



Report of Webinar on
Consulting Success During COVID
Organised by CHRIST Consulting

Date: May 12 & 14, 2021

Venue: Google Meet

Time: 9:00AM to 5:30PM

Facilitators: Mr Vinesh Sukumaran

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Details of Facilitator:

Mr Vinesh Sukumaran

Organizational Development Consultant & Positive Psychologist at Vinesh Sukumaran Consulting

Vinesh Sukumaran is an Organizational Development Consultant based out of Bangalore, India. He has trained and coached over 20,000 people to bring about behavioural change and apply positive psychology for work and life. Though a trained Mechanical Engineer, Vinesh has been a result oriented consultant for several individuals and corporations like Hewlett Packard, Aricent, Daimler, NetApp, Oil India Limited, Amadeus, The Tata Group, Practo, Boeing, L&T, The Indian Space Research Organization and over a hundred others.



Details of Webinar:

Number	Topics	Content	Purpose	Style	Duration
Day - 1					
1	Introduction and workshop opening	Introduction of the facilitator and participants Expectations mapping	Establishing facilitator credentials, helping the group to get to know one another and highlighting the ground rules and	Facilitator led discussion, individual introduction.	20

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		Context setting	expectations of the workshop.		
2	Dimensions of the consulting competence	<p>What to consult versus how to consult</p> <p>The importance of an area of expertise</p> <p>What is happening in the real world of consulting</p> <p>Understanding models of the best consulting firms</p> <p>Identifying real consulting needs of any client</p> <p>Using a question based framework for need analysis</p>	<p>There are three key consulting competencies being developed in this section. The first is knowing your area of expertise as a consultant and what solution you can actually offer to clients. The second is being able to pitch your consulting model in par with some of the world's best models. The third is being able to do an in-depth consulting need analysis with any client, that ends in a clear understanding of their requirements.</p>	Group discussion, individual activity, group exercise, facilitator led presentation and discussion.	200

3	Post workshop activities	<p>Activity - 1 - Identifying your area of expertise</p> <p>Activity - 2 - Pitching the PRIME model as world class</p> <p>Activity - 3 - Uncovering and capturing actual client needs</p>	<p>Here, participants work on clearly documenting their specialization as consultants, identify different dimensions of it and highlighting the specific solutions they can provide for any client who hires them.</p> <p>In this activity, participants compare the PRIME model to other models used by some of the best consulting firms in the world. The idea is to bring out the strengths and uniqueness of PRIME while being prepared to pitch it against other world class models with clients.</p> <p>This is about being able to use the entire question based need analysis framework to ask questions to a key stakeholder at the client's end. The focus is to arrive at the exact requirement for which your consulting service can be offered.</p>		
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4	Business development and penetrating the right industry sectors	Aligning your consulting expertise to the right industry	This section again focuses on another three critical consulting competencies. The first is creating a clear consulting profile,		
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		Profile design and promoting yourself online and in the real world	both on and offline. The second is related to using practical methods to attract and start working with clients who will pay you for your services. The third is about being able to provide the client with the relevant details and carry out the other steps involved in ensuring that the business is taken to closure.
		Practical tips to find new consulting clients	
		Marketing and selling strategies that the best consultants use	
		Intervention design, pricing and sending the right proposal	
		Closing the deal and following up for implementation	

5	Conclusion	Recapitulation	The aim here is to put together the learnings of the two half days and make plans for applying learnings in actual consulting practice in the future.	Facilitator led discussion.	20
		Way forward			
6	Post workshop activities	Activity - 4 - Moving your profile into multiple platforms	This activity is about translating a consultants' profiles into both online and offline formats that help them in representing themselves effectively. The aim is to make it current and relevant to the industry.		
		Activity - 5 - Business development in action	Here, participants put to practice the different secrets of marketing their services and selling to a particular industry. The idea is to find their first client and then one client at a time thereafter.		
		Activity - 6 - Complete proposal design	In this activity, participants design an actual proposal for a particular requirement that has all the elements starting from flow, the format and other details that the client would require to make a decision.		

Participants List

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Brochure:

CHRIST CONSULTING



CONSULTING SUCCESS DURING COVID

KEY TAKEAWAYS

- Understanding dimensions of consulting competency
- Developing documentation skills
- Uncovering and capturing actual client needs
- Learning how to write a proposal
- Business development skills

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SPEAKER



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PHOTOS:





