

# How to become a consultant

In the public and not-for-profit sectors

## Are you thinking of becoming a consultant?

Many staff and managers in the public and not-for-profit sectors will leave employment in the coming months and use this as an opportunity to develop a new consultancy career, that is: **flexible; remunerative; and professionally rewarding.**

## How to become a consultant

Our two day programme will enable you to:

- Understand what a freelance consultancy career involves - the opportunities and the pitfalls
- Make an informed choice about whether consultancy is for you
- Launch your own consultancy business

## Virtual Learning Environment

This programme includes full online support. Before the course, participants will be asked to complete:

- A self-assessment and identification of learning priorities and developmental needs
- Pre-course reading, including case studies of successful consultants

After the course, you will have access to a range of useful templates, including:

- Sales letters/emails
- Contracts
- Marketing plans
- Invoices

## Day 1: Becoming a consultant

- Dimensions of the market place for public sector consultants - now and in the future
- Defining your offer and core skills - what you can sell and to whom
- Identifying your personal goals
- Identifying the market segment you will target
- Contacting that market segment - building personal relationships, networks and referrals
- Producing introductory/sales letters and presentations
- Writing winning proposals

There is an optional dinner (at a small additional cost) at end of Day 1 where you will have the opportunity to network and learn from other participants.

## Day 2: The business of consultancy

- Choosing an appropriate business structure - insurance, tax, VAT and NI
- Contracting directly with clients versus working as an associate through an intermediary company
- The difference between being a consultant and an interim manager
- Putting a price on your services - the current climate of the public sector market, day rates, the relationship between the cost of in-house staff and outsourced suppliers
- The importance of contracts
- Action planning - vital steps to setting up your consultancy business



## How to book

Click on the Buy Now button next to the dates of the course you'd like to attend. Places will be allocated on a first come, first served basis. **Usual cost £399 plus VAT (£469 in total).**

Save 20%

**London**    **10-11 November 2010**    **ONE PAYMENT of £319 plus VAT (£375 in total)**

**BUY NOW**

Save 15%

**London**    **10-11 November 2010**    **FOUR PAYMENTS of £85 plus VAT (£399 in total)**

**BUY NOW**

When you click BUY NOW, you will be redirected to PayPal, the secure online payment method. Alternatively, call us on **0116 249 5000** to book your place or arrange an invoice.

**Please note**, cancellations must be advised in writing and are subject to the following charges: Up to 8 weeks prior to the course starting: no charge. 4-8 weeks before the course starts: 50% course fee. Less than 4 weeks before the course starts: full course fee.