

Chapter Ten

Why Is this Chapter Important?

Chapter ten finishes off the performance and management section taking a different stance to the previous chapters. It aims to list the broad categories of consultancy projects and then drill down detailing the different areas of consultancy activity. The different areas of consultancy activity can only be addressed briefly but case studies from consultancies (e.g., Ernst and Young, Proudfoot, Serco, Deloitte, Hay Group, Atkins, McKinsey) give an indication of how this practice may work in reality.

Supplementary material and further case studies

The good sources on the web that feature material from this chapter include:

Web link	Comment
http://www.mca.org.uk/sites/default/files/Book%20of%20the%20Night.pdf	There are a number of good case studies in the MCA awards that demonstrate types of consultancy project
http://www.atkinsglobal.com/areas_of_business/	From A to almost Z (literally) the portfolio of areas of consultancy of Atkins
http://www.extraordinaryorganizations.com/About%20Consulting/cons-projtypes.html	Types of projects of a consultancy
http://www.steveshu.typepad.com/	A Consultant's blog, touching on some of the issues of different projects in consultancy
http://www.conferencepage.com/ftf/forum2003/downloads/Presentation-AndyChestnutt.pdf	A presentation on fact-based versus judgement-based consulting
http://www.gbci.net/	Webpage of a firm that demonstrates the range of consulting activities