



# Managing a Consulting Business

## Training Agenda

### Day 1, 18 November 2015, Wednesday

Session # and timing	Topic	Subtopics
Session 1 9:30 – 11:00	Introduction	<ul style="list-style-type: none"> <li>• Course presentation</li> <li>• The value chain of the consultancy firm – the main learning objectives</li> </ul>
11:00 – 11:15 Coffee break		
Session 2 11:15 – 12:45	Module 1: The Value Chain of the Consultancy Firm	<ul style="list-style-type: none"> <li>• Consulting Competence framework</li> <li>• Competencies required for managing the consulting firm</li> <li>• Classic value chain</li> <li>• Value chain of the consulting firm</li> </ul>
12:45 – 13:45 Lunch break		
Session 3 13:45 – 15:15	The Primary and Support Activities of the Consultancy Firm	<ul style="list-style-type: none"> <li>• The primary activities of the value chain</li> <li>• Support activities of the value chain</li> <li>• Linkages between activities</li> </ul>
15:15 – 15:30 Coffee break		
Session 4 15:30 – 17:00	Resources and Competitive Advantage	<ul style="list-style-type: none"> <li>• Resources required to manage VC</li> <li>• Value chain and competitive advantage</li> </ul>

### Day 2, 19 November 2015, Thursday

Session # and timing	Topic	Subtopics
Session 1 9:30 – 11:00	Module 2: Fundamentals of the consulting firm	<ul style="list-style-type: none"> <li>• Balancing issues to manage the consulting firm</li> <li>• Goals and leverage of the consulting firm</li> <li>• Linking 3 goals and leverage</li> </ul>
11:00 – 11:15 Coffee break		
Session 2 11:15 – 12:45	Business Model of the Consulting firm	<ul style="list-style-type: none"> <li>• The main elements of business model</li> <li>• Business model canvas</li> <li>• Business model development</li> <li>• Types of consulting firms: Hunters vs Farmers</li> <li>• Partnership issues</li> <li>• Legal forms and partnership issues</li> </ul>
12:45 – 13:45 Lunch break		

## Grow Your Consulting Business Training Series

### Managing a Consulting Business

<b>Session 3</b> 13:45 – 15:15	<b>Strategy of the Consulting Firm</b>	<ul style="list-style-type: none"> <li>• Development of the consulting firm’s strategy</li> <li>• Four key objectives of strategy for MCFs</li> </ul>
15:15 – 15:30 Coffee break		
<b>Session 4</b> 15:30 – 17:00	<b>Organizational and Operational issues</b>	<ul style="list-style-type: none"> <li>• Organizational structures</li> <li>• Types of MC projects</li> <li>• Project teams</li> <li>• Economics of the consulting firm</li> </ul>

### Day 3, 20 November 2015, Friday

<b>Session # and timing</b>	<b>Topic</b>	<b>Subtopics</b>
<b>Session 1</b> 9:30 – 11:00	<b>Module 3: The Leadership</b>	<ul style="list-style-type: none"> <li>• The leadership function</li> <li>• Leadership and culture</li> </ul>
11:00 – 11:15 Coffee break		
<b>Session 2</b> 11:15 – 12:45	<b>Module 4: Human Resource Management of the Consultancy Firm</b> Case study	<ul style="list-style-type: none"> <li>• Recruitment process</li> <li>• Career structures and career development</li> <li>• Performance appraisal</li> <li>• Case on management of consulting firm</li> </ul>
12:45 – 13:45 Lunch break		
<b>Session 3</b> 13:45 – 15:15	<b>Case study</b>	<ul style="list-style-type: none"> <li>• Case on management of consulting firm</li> </ul>
15:15 – 15:30 Coffee break		
<b>Session 4</b> 15:30 – 17:00	<b>Case study</b> <b>Alumni of the consulting firm</b>	<ul style="list-style-type: none"> <li>• Case presentations</li> <li>• Evaluation and promotion process</li> <li>• Alumni: Life after the firm</li> <li>• Course evaluation</li> </ul>