

Building a Consulting Business

Today's business environment isn't focused on 9-to-5, lifelong, static positions like it was decades ago. Our world is constantly shifting and evolving, meaning that businesses (and workers) must evolve with it. As a result of this shift, consultants have more opportunities than ever before. This one-day workshop will show you how to build a business as a consultant.

What Will Students Learn?

- ✓ Define the term "consultants" and explain their role in today's business world
- ✓ Identify consulting opportunities
- ✓ Create a business strategy that includes a business plan, budget, marketing plan, fee structure, and resources
- ✓ Use social media and networking skills to grow your consulting business
- ✓ Protect your work with contracts
- ✓ Identify ways to stay on top of trends and changes

What Topics are Covered?

- ✓ What It's All About
- ✓ Business Building Blocks
- ✓ Crunching the Numbers
- ✓ Planning Your Business
- ✓ Test Driving
- ✓ Creating a Sales and Marketing Strategy
- ✓ Getting the Work Done

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ Personalized certificate of completion

Pre-Registration Information

Yes! I would like to attend **Building a Consulting Business!** Sign me up for the following session:

- Midrand, Gauteng
- Cape Town, Western Cape

- All workshops are from 8:30 a.m. until 4:30 p.m.
- Cost: R2250.00 per person
- Prices and dates are subject to change.

Your Information

Name: _____

Position: _____

Organization: _____

Telephone: _____

E-mail Address: _____

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