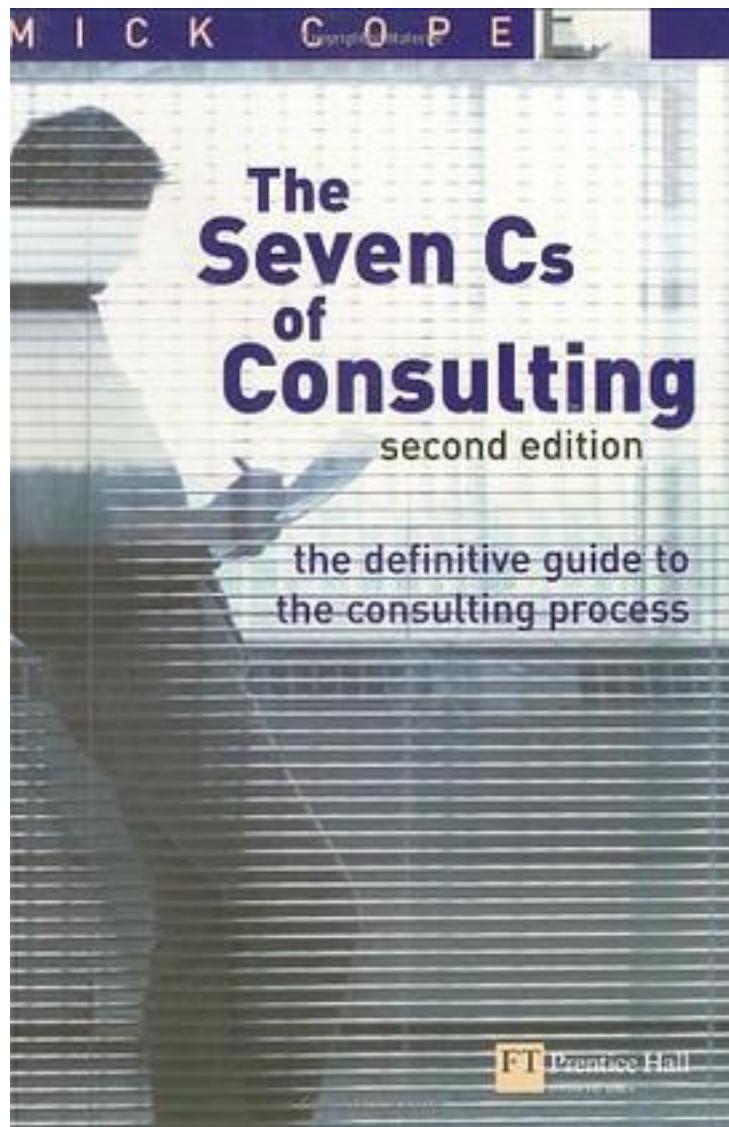


The Seven Cs of Consulting



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Any consultant aiming to survive and succeed in a competitive world needs to have a clear and concise change model to hand; one that can guarantee delivery of a wide range of change projects. Based around the author's 7C's model - client, clarify, create, change, confirm, continue, close - this book offers both budding and experienced consultants a solid framework to enable them to manage any consultancy assignment. With the help of the crib notes on the pull-out back pocket guide, the 7 C's model will show you how to improve your professionalism, and deliver clear and demonstrable results to clients, bringing them back for more. This second edition has been thoroughly overhauled to improve every aspect of the programme, with new models in all sections. There is a substantial additional element on ethical consulting - vital in the post-Enron business environment. Seven Cs of Consulting remains the definitive process guide, with no time sensitive case studies.

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