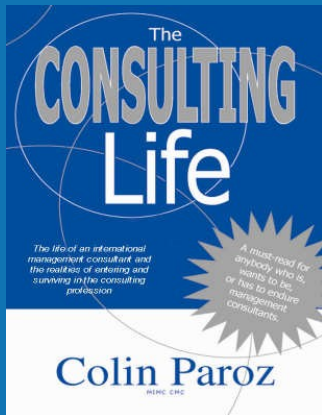


The Consulting Life



“The Consulting Life tells the life of an international management consultant and the realities of entering and surviving in the consulting profession. It is a must-read for anybody who is, wants to be, or has to endure management consultants.”

What’s the difference between a management consultant and a shopping trolley?

You can fit more food into a management consultant but a shopping trolley really does have a mind of its own.

Clients seem to take a particular pleasure in relating such pieces of humour. I guess we management consultants have become considered as a necessary evil in the contemporary organisational machinery.

It is a fair observation that our profession has not enjoyed the loftiest of reputations since it began in the 1970s. I believe that at least some of this bad press is well deserved. It probably results from the fact that anyone can proclaim themselves a management consultant and start dispensing advice to the unknowing.

After all, “management consultant” sounds so much better than “unemployed middle manager”. I hasten to add that the work being done by the Institute of Management Consultants and similar bodies is improving both the professional standards and public image of the profession.

Twelve years after my accidental entry into the world of management consultancy, it seems timely to reflect on my experiences and share some of the highlights and low points of my consulting career so far.

I will also endeavor to explore the art and science of applied management consultancy (Chapters 6, 7 and 8). This includes the methodologies of substance, as well of some of the smoke and mirrors that seems to appear at the less competent end of the spectrum.



Colin Paroz

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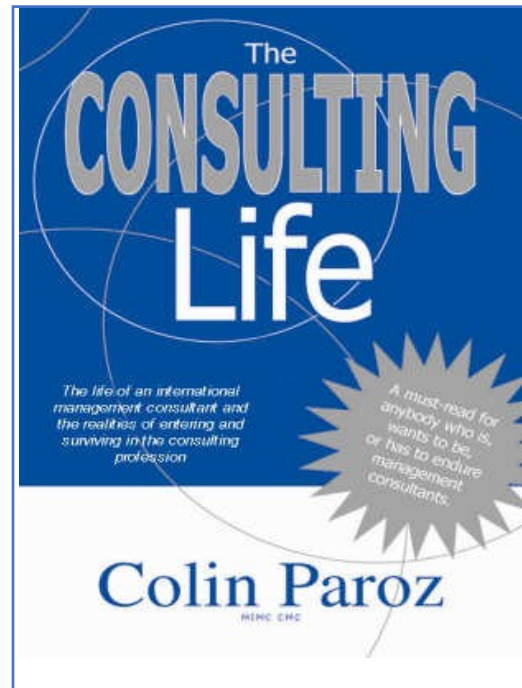
For those who think that management consultancy beats working for a living, I will pass on my experiences of getting started (Chapter 1), surviving the early stages of practice development (Chapter 2) and growing the business into a sustainable enterprise (Chapter 6).

What is management consultancy? The industry thrives on people who convince others that whatever they do is the true art and science of management consulting. This may be anything from mathematical analysis and engineering-based business development techniques through to lying back on the beanbags and considering the relevance of Zen in the modern business world.

I write this book for two reasons (three if you count financial gain). First, to help me make some sense of my last twelve years as a management consultant and second, to share my experiences with readers so they might gain a new insight into management consulting and its contribution to the world of business enterprise.

This is not the “how to” manual developed by an MBA graduate for other MBA graduates who are considering the fastest route to a partner’s desk in a multinational consulting firm. Nor is this a dumbing-down of the profession to convince you to buy my brand of consulting and its supporting tools. It is the story of one man who was a competent middle manager and made the transition to management consultant.

I trust that you enjoy my story and approach to my profession and that it helps you to understand the world of management consultants, our methods, challenges and rewards.



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“THE CONSULTING LIFE” [GO HERE](#)**

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