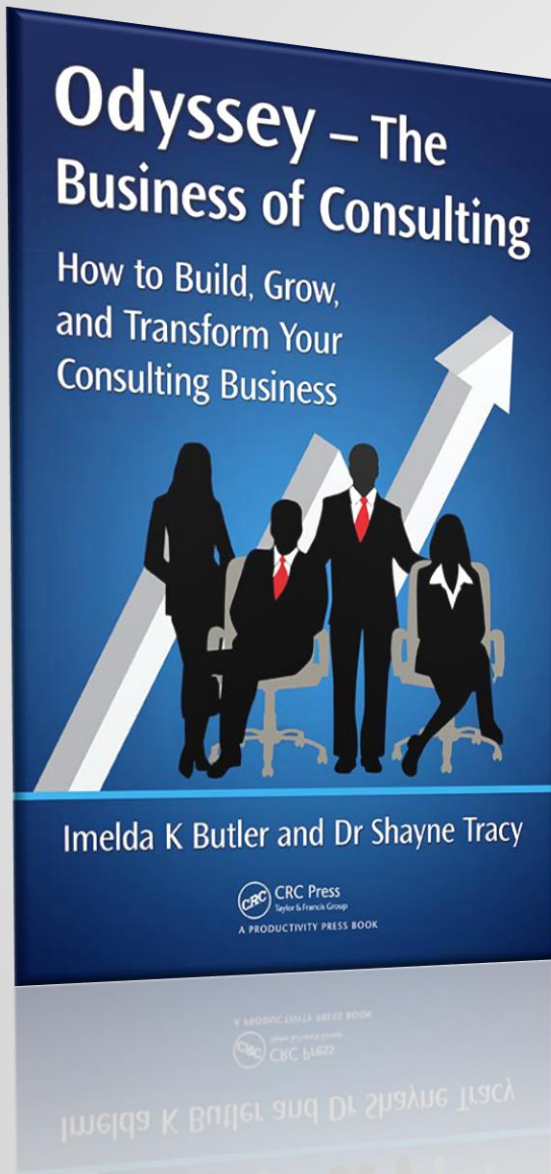
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**Thank you Fellow
members of IMCA.**

Thank you for your wonderful contribution
to Consulting and client successes.

“You make The Difference!”



Contact:

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MD Century Management Ltd.

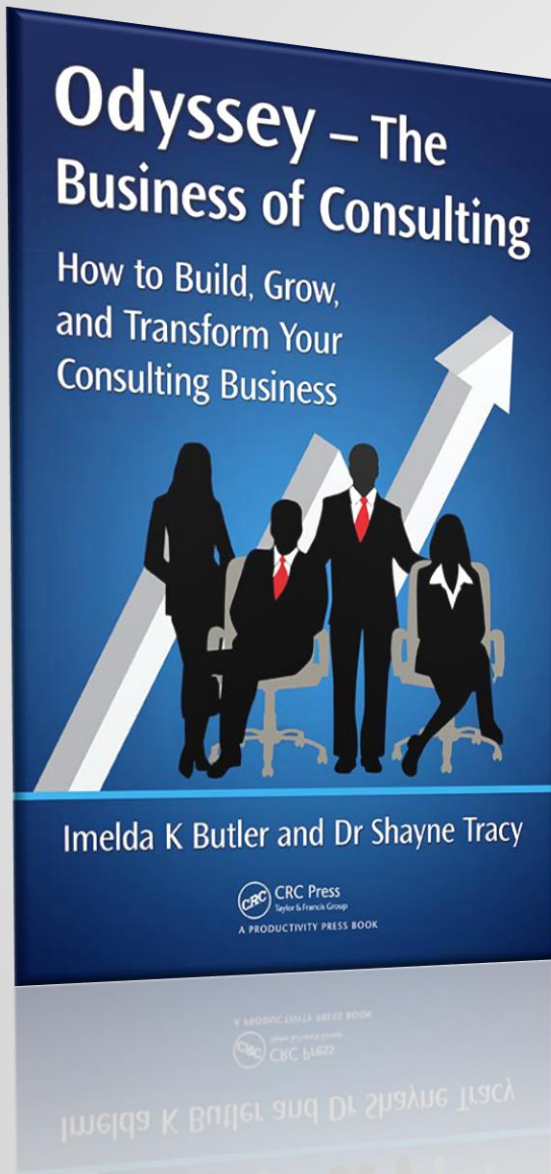
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LinkedIn: www.linkedin.com/in/imeldabutler

Skype: imeldabutler



IMCA Upcoming Events

**Inside Track Breakfast Event, RDS Dublin
Wednesday 2 March, 8.00am**

**Driving Revenue from the Web, Day-long
Workshop, Sandymount Hotel Thursday
April 14 2016, 9:30am – 17:30pm**

**Business of Consulting
Half day Workshop, Sandymount Hotel
Tuesday 14 June 2016, 9.30am -1.00pm**

Thank you!

