

Escape from the Solo Consultant's Dungeon



ConfabUSA
October 25, 2009
James O. Rodgers CMC, MBA

1

Face the Facts

- It's an exciting life
- It's a lonely life

- You are awesome at what you do.
- No one knows it but you.

- You love working alone.
- You miss working/leading a team.

- You want to be a world class consultant.
- You want to build a successful small business.

- You need to decide!

2

Welcome to Dungeon Living



"If I sit here long enough, something is bound to happen."

Get Out of your Dungeon

- Looking at your computer screen is not going to make something happen!
- Are you comfortable? Can I get you a pillow?
- OK, all the emails are gone. Now what?
- Know yourself! If you leave, you'll be back.

4

About JOR

- Married, 5 children, 5 grands, 1 wife
- 17 years as an executive.
- 23 years as a consultant
- Office-Home-Office-Home-Office-Home
- Master facilitator – off-the charts introvert
- Spiritual teacher for 30 years.
- Service is my name (BRPC, MEM, HFH, HMA, IMC, LAI, etc.)
- Author, speaker, coach, mentor, CMC
- I'm OK – You're OK

5

The Circle of Life



© 2009 J.O. Rodgers and Associates, Inc.

6

Working

7

Do Good Work

1. Use the Code of Ethics as your guide.
2. Go virtual, be bigger than you are.
3. Stuck? Who ya gonna call?
4. Master process. Back away from your solution.
5. Get permission to brag.
6. Manage your business.

8

Establish Strategic Alliances

1. No man is an island.
2. Ask for and give help.
 - With CMCs
 - With competitors
 - With larger firms
 - With friends
3. Use your IMC membership to full advantage.
4. Connect with other consultancies.
 - Share leads and contacts.
 - Open your kimono.
 - Make sure both parties are pulling equal weight.
 - Look for opportunities to complement each other.

Marketing

10

Refocus your Marketing

- List of Top 50 key contacts (Why?)
- List of Top 25 companies you want to do business with (Why?)
- Pipeline Report
 - Active accounts
 - A prospects (50% probability)
 - B prospects (25% probability)
 - C prospects (10% probability)
- First things first (market, then write, then do dungeon stuff)

Reconnect

Who do you know?

- Socially*
- Professionally*
- On Non-Profit Boards*
- Existing Clients*
- Your Network*
- Where You Used to Work*

12

Giving

13

Give

- What non-profit board are you serving?
- Offer a free project to a loyal client.
- Write, record, present something – give it away.
- Find a newbie. Offer to provide counsel.
- Start a Mastermind Group where you are the most knowledgeable member.
- Call and encourage other consultants.
- Volunteer for IMC projects.(great way to get known)

Learning

15

Learn

- Attend seminars
- Subscribe to webinars
- Connect to teleconferences
- Read the latest books, white papers, articles.
- Attend professional association meetings
- THINK!

Who do you think you are?

- Hire a Coach or Mentor
- Blind spots get tripled in the dungeon.
- Invest in yourself.
- Physician, heal thyself. You can't , can you?
- You may need to reinvent yourself.
- Mentoring – open access to wise counsel.
- Coaching – formal structured process to produce an agreed-to outcome (behavior change).

Decide

Decide Early

If you are planning to build a consulting business:

- Bring others in right away.
- Plan and execute.
- Identify your uniqueness.
- Grow as you go!

If you want only to be a great consultant:

- Become a recognized expert.
- Write and speak.
- Be the best at one thing.
- Learn as you earn!

More, For Free

20

6 Quick Tips for Thriving in a Down Economy

1. Tell your current clients "I love you".
2. Ask and answer "Who's buying?"
3. Hang out with successful people.
4. Change your attitude.
5. Change your routines.
6. Prepare for recovery.

21

Bonus Tips for Thriving Anytime

- Get referrals.
- Tell colleagues what you do.
- Invest in yourself – learn something.
- Cut expenses.
- Raise your rates.
- Collect money faster.
- Streamline your work life.

22

Simple philosophy

- Fear not!
- Think of ways to help others get what they want (start with clients, colleagues, prospects, etc.)
- There is always plenty to do – and some of it pays.
- Be “on purpose”.
- Work – Market – Give – Learn - Decide

23

Escape From The Solo Consultant's Dungeon



Presented by
James O. Rodgers CMC, MBA
The Diversity Coach™
