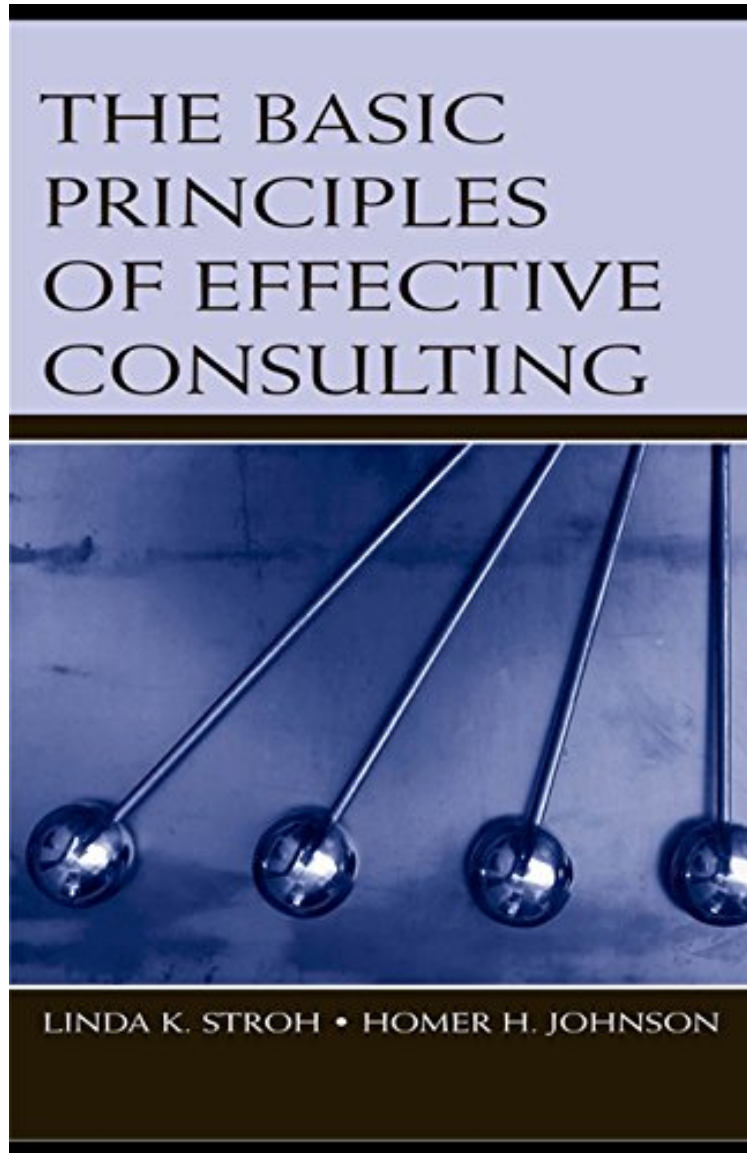


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## The Basic Principles of Effective Consulting

*Linda K. Stroh, Homer H. Johnson*  
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titles:1. Consultants and Consulting2. Establishing Expectations and Goals3. Formalizing the Agreement:Proposals and Contracts4. Developing a Project Strategy:Diagnosis and Data Collection5. Interviewing6. Preparing the Feedback/Assessment Report: Moving the Client to Action7. Presenting the Findings8. Initiating Action9. Ending the Project10. Some Final ThoughtsThe examples in the book are helpful and concise. I like the book and so do my students.6 of 6 people found the following review helpful. Excellent Consulting BookBy Mitch PaioffThere are a lot of good books on consulting out there, and this is one of the best. Linda K. Stroh and Homer H. Johnson cover all of the basics of good consulting - establishing expectations and goals with a client, proposal preparation, developing a project strategy, presenting your findings, and project wrap-up.The authors include the perspectives of third parties in their "From the Experts..." inserts throughout the book. These inserts present a point-of-view from outside experts on topics such as "Data Collection Begins at the Beginning!", "Listen Up!", and "Presenting the Findings". As an author myself, I like this approach to writing.This is a well-organized, informative book written by professionals who know what it takes to be a successful consultant. I highly recommend it.Mitch Paioff, Author, Getting Started as an Independent Computer ConsultantGetting Started as an Independent Computer Consultant0 of 0 people found the following review helpful. Great Read, really puts things into tangible ideas.By LargestormA must ready for anyone doing or thinking about doing professional consulting.

This is a very good time for consultants. As corporations have been reorganizing and downsizing, merging and globalizing, the consulting business has been booming.The Basic Principles of Effective Consulting is about what effective consultants do and how they do it. It provides a step-by-step process that can provide successful outcomes for consultants and their clients. The chapters have plenty of examples and cases of the process used by effective consultants, as cases and examples are one of the best ways to learn the consulting business. Also provided as part of each chapter are short pieces of expert advice by established consultants and users of consulting services. Teachers in business schools will find this book can serve as an excellent supplemental textbook on consulting practices.

"This is the book! I believe The Basic Principles of Effective Consulting is a book you will be drawn to repeatedly over your career in consulting. Just as Stroh and Johnson note throughout the book, when most consultants fail, it's because they have never learned (or have forgotten) the basics of doing consulting...The basic principles can be applied regardless of your specialty area. Whether it's IT, or Marketing, Six Sigma, Engineering or Golf Course design, the consulting model outlined in this book is outstanding; and it works!"Robert L. LorberCEO, Lorber Kamai Consulting Group, From the Foreword "Stroh and Johnson have done a great service to those who are starting out in the consulting industry: they have distilled the essence of what it is that consultants need to know. They have also provided a handy reference for those who are already in the consulting industry and occasionally need to be reminded of the importance of the basic principles of consultancy that are necessary for successful organizational change. The reader gets not only the benefit of the insight and original perspective of these academics, but also the practical experience and advice from seasoned consultants. This is a "how-to" book that is destined to become the "go-to" book for novice and seasoned consultants alike."Margaret A. NealeGraduate School of Business, Stanford University "Stroh and Johnson have written a book that consultants will want in their briefcase, both to view for self when challenged with a client dilemma, and to use with clients to support the consulting process. The "From the Experts" sections will excite, inform, and assure clients that the work being done in their company is on the money!"Marilyn BlairManaging Editor, Organization Development Network Publications "You'll want to keep this book handy--as you'll be referring to it often. Whether you are a consultant yourself or a user of consultants, this book provides powerful insights into building trusting and lasting professional relationships. Stroh and Johnson have a way of cutting through all the hype, and challenging us to be better at what we do. If you want to be a more effective consultant, be sure to read this book."Raj TattaPartner, PricewaterhouseCoopers LLP