

Organizer:



Co-organizer:



Supporting Organization:



How to Start a Viable Consulting Business in 5 Days — A Practical Competency Development Program for External and Internal Consultants

- Turn your **KNOWLEDGE** into a **PROFIT-MAKING** business!
- Learn from famous international consultants!
- Receive joint Certificate of Attendance from HKIM and AMC.



"The course has been included in the list of reimbursable courses for CEF purposes"

"課程已加入持續進修基金可獲發還款項課程名單內"

CEF subsidy applicable!
Maximum Refund
HK\$10,000

Introduction:

Consulting is one of the most attractive businesses today as more and more corporations are starting to feel the need of consultancy service to keep pace with the speedily changing business world these days. Moreover, consulting is impartial and objective, enabling businesses identify opportunities for generating new sources of substantial income. However, how to start a consulting business is one of the first tasks you are faced. There are various ways of approaching it. In this course, you could gain the necessary knowledge and expertise to give professional advice to help others. All you need is a good amount of experience, skills, and knowledge in your chosen field. Once you have figured out how to start a consulting business, you could easily get to focus on the fun of consulting!

Objectives:

On completion of this program, the professional will be able to strengthen his/her skills in these areas:

- Understanding Self: What are you selling that clients are willing to buy? Your consultancy competency set. Your brand. Your calling. (1/2 day)
- Applying Consulting Approaches, Tools, and Methodologies; Process Consulting, Do-Plan-Check-Act, McKinsey 7S, BCG Matrix, McKinsey Issue Tree and more, building on real cases (2 days)
- Consultation Skills: Transaction Analysis, Roles and Tasks of a consultant, Personal Consultation and Consulting Skills, Consultant as a Facilitator (1 day)
- Applying Professional Ethics (history of the consulting industry, and building the consulting mindset) (1/2 day)
- Managing Projects and Client's Expectations (1/2 day)
- Selling and Writing that Million Dollar Proposal (1/2 day)

Details available from website:

http://www.hkim.org.hk/hkim_edm_layout/2010_10/5day_course/5day_course.html

Session Activities:

- 10 half-day sessions, each 3.5 hours. 35 hours total. Spread over 3 weeks
- Cases, role-plays, exercises, and games will be introduced to bring out the learning
- Each person keeps his/her own learning profile and diary
- Each person aims to develop his/her consulting CV and a brief brochure by the end of the program. Total homework at 3 hours

Assessment will be made. Quizzes (4 altogether, 30 points), Personal Diary and CV submission (20 points) and submission of one's draft business plan (50 points). Participants must receive 70 points total to receive the certificate of completion.

Suitable for:

- A bachelor degree at least, plus 5 years of experience in project management and general supervision. MBA preferred but not mandatory (Suggested)
- People who are planning to start consulting business

Trainers:



Provost and
Master
Trainer :
Professor
Alfred Ho



Master
Trainer :
Dr Thomas
Tang



Guest
Speaker :
Dr Stephen
Ng



Master
Trainer and
Quality
Assessor :
Dr C Y
Wong



Guest
Speaker :
Dr Gregg Li



Guest
Speaker :
Mr Wilfred
Tsui

Course Dates/Time: 30-31 October, 6-7, & 13 November 2010 (Every Saturday and Sunday)
9:00 am – 5:30 pm

Venue: Hong Kong Institute of Marketing, 3/F, 88 Commercial Building, 28-34 Wing Lok Street, Sheung Wan, Hong Kong

Class Size: To ensure close class interaction and that full attention would be extended to every candidate the learning group would be confined to 20 maximum. Priority would be given to HKIM, IMCHK and ITP members in case of over-subscription.

Fee: HK\$12,800 per person

Remarks: Participants upon successful completion of the program and possessing relevant experience needs to sit only for the Ethics examination of the Institute of Management Consultants Hong Kong branch (IMCHK) to qualify for the internationally recognized professional qualification of the trade – CMC, Certified Management Consultant. Further details available from website: www.imchk.com.hk.