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## MARISA GINA

Consulting on the Inside John Wiley & Sons

Modern culture's worship of "how-to" pragmatism has turned us into instruments of efficiency and commerce—but we're doing more and more about things that mean less and less. We constantly ask "how?" and still struggle to find purpose and act on what matters. Instead of acting on what we know to be of importance, we wait for bosses to change, we seek the latest fad, we invest in one more degree. Asking how keeps us safe—instead of being led by our hearts into uncharted territory, we keep our heads down and stick to the rules. But we are gaining the world and losing our souls. Peter Block puts the "how-to" craze in perspective and presents a guide to the difficult and life-granting journey of bringing what we know is of personal value into an indifferent or even hostile corporate and cultural landscape. He raises our awareness of the trade-offs we've made in the name of practicality and expediency, and offers hope for a way of life in which we're motivated not by what "works," but by the things that truly matter in life—idealism, intimacy, depth and engagement.

*Flawless Consulting* John Wiley & Sons

The new edition of bestselling real-world guide to consultancy success, from the "Rock Star of Consulting" Alan Weiss The second edition of *The Consulting Bible: Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice* remains the most comprehensive and practical guide to the consulting profession, from launch to high growth, from marketing to implementation. Legendary consultant, speaker, and bestselling author Alan Weiss shows you how to create an independent or boutique consulting practice and take it to seven-figure success. Step-by-step, this invaluable resource guides you through attracting clients, maximizing your value, and achieving your career goals. In the decade since the first publication of *The Consulting Bible*, an array of significant developments has dramatically impacted the consulting profession: shifts in social consciousness, the Covid-19 pandemic, tele-consulting and virtual meetings, the globalization of the economy, the growth of social media, and many more. This exhaustively revised new edition provides specific approaches and techniques for mastering the new consulting environment and turning volatility and disruption into unlimited opportunities. Designed to help you become the authority and expert that organizations turn to again and again, this book is your one-stop resource for: Building a strong global brand that draws people to you Marketing remotely to reduce costs and allow for higher fees Mastering the latest implementation techniques Forging strong relationships with the buyers of a new generation Selecting the consulting methodology

that best fits your requirements Writing proposals and creating testimonials and references Using advanced technology to sell and deliver your services Written for newcomers and veterans alike, *The Consulting Bible: Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice*, Second Edition, is essential reading for every solo consultant, entrepreneur, and principal of a small consulting firm.

**How Strategy Works in the Real World** Pfeiffer

Ugh—meetings. They're where productivity goes to die, right? There has to be a better way. According to leading consultants Dick and Emily Axelrod, there is. Using the same principles that make video games so engaging and that transformed the numbing assembly line into the dynamic shop floor, the Axelrods outline a flexible and adaptable system used to run truly productive meetings in all kinds of organizations—meetings where people create concrete plans, accomplish tasks, build connections, and move projects forward. They show how to design every aspect of a meeting—from the way you greet people at the beginning to how you sum up at the end—so that real work actually gets done. Those who have adopted this system will never go back. Neither will you.

*Stewardship* Pfeiffer

Techniques and strategies for mingling at meetings, parties and conventions.

*The Empowered Manager* Harvard Business Press

This Third Edition to Peter Block's *Flawless Consulting* addresses business changes and new challenges since the second edition was written ten years ago. It tackles the challenges next-generation consultants face, including more guidance on how to ask better questions, dealing with difficult clients, working in an increasingly virtual world, how to cope with complexities in international consulting, case studies, and guidelines on implementation. Also included are illustrative examples and exercises to help you cement the guides offered.

The Consulting Bible Berrett-Koehler Publishers

Maximize Your Return on Expertise Research shows a high proportion of consultants fail to deliver results on time, on budget, and on target. Rare is the project that exceeds your expectations. But help is here. *The Executive's Guide to Consultants* explains how to ensure that every project delivers measurable benefits every time. This book will help you find experts, invest wisely, accelerate change, and achieve your most important goals by tapping into the genius of others. *The Executive's Guide to Consultants* contains breakthrough ideas covered by no other book, including: Sophisticated new contract structures that maximize your ROI Essential methods for reducing project risk Cutting-edge techniques for making change stick after the consultant leaves You will also learn to: Spot "chameleons" and other low-quality consultants who peddle tired ideas and deliver disappointing outcomes Get better results

faster, while lowering fees Find the ideal consultant, coach, agency, or advisor for your precise situation Enforce accountability with outside experts and your own internal team Imagine if you could collect the wisdom of dozens of the country's top CEOs, combine it with the experience of a hall-of-fame consultant, and add a bucketful of unconventional thinking. You'd have *The Executive's Guide to Consultants*. Easy to read and packed with examples, checklists, templates, and guidelines, this book is the ultimate toolkit for maximizing your ROI from outside experts. Get extraordinary results from every consultant you hire "An extraordinary book. Clear, comprehensive, and eminently readable, it is THE book on how you can extract true business value from outside experts." -- Scott Cotherman, Chairman, TBWA\WorldHealth, subsidiary of Omnicom Group, Inc. "This is the Master Class for those who are smart, innovative, ahead of the pack, and who intend to stay that way. If you're not yet in that league, you should read this book twice." -- Alan Weiss, author, *Million Dollar Consulting* and *The Consulting Bible* "A terrific guidebook, with much of the advice equally applicable in managing your organization's internal talent. It's an easy, engaging read with a wealth of insights and detailed action steps--I highly recommend it." -- Brian Walker, President and CEO, Herman Miller, Inc. "A powerful antidote to the strained relationship between consultants and clients." -- Garry Ridge, CEO, WD-40 Company "This book shows you how to make your consultants' work stick. No more major investments in experts or programs that evaporate after only a few months or years." -- De Lyle Bloomquist, President, Tata Global Chemicals "Fields's messages are delivered in the way that all executives would like our outside resources to do it: capably, with straight talk and incredible insight." -- Ralph Scozzafava, Chairman and CEO, Furniture Brands

#### Bringing Who You Are to What You Do Pivora

SAVE on our FLAWLESS SET! The set includes *Flawless Consulting: A Guide to Getting Your Expertise Used*, Second Edition and *The Flawless Consulting Fieldbook and Companion: A Guide Understanding Your Expertise*. About *Flawless Consulting*: For over fifteen years, consultants--both internal and external--have relied on Peter Block's landmark bestseller, *Flawless Consulting*, to learn how to deal effectively with clients, peers, and others. Using illustrative examples, case studies, and exercises, the author, one of the most important and well known in his field, offers his legendary warmth and insight throughout this much-awaited second edition. Anyone who must communicate in a professional context--and who doesn't?--will use the lessons taught in this book for years to come! About *The Flawless Consulting Fieldbook and Companion*: Following on the heels of the best-selling *Flawless Consulting*, Second Edition comes *The Flawless Consulting Fieldbook and Companion*. Whether you work as a consultant or you work with consultants, this relentlessly practical guide will be your best friend as you discover how consulting influences your business--and real life--decisions and those of others. Included are sample scenarios, case studies, client-consultant dialogues, hands-on tools, action plans, and implementation checklists. These products are also available separately. See More By This Author for details.

#### The Consultant's Handbook Berrett-Koehler Publishers

NEW EDITION, REVISED AND UPDATED In America, organizations spend \$175 billion in training initiatives and more than \$500 billion in human resource solutions every year yet often have little to show for it. One reason is that people "jump to solutions" before they identify the causes of the problem. Performance consultants are effective because they partner with clients to clarify business goals and determine root causes for gaps between desired and current results. Only then are specific

solutions agreed upon and implemented. This third edition of the classic book that introduced performance consulting adds a wealth of new material. There are new case examples throughout and four new chapters providing detailed steps for measuring results from performance consulting initiatives on five different levels, including ROI. The book includes a never-before-published Alignment and Measurement Model, allowing you to connect organizational needs and performance consulting initiatives designed to address those needs with the appropriate level of measurement. This remains a profoundly practical book, featuring tools, models, and checklists. It will enable you to make a difference in your organization that is valued, measurable, and sustainable.

#### Let's Stop Meeting Like This American Society for Training and Development

A practical guide to being a trusted advisor for leaders in any industry In this hands-on successor to the popular book *The Trusted Advisor*, you'll find answers to pervasive questions about trust and leadership--such as how to develop business with trust, nurture trust-based relationships, build and run a trustworthy organization, and develop your trust skill set. This pragmatic workbook delivers everyday tools, exercises, resources, and actionable to-do lists for the wide range of situations a trusted advisor inevitably encounters. The authors speak in concrete terms about how to dramatically improve your results in sales, relationship management, and organizational performance. Your success as a leader will always be based on the degree to which you are trusted by your stakeholders. Each chapter offers specific ways to train your thinking and your habits in order to earn the trust that is necessary to be influential, successful, and known as someone who makes a difference. Self-administered worksheets and coaching questions provide immediate insights into your current business challenges Real-life examples demonstrate proven ways to "walk the talk" Action plans bridge the gap between insights and outcomes Put the knowledge and practices in this fieldbook to work, and you'll be someone who earns trust quickly, consistently, and sustainably--in business and in life.

#### An Action Plan for Your First Year in Business Penguin Random House India Private Limited

Goes beyond the spirit of empowerment to discuss the benefits of companies that offer equity and partnership for its employees at all levels, discussing what stewardship means, management accountability, quality control, and human resources. Reprint. 30,000 first printing. \$40,000 ad/promo. IP.

#### Tools to Save Time and Get More Done John Wiley & Sons

Everything you ever wanted to know about consulting--a practical roadmap for aspiring entrepreneurs Seismic changes occurring in the workforce are leading to more and more people entering the world of contract, freelance, and contingency work. Rapid changes in demographics and advances in technology have led companies and talent to engage in profoundly new ways and consulting is one of the keys to success. *The New Business of Consulting* is authentic and practical, and shares the knowledge and skills required to start and grow a successful consulting business. From how to make a smooth career transition, to how to determine a consulting fee, to how consultants inadvertently create a bad reputation, it covers everything you need to know to thrive and flourish in this competitive field. Covers contemporary topics, such as how to achieve success in the gig economy Discloses a reliable technique to land the clients you want Presents options to help you balance your life and your business Prepares you for naming your business, managing critical financial issues, and building a client relationship Shows you how to take your income and impact beyond working as a solopreneur The crucial start-up days of a consulting business may be frenetic

and fraught with questions. This new edition provides sanity and answers all the questions. It includes practical tools, templates, and checklists that you can download and implement immediately.

**The New Consultant's Quick Start Guide** Wiley

The real-world guide to selling your services and bringing in business *How Clients Buy* is the much-needed guide to selling your services. If you're one of the millions of people whose skills are the 'product,' you know that you cannot be successful unless you bring in clients. The problem is, you're trained to do your job—not sell it. No matter how great you may be at your actual role, you likely feel a bit lost, hesitant, or 'behind' when it comes to courting clients, an unfamiliar territory where you're never quite sure of the line between under- and over-selling. This book comes to the rescue with real, practical advice for selling what you do. You'll have to unlearn everything you know about sales, but then you'll learn new skills that will help you make connections, develop rapport, create interest, earn trust, and turn prospects into clients. Business development is critical to your personal success, and your skills in this area will dictate the course of your career. This invaluable guide gives you a set of real-world best practices that can help you become the rainmaker you want to be. Get the word out and make productive connections Drop the fear of self-promotion and advertise your accomplishments Earn potential clients' trust to build a lasting relationship Scrap the sales pitch in favor of honesty, positivity, and value Working in the consulting and professional services fields comes with difficulties not encountered by those who sell tangible products. Services are often under-valued, and become among the first things to go when budgets get tight. It is now harder than ever to sell professional services, so your game must be on-point if you hope to out-compete the field. *How Clients Buy* shows you how to level up and start winning the client list of your dreams.

**An Other Kingdom** Berrett-Koehler Publishers

This sequel has been thoroughly updated to cover current government procurement rules affecting consultants along with a broad range of marketing, financial, professional and ethical issues. Features the latest in computer and office equipment with tips on purchasing the right product. A complete "Reference File" contains suggested books, periodicals, consultants' organizations, public speaking contacts and much more.

**Leveraging a Consulting Mindset for Professional Success**

*Flawless Consulting A Guide to Getting Your Expertise Used*

"The Other Kingdom is about reframing how society views its communal identity. The book proposes to identify what has been considered sacred language and use it as an opening into the experience of community and the commons. It lays out a faith narrative without the negative traces of sectarianism. Readers are dared to imagine the human benefit of an alternative to the market ideology that defines our culture, called the Neighborly Covenant because it enlivens and humanizes the social order. The Other Kingdom proposes language for alternative ways to a covenantal culture, one that is active beyond election years and has different substance in defining society's communal identity"--  
*A Guide to Getting Your Expertise Used* Berrett-Koehler Publishers  
Dramatically grow your client base following pragmatic and insightful advice by bestselling author Doug Fletcher *How to Win Client Business When You Don't Know Where to Start: A Rainmaking Guide for Consulting and Professional Services* serves as an invaluable and indispensable guide for everyone in the business of selling professional and consulting services. Author Doug Fletcher dives deeply into the five skills required to "make it rain": Create Your Personal Brand Identity Demonstrate Your Professional Expertise Build Your Professional Ecosystem Develop

Trust-Based Relationships Practice Everyday Success Habits *How to Win Client Business When You Don't Know Where to Start* provides a masterclass in teaching the practical techniques and concrete strategies that professional services providers were never taught in school or on the job. Pragmatic lessons take the place of the vaguely defined principles found in competing books to turn readers from sales novices into rainmakers. Written by the same celebrated author who brought readers the best-selling book *How Clients Buy*, *How to Win Client Business When You Don't Know Where to Start* is perfect for any professional services provider or consultant who seeks to dramatically increase their book of business.

*The Executive's Guide to Consultants: How to Find, Hire and Get Great Results from Outside Experts* "O'Reilly Media, Inc."

Don't venture into the consulting field without this essential Fieldbook & Companion! Following on the heels of the best-selling *Flawless Consulting, Second Edition* comes *The Flawless Consulting Fieldbook and Companion*. Whether you work as a consultant or you work with consultants, this relentlessly practical guide will be your best friend as you discover how consulting influences your business- and real life-decisions and those of others. *The Flawless Consulting Fieldbook and Companion* is packed with: Sample scenarios Case studies Client-consultant dialogues Hands-on tools Action plans Implementation checklists "Wow! A companion a business owner can't be without! The insights of 30 consultants the caliber of Peter Block is priceless." - -Sue Mosby, principal, CDFM2 Architecture Inc. "This book is a companion piece for both the desktop and bedside of those who do consulting full time or in their role as leader. I plan to keep this book close to me to both guide and inspire my work." --Phil Harkins, president, Linkage, Inc.

*Designing Bots* McGraw Hill Professional

This is a very good time for consultants. As corporations have been reorganizing and downsizing, merging and globalizing, the consulting business has been booming. *The Basic Principles of Effective Consulting* is about what effective consultants do and how they do it. It provides a step-by-step process that can provide successful outcomes for consultants and their clients. The chapters have plenty of examples and cases of the process used by effective consultants, as cases and examples are one of the best ways to learn the consulting business. Also provided as part of each chapter are short pieces of expert advice by established consultants and users of consulting services. Teachers in business schools will find this book can serve as an excellent supplemental textbook on consulting practices.

*The New Business of Consulting* Berrett-Koehler Publishers

Today's CEO must be a global leader who also understands that parts of the business must be managed locally. Someone who sets a strategic vision, though industry and technology disruptions will surely threaten that vision. Someone who must live in the future to go to the future, while continuously creating economic and social value. Not an easy task. *Harder Than I Thought* is a fictional narrative that puts this increasingly complex job in context—by enabling you to walk alongside Jim Barton, the new CEO of Santa Monica Aerospace, as he steps into the role. Barton's story, developed in consultation with seasoned, real-life CEOs, contains crucial lessons for all leaders hoping to master the new skills required to move into the C-suite.

*Community* Berrett-Koehler Publishers

*The Unbeatable, Updated, Comprehensive Guidebook For First-Time Consultants Getting Started In Consulting* More people than ever are making the jump from corporate offices to home offices, taking control of their futures, being their own bosses, and starting their own consultancies. Consulting is a bigger business than ever and growing every day. For almost a decade, Alan

Weiss's *Getting Started in Consulting* has been an indispensable resource for anyone who wants to strike out on his own and start a new consulting business. It provides a rich source of expert advice and practical guidance, and it shows you how you can combine low overhead and a high degree of organization to add up to a six- or even seven-figure income. You'll learn everything you need to know about financing your business, marketing your services, writing winning proposals, meeting legal requirements, setting fees, keeping the books, and much more. This new Third Edition of *Getting Started in Consulting* is more comprehensive, up to date, and practical than ever. In addition to the nuts-and-bolts basics, you'll also get a wealth of new information and resources: How to leverage new technologies to lower your business costs and increase your profits A budget sampler that shows you how best to maximize an initial start-up investment of \$5,000, \$10,000, or \$20,000 Free downloadable tools and forms to help you design and start your business quickly and easily New interviews with consultants who achieved rapid success, including their personal stories and most effective techniques Brand-new references, examples, and appendices If your dream in life is to get out of the office and out on your own, consulting is

a great way to make it happen. Make sure you do it right—and do it profitably—with *Getting Started in Consulting, Third Edition*. *How to Provide Real Help Faster* Harvard Business Review Press Delivers the essential practical skills needed to consult and make sharp, well prepared interactions in a wide range of business situations This comprehensive handbook covers the fundamental skills and attitudes required by successful consultants from novice to practitioner level, irrespective of their specialist area. It untangles the key variables present in any consulting service and introduces practical ways to improve their effectiveness based upon the author's experience of helping consulting organisations to develop and excel in the marketplace. The book explores consulting 'from the ground up' steering away from theory and focusing instead on practical application, providing a solid platform upon which to build further domain-specific competence. *The Consultant's Handbook* provides: An understanding of the key variables that can be addressed in order to improve one's own consulting performance A set of simple practices that can be implemented with immediate benefit to the reader Practical insight into day-to-day real life consulting interactions Confidence to implement the new ideas and approaches