

Module 1 – Consultant

#	Section	Contents
1	What is a Consultant?	This video covers the definition of a Consultant and Consultancy and why understanding these definitions is important .
2	Common Consultant Elements	This video covers the five elements that are common to all consulting engagements
3	Core Capability	This video covers the definition of a Consultant and Consultancy and why understanding these definitions is important .
4	Consultant Position	This video describes the role of internal and external consultants.
5	Roles Consultants Play	This video outlines the spectrum of roles that consultant can play with their clients.
6	Employment Structures	This video describes the variety of employment or organisational structures that consultants might fit into.
7	Leverage	This video described the concept of “leverage” for a consultancy and why it is important.
8	Ways of Working	This video describes the different ways of working (on-site, remote and hybrid) that consultants experience in a post-covid world.

Module 2 – Capability

#	Section	Contents
1	Introduction to Capability	This video covers the capability development cycle.
2	Understanding Current Capability	This video covers how to map your current capability across six key areas.
3	Capability Targets	This video covers how to analyse client and market developments to help you set your capability targets.
4	Developing Capability	This video covers the process of developing your capability to meet your capability targets.
5	Demonstrating Credentials	This video covers the processes of demonstrating your credentials so that you become known for your capability.

Module 3 – Service

	Section	Contents
1	Introducing Services	This video introduces the seven service strategies that consultants can use.
2	Service Strategy 1	This video introduces the seven service strategies that consultants can use.
3	Service Strategy 1	This video covers how services can be defined by delivery method.
4	Service Strategy 1	This video covers how services can be defined as consultancy functions.
5	Other Service Strategies	This video covers how services can be defined as market focus, IP, domain, and technology.

Module 4 – Client

	Section	Contents
1	Introducing Clients	This video introduces the key client themes of roles, closeness, motivations, fears and importance.
2	Client Roles	This video covers the different roles that clients can play when interacting with consultants.
3	Client Closeness	This video outlines a seven-stage client-closeness model.
4	Client Motivations and Fears	This video covers the range of often hidden motivations and fears that clients have when engaging with clients.
5	Client Importance	This video covers a range of models looking at ways of measuring the level, quality and importance of the consultant client relationship.

Module 5 – Strategy

	Section	Contents
1	Introducing Strategy	This video introduces the 11-stage process for setting strategy and the 2 phases of setting direction and aligning the plan.
2	Purpose	This video covers having and explaining a purpose, a fundamental reason for why you are providing you services.
3	Value	This video describes crafting and publishing your values, that is your fundamental beliefs.
4	Vision and Goals	This video covers creating a vision of the long-term results of your efforts.
5	Strategic Elements	This video covers how you achieve your goals using strategic elements.
6	Balancing Strategic Element	The video covers balancing to ensure the elements are all complementary and prioritised.
7	Defining Strategic Activities	The video covers a range of strategic activity categories that you can use to deliver your strategy.
8	Targets and Benchmarks	The video covers a balanced scorecard approach to setting targets and benchmarks.
9	Financial Targets	This video covers methods for setting appropriate financial targets for the organisation.
10	Value Proposition	The video covers three methods for creating a value proposition which encapsulates the value that others receive when working with you.
11	Strategic Plan	The video covers creating a single document containing all the strategic planning and decision making completed.
12	Communicating Strategy	The video covers how and when to communicate your strategy.

Module 6 – Abilities

	Section	Contents
1	Introducing Abilities	This video introduces the four broad categories of skills; communication, problem-solving, self-management, and collaboration.
2	Listening and Speaking	This video covers how to listen and when it's your turn, how to speak.
3	Writing	This video covers some basic techniques and rules to improve your writing.
4	Preparing to Present	This video covers how to get ready for and create important presentations.
5	Delivering Presentations	This video covers delivering structured effective presentations in your role as a consultant.
6	Communication Styles	This video covers how people communicate in different ways and how to adapt your style to make them more comfortable.
7	Thinking Types	This video covers varied thinking types that consultants will use to analyse problems and build solutions.
8	Reframing Problems	This video covers how to reframe problems so that you can broaden the range of possible solutions.
9	Adaptability and Boundaries	This video covers when to adapt to changing requirements and when to set boundaries.
10	Resilience	This video covers simple techniques so help reduce stress and increase resilience.
11	Teamwork	This video covers how to affirm teamwork in everyday settings
12	Collaboration	This video covers collaboration techniques needed with clients and colleagues.
13	Influence and Leverage	This video covers how the concepts of leverage and influence can increase consultant effectiveness.

Module 7 – Activities

	Section	Contents
1	Marketing	
2	Sales	
3	Contracting	
4	Analysing Requirements	
5	Designing Solutions	
6	Validating solutions.	
7	Adding Value	
8	Engagement Initiation	
9	Solutions Delivery	
10	Engagement Ending	
11	Client Management	
12	Customer Service	
13	Knowledge Management	

Coming Soon

Module 8 – The Business of Consulting

	Section	Contents
1	Consultancy Growth Stages	
2	Consultancy Functions	
3	Leadership and Management	
4	Talent Management	
5	Workforce Management	
6	Business Development	
7	Client Management	
8	Commercial Literacy	
9	Finance Basics	

Coming Soon