



## CONSULTANCY PROCESS TRAINING COURSE LONDON, 14-15 JANUARY 2004

We are pleased to offer members and non-members of EUConsult the opportunity to take part in a special two-day intensive training course which will take place prior to the Winter Conference in London. The course will be run by consultancy training expert Calvert Markham, with the focus on the key skills needed by consultants to win work and deliver results for clients.

### Course outline

You will learn:

- What are the key tasks in conducting consulting projects
- Proven techniques for working effectively with clients
- What you need to do to develop your performance back at work

The course programme is based on the ConSuIT process. The topics covered are:

#### Entry

- How to build client relationships
- Positioning yourself effectively with clients, and influencing them

#### Contracting

- Understanding what a client really needs
- How to set up and run a consultancy project

#### Diagnosis

- The consultancy problem solving process
- Methods of data collection and analysis

#### Intervention

- Creating change in organisations
- How to communicate effectively with clients

#### Closure

- Getting value from projects for you and your clients
- Moving on to the next phase

### Comment from EUConsult's Chairman, David Saint

"I have known Calvert Markham for some years. Several members of staff have attended his public courses, and we have also used his services for internal training at Action Planning. Calvert ran a session entitled *The Expert Consultant* at the 2002 EUConsult Winter Conference. He is a highly experienced consultant and trainer in all aspects of consultancy and running a consultancy business, and is a lively and inspiring trainer. I strongly recommend this training course which is now being offered through EUConsult."

### Learning method

Consultancy is a practical skill, so as well as expert input, there are practical exercises based on a consultancy case study. You will work in teams of people based in Europe, who bring with them a wealth of consultancy experience and skills.

### Course leader

Calvert Markham is the founder of Consultancy Skills Training and has written several books on consultancy. Over the years, he has trained hundreds of consultants through in-house and public courses.

This year Calvert is Deputy President of the Institute of Management Consultancy and he is a former Chairman of the Richmond Group.

### The practical details

The course is being run on 14-15 January 2004 and will be held at the Institute of Directors in London. The price is EUR 1,250 for EUConsult member firms and EUR 1,500 for non-members.

If required, hotel accommodation can be booked for participants.