

## Chapter Four

### Why Is this Chapter Important?

Chapter four starts of the second section of the book exploring how consultancies work in practice. Chapter four initially investigates how consultancy ranges from being methodologically driven to more laissez-faire or bespoke. The remainder of Chapter 4 then summarises major techniques that are used in consulting.

### Supplementary material and further case studies

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

Web link	Comment
<a href="http://www.capgemini.com/ctoblog/2008/09/theory_x_theory_y_the_manageme.php">http://www.capgemini.com/ctoblog/2008/09/theory_x_theory_y_the_manageme.php</a>	An interesting blog by a Capgemini consultant, which features many views on aspects of the consultant-client relationship, from the frontline
<a href="http://bevscott.com/InsideorOutside.pdf">http://bevscott.com/InsideorOutside.pdf</a>	A look at how consultants can add value from both sides of the internal/external divide
<a href="http://managementhelp.org/blogs/consulting-skills/">http://managementhelp.org/blogs/consulting-skills/</a>	A interesting blog giving advice on when consultants should facilitate, coach or train
<a href="http://www.gallup.com/consulting/1492/National-Clothing-Retailer-Customer-Engagement-Employee-Engagement.aspx">http://www.gallup.com/consulting/1492/National-Clothing-Retailer-Customer-Engagement-Employee-Engagement.aspx</a>	Case study on customer and client engagement
<a href="http://www2.agsm.edu.au/agsm/web.nsf/AttachmentsByTitle/Egos+paper/\$FILE/EGOS+paper.pdf">http://www2.agsm.edu.au/agsm/web.nsf/AttachmentsByTitle/Egos+paper/\$FILE/EGOS+paper.pdf</a>	A journal paper that looks at the specific client-consultant interactions in professional business service firms