Consulting on Purpose

IEEE Consultant’s Workshop
September 23, 2017

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Consulting: Many Paths/Reasons

- Independence
- Supplement Income
- Business/Market Impact
- Giving Back/Mentoring
- Retirement/Engagement
- RIFF
Consult with Purpose
It’s a business ...

- Satisfy a need
- Make sure it’s a need that someone cares about
Why do clients retain consultants?

- Faster (staff augmentation, skill sets, domain knowledge)
- Cheaper (lower staff costs, skill sets, domain knowledge)
- Better (skill sets, domain knowledge)
- Essential (skill sets, domain knowledge)
Be unique (or at least extraordinary) ...

- Be unique (or at least extraordinary) at what you do
  - Faster
  - Cheaper
  - Better
  - Essential

- Invest in your uniqueness
Not sufficient to be great …

- You may be great at what you do … but it won’t matter unless prospective clients learn of your greatness

- Referrals are the only meaningful marketing tool
  - Prospecting
  - Pre-engagement
  - Post-engagement

- Favorable referrals come from delighted clients
  - Track record for results/performance/impact
  - Reputation/integrity
Pay Attention to Terms of Engagement

- “Work-for-Hire”
- Payment Terms
- Confidentiality
- Non-Competition
- Non-Solicitation
- Intellectual Property
- Ownership
Takeaways

- Consult with purpose
- Satisfy a need – that someone actually cares about
- Be unique – faster, cheaper, better, essential
- Invest in your uniqueness
- Referrals are your path to market – treat accordingly
- Pay attention to terms of engagement
- Go out, have fun, make a difference!
Thanks!

Questions?