

# BECOMING A MANAGEMENT CONSULTANT

This page intentionally left blank

# BECOMING A MANAGEMENT CONSULTANT

Key Steps to Success

BY

JAMES D. SPINA, PhD



United Kingdom – North America – Japan – India  
Malaysia – China

Emerald Publishing Limited  
Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL

First edition 2024

Copyright © 2024 James D. Spina.  
Published under exclusive licence by Emerald Publishing Limited.

**Reprints and permissions service**

Contact: [www.copyright.com](http://www.copyright.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-83797-039-1 (Print)  
ISBN: 978-1-83797-038-4 (Online)  
ISBN: 978-1-83797-040-7 (Epub)



INVESTOR IN PEOPLE



*To my "Kids"*  
*Laura Beth, Lee Ann, Philip and Holly*

This page intentionally left blank

# CONTENTS

<i>List of Figures and Boxes</i>	ix
<i>Acknowledgments</i>	xi
Introduction	1
1. What Do Management Consultants Do?	5
2. What Do You Need to Know About Management Consulting Tools?	9
3. Let's Roll!	15
4. How to Write a Consulting Proposal	23
5. How to Enhance Your Consulting Sales Skills	37
6. Improving Key Instructional Skills for Adult Seminar Presentations	41
7. Effective Ways to Attract New Clients	47
8. Two High Demand Consulting Areas	51
9. Instructional Models for Training	57
10. Future Trends for Management Consulting	63
<i>Appendix A – Details of Leadership Models</i>	75
<i>Appendix B – Sources and Recommended Readings</i>	79
<i>Appendix C – Success Story: Selling Consulting Products</i>	81
<i>About the Author</i>	85
<i>Index</i>	87

This page intentionally left blank



# LIST OF FIGURES AND BOXES

## Chapter 6

- Fig. 1. Round Table Problem-Solving. 42  
Fig. 2. Using Limited Presentation Space. 43

## Chapter 9

- Fig. 3. Connect the Dots. 58  
Fig. 4. Unusual Dot Solutions. 59  
Fig. 5. Creative Dot Solution. 60  
Late Lori J. Spina. 69  
The "Beat the Competition" books co-authored by  
Lori and James Spina. 69

## Chapter 2

- Box 1 Leadership Theoretical Models. 11

## Chapter 3

- Box 2 Decision Making Guide (Forced Choice Analysis). 16

## Chapter 5

- The Less Formal Letter Proposal 26  
How to Continue to Differentiate *the Ideal School  
of Business* From the Competition While Generating  
Revenue & Enhancing the Brand Globally 27

## Chapter 6

- Presentation Slide Text Example 49

This page intentionally left blank

# ACKNOWLEDGMENTS

Editing: Frank S. Spina, Esq.  
Senior Content Reviewer: Dr Donald Cipriano

**Reviewers:**

Carlton Becker  
Tom DiMartino  
Alexandre Giroud  
Dr Mike Lawless  
Rejeana Mathis  
Alex Rhue  
Dr Oliver Schake  
Dr Robert Sheehan  
Gary Yerkes