

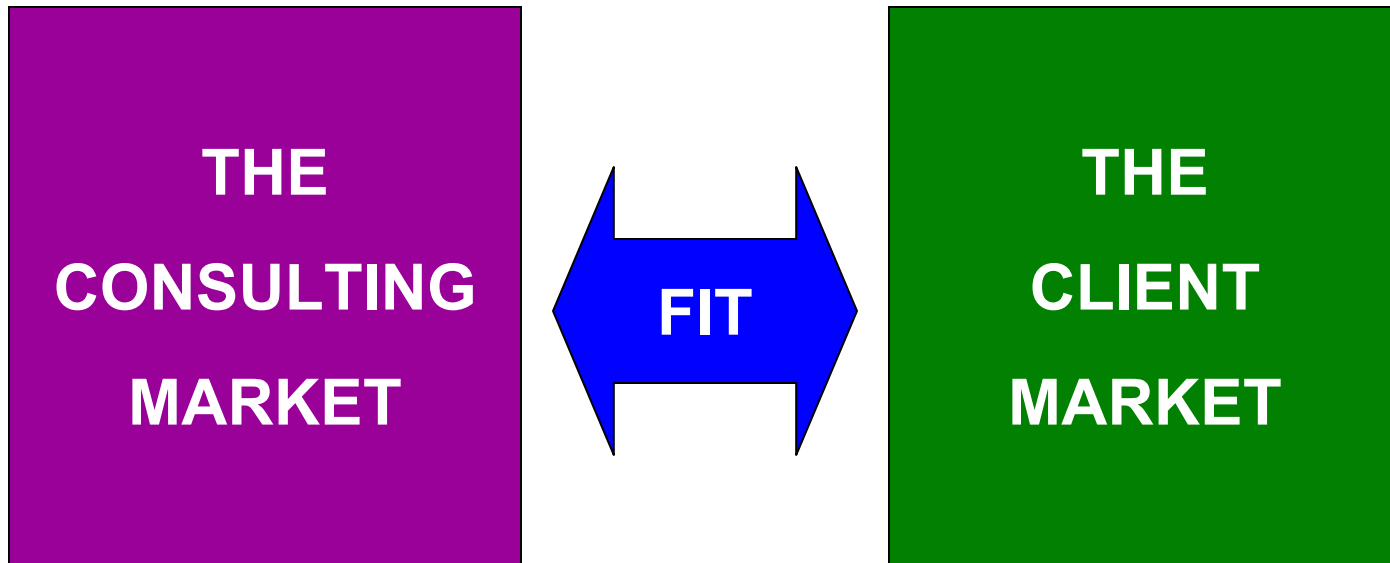
# What is the Market Telling You?

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# The Market



# The Consulting Market

- Driven by increasing complexity
- Over \$200B in worldwide revenues
- Range in size from single practitioner to mega firm.
- Over 600,000 consultants. Over 30% are self-employed.
- Growing faster than average (21%+)
- High salaried profession.

» Source: Bureau of Labor Statistics 2003

# The Consulting Industry

- The Final Four (Accenture, IBM, Deloitte, Cap Gemini)
- Big Strategy (McKinsey, Bain, Boston Consulting Group)
- Large Special Focus (Mercer, Hay, Katzenbach, etc.)
- Other boutique firms.
- Sole Practitioners

# The Consulting Industry

- By Function
  - General management
  - IT
  - Human Resources, etc.
- By Industry
  - Federal Government
  - Energy
  - Manufacturing, etc.

# The Consulting Elite

- **Institute of Management Consultants**



- **Certified Management Consultant**



- The CMC designation (Certified Management Consultant) is awarded by the Institute of Management Consultants and represents evidence of the highest standards of consulting and adherence to the ethical canons of the profession. Less than 1% of all consultants have achieved this level of performance.

# The Consulting Elite

- AMCF



## Mission

“The mission of AMCF is to be the collective voice and promote knowledge exchange and professional standards for the community of management consulting firms from around the world.”

# The Client Market

- What do clients want?
  - Confidence & Comfort
- What do clients keep asking you for?

# What the Market Told Me

- I tried to be an expert in many topics...I was being hired most for my expertise in humor.  
Humor Expert
- Go with what brung you! Don't deny your personal story. Love the people in the market.  
Servant Leadership Expert
- Usually the best niche will find you. There is no one in the world who does exactly what I do in the way I do it.  
Home Care Specialist.
- Find an area that totally captures your interest and intrigue. You will have fun and never work a day in your life.  
Listening Expert
- The trick is not choosing a topic and becoming an expert in it. It is in looking at what you are actually (naturally) good at.  
Association Executive

# Key Questions

- Do you accomplish some things easily that others find difficult?
- What lessons have you learned that drive you to consult?
- What is one powerful attribute that describes you – a word or phrase?
- What is your dream consulting assignment?

# Wrap Up

- Management consulting is a calling. Treat it as such.
- The generic market is crowded, distinguish yourself.
- The top producers rarely do anything. They earn huge incomes by just being.
- Move your game up. Listen to the market.