



Making a difference...
Joined Up Thinking Delivering Real Benefits

Consultants, who needs them?

Management Consultancy is no stranger to a poor reputation; the stories of failure seem to outweigh those that are successful and this has led to a rather cynical approach when considering their use.

The root cause of this is that businesses sometimes forget that external consultants add a great deal of value when used appropriately. They can ensure that initiatives deliver sustainable Return on Investment far quicker than if the initiative had been delivered in another way, if it had been delivered at all.

The three main reasons for the use of consultants within a business are lack of time, resource or expertise or usually a mix of all three and added to this are political overtones, particularly in areas of system development, change management or business critical processes. In these instances, the approach to identifying the best consultancy for your business is the key step. Most projects fail to deliver effectively where the 'fit' is wrong; especially where there is no potential for learning and growth in the relationship.

Consultancy is not a commodity, unlike many other business resources, it is relationship driven as is the purchasing decision surrounding it. Consultants that 'fit' are chosen on the basis of personal relationships, despite the presence of formal purchasing procedures. In fact, 'beauty parades' frequently inflate costs. Similarly, the use of rigid, quantitative measures for what is, essentially, a qualitative decision is counter-productive. Professional services are rarely a quantifiable commodity and quality is the only benchmark for success.

Good consultants deliver value for their clients. A combination of models, methods and coaching will help clients identify, understand and solve problems not only on the current project but also in future situations, long after the consultants have left...

Who needs Consultants? Businesses that understand the difference between project benefits and project completion, that's who. Simply put, if consultants are deployed effectively, projects have the best chance of success.

At Nemea Consulting we have a track record of delivering successful and profitable projects to top retail organisations. If you want to improve the way you use external consultancies, why not talk to a company that thinks that way too. Talk to Nemea.

57 Hatton Garden
EC1N 8HP, London
Tel. 0845 644 2787
Fax. 0845 644 2788
Email: asa.back@nemea.com

www.nemea.com