

Consulting and the New Business Paradigm



In today's virtual business world, expertise can be easily sought and implanted into any company - no matter their location, time zone or field with the use of technology. This power is creating a new paradigm in business and organizational success. Within this new paradigm, the role of consultant takes on new importance and responsibility that requires assisting companies in planning and execution of strategies, forecasted initiatives, and successful marketplace goals. This also places the weight of corporate success more upon the shoulders of the consultant's. His or her ideas must be timely, executable, and sustainable. No

longer can the global consultant be a "jack of all trades" knowing a little about everything, they must now be an "expert" in a given discipline and be willing to leverage that expertise into a personal global brand to assist companies in achieving their bottom line: sustainable, efficient and profitable.

We, as consultants, must embrace each engagement for maximum effect and take ownership for educating our clients on new ideas. Often consultants swoop in, make recommendations, partially begin the transition, and then leave the organization to deal with implementation. In this new paradigm, we must take responsibility for those future actions and the ideas we promote to ensure staying power and future health of the organization. We must be "managers of solutions" and not just cogs in the project wheel. Consultants should assume the lead in relationship building to help ensure future success instead of performing a cold hand-off for the client. Consultancy success is now heavily dependent on idea generation while creating a sterling reputation with a flawless implementation.

Too often, it is not the ideas or solutions that molds the consultant's brand, but the raw implementation of a solution. We must start practicing situational management, selling complete solutions that include owning the implementation and effective aftercare measures.



Finally, as experts we should work diligently to gain the trust of our clients. As technology grows and expands, the business world becomes smaller. As consultants, we need to ensure that our reputations are our most guarded commodity. To do that, we must take ownership of what we sell, be hyper-responsible for the expertise we expound, and deliver impeccable solutions.

Engage more, engage longer, and ensure long-standing customer satisfaction.

About:

Jody Wilcox is the Portfolio Director for Organizational Sciences and Culture, Inc. He is recognized Expert in Project Management and consulting strategies. Jody has more than 14 years of experience in Professional Service / Consulting and 19 years experience in the financial, process improvement and IT industries.

Mr. Wilcox holds diverse consulting knowledge having worked with companies such as: Honeywell, NORAD, Air Force Satellite Network, MCI, Philip Morris, Federal Reserve Bank of Richmond, Riggs Bank, Department of Treasury, Capital One, Land America Financial, Wachovia Securities, and Wells Fargo. An entrepreneur at heart, Jody has also worked with several start-ups and has created his own professional services/consulting company.

He has a deep understanding of various corporate cultures. Jody is expertly skilled at helping organizations identify goals, and implement successful strategies. Mr. Wilcox attended the University of Iowa and currently resides in Richmond Virginia.

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