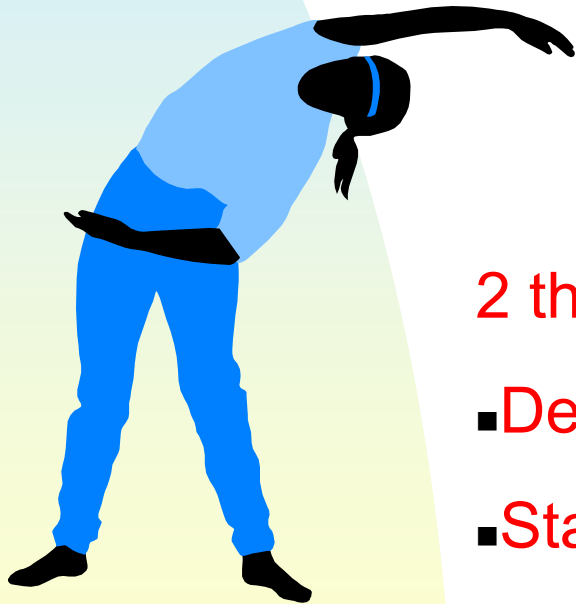


Fit the market

Stay flexible!

Susan Grinsted
IEE CPN



2 themes:

- Defining your « products »
- Staying flexible


BURMAN
ASSOCIATES

« Consultants » in CPN

- (Mostly) self-employed
- (Mostly) second careerists
- (Mostly) technical consulting

- Supplying some kind of expertise or knowledge or skill to companies of which we are not permanent employees

What do we do?

Activity: Technical specialism:	Safety and reliability	RF	Quality	Networks	
Business consulting					
In-company training					
Higher education					
Technical writing					

Activities continued:

Technical translation				
Respond to invitations to tender				
On a retainer				
Expert witness				
Workshops				
Coaching				
Interim manager				
Patent specialist				

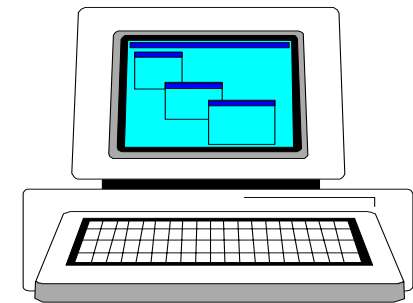
(I'm sure there are many others!)

How to define your « products »

- Define your area(s) of technical specialism
- Consider the « activities » to which these may be applied

How do you add an « activity »?

- ✓ Identify competences required
- ✓ Identify a low level/low risk starting point
- ✓ Be prepared to experiment and to learn!



Examples of « products »

- Diagnostic audit e.g. 2 paid days subtracted from cost of future work
- Workshop on a technique or methodology e.g. time compression
- Application of a technique or methodology which has a specific outcome e.g. reduce lead time by 50%

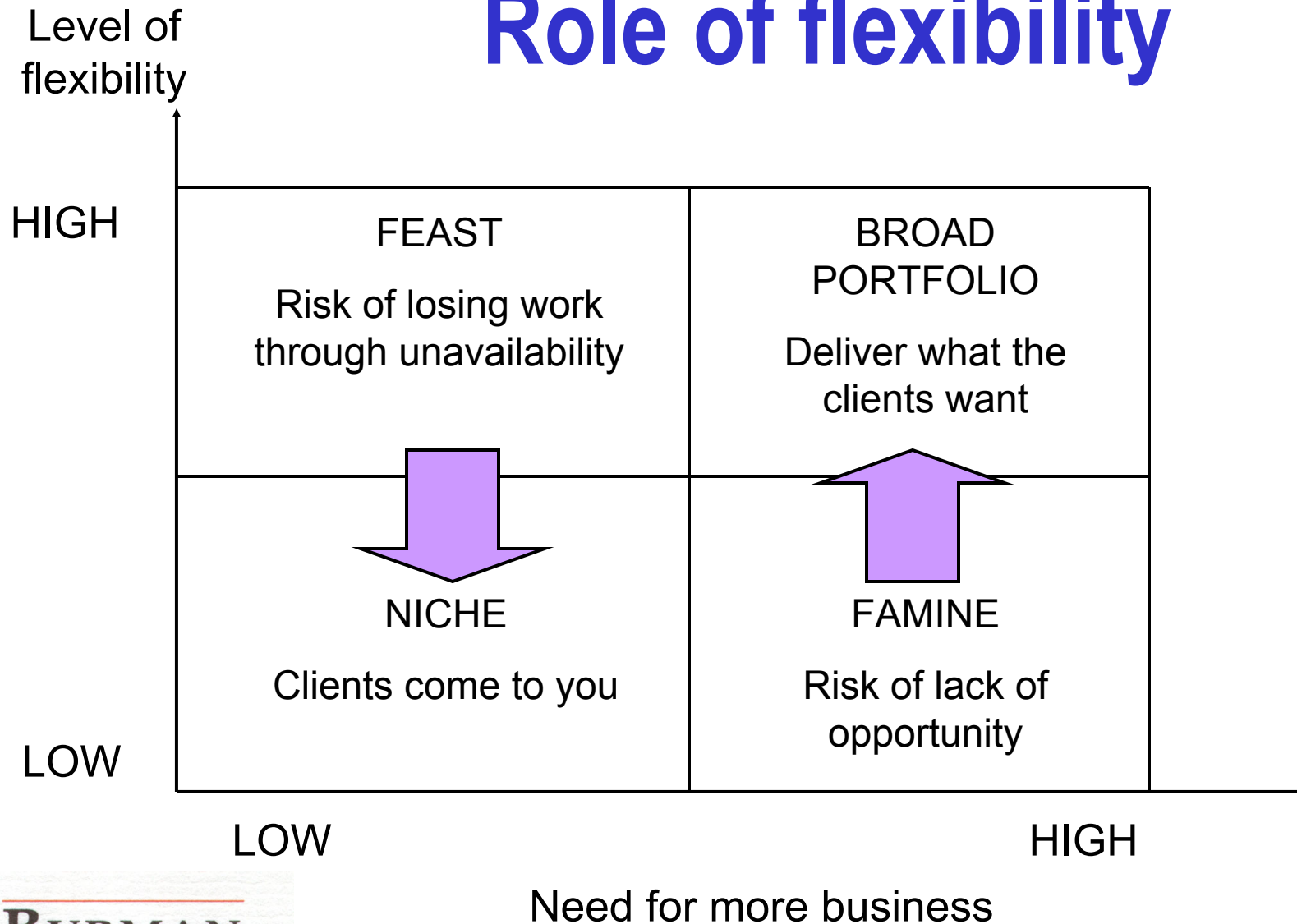
Clients rarely buy « products », but products show what you can do (and have done)

3 good reasons to be flexible:

- More work is available!
- Variety is interesting
- Insurance for the future



Role of flexibility



Flexibility means: Removing constraints

INTERNAL CONSTRAINTS

- Willingness to travel
- Willingness to learn
- Willingness to ask others
- Ability to listen to what the client really wants

EXTERNAL CONSTRAINTS

- National economy
- Market in your business sector
- Number of other consultants in the same business

Easier to attack internal constraints than external constraints

Fitting the market - summary

FEAST ACTIONS

(moving to niche)

- Reduce travelling
- Choose interesting and higher paid work

FAMINE ACTIONS

(moving to balanced portfolio)

- Accept more travelling
- Accept lower paid work
- Experiment
- Review and update your « products »
- Review and update your skills
- Be a sub-contractor