

Know the advice you give to clients.
Learn *how* to apply it to managing
your own consulting business.

Managing a consulting business
Training course for business consultants
15-17 May 2017, Bucharest

From reaching out to new client groups to managing talent and resources, learn how to make your business more effective, more competitive and more profitable. Held in Bucharest on 15-17 May 2017 (3 full days), this course gives a complete overview of managing a consulting business.

Know how to make your business more effective, more competitive and more profitable.

This course will help you:

- Make the most of the talent and skills of your partners and staff to develop and expand your business
- Learn and apply business models and best practice strategies specifically relevant to consulting companies
- Discover technology and financial models to help you manage your business more efficiently
- Recognise potential risks and learn how to engage in effective risk management
- Learn firm development skills and management behaviours specifically for management of a professional services company, including techniques for managing the consulting/client interface, managing internal knowledge and instituting an effective management culture
- Understand IP development and protection concerns
- Learn how to complement your expertise and build partnerships/strategic alliances

Within the course, you will also prepare an individual Action Plan for your business. The courses are interactive and discussion based, with a focus on practical tools. The trainers are all experienced practitioners, who know what it takes to manage a successful consulting business. You will also have the opportunity to meet other consultants, learn from each other experiences and develop a professional network.

Opening up opportunities. We know how.

The training will be delivered by **Dr. Lassaad Mezghani** and **Philip Ammerman** who have been selected by the EBRD because they are experienced practitioners, who know what it takes to successfully manage a consulting business.

The training course fee is 300 EUR and the course will be delivered in English. The price includes training hand-out materials, refreshments (on-site coffee breaks and lunch) and parking. The training will be organized at a premium location in Bucharest, InterContinental Hotel. The class is limited to 20 participants.

To participate please fill out the application form by **COB 24 April 2017** For additional inquiries please send an e-mail to knowhowromania@ebrd.com or call us on 021 202 71 42.

Grow your consulting business? *Know how.*

At the European Bank for Reconstruction and Development (EBRD), we don't just provide finance. We also provide business advice to small and medium-sized businesses in 25 countries, working with more than 6,000 consultants and over 1,500 international experts.

We believe that businesses need professional know-how to grow and stay competitive. But we also know how important it is for consultants to keep broadening their expertise so they can offer truly best-in-class solutions to their clients. The Grow Your Consulting Business Training Series is a set of training courses that shares essential skills, resources and techniques for effective and impactful consulting, as well as for running a successful consulting business. So, whether you're an expert looking to use your knowledge as a professional consultant, a young consultant seeking to build up your skills, a senior member of a consulting firm eager to learn about new specialisations or the owner of a consulting business seeking to enhance your business model, get the training you need to step up your game.

There are six courses:

- Management consulting essentials
- Starting a consulting business
- **Managing a consulting business**
- Marketing and selling consulting services
- Business diagnostics for consulting
- Project management for consulting

Know your trainers



Dr. Lassaâd Mezghani (independent consultant) is a professor of strategic management at the University of Carthage and the current president of the Tunisian chapter of the International Association for Strategic Management (AIMS). He holds a PhD in strategic management and also teaches management of technology and innovation, ICT and project management. He is an international senior expert and trainer for several EU projects in Tunisia, the Mediterranean and Western Europe dealing with strategy, innovation, organization and entrepreneurship, and he has served as a Senior Advisor to the Tunisian Minister of Higher Education and Scientific Research.



Philip Ammerman (Navigator Consulting) is an investment advisor and restructuring consultant with experience in Eastern and Western Europe, Central Asia and the United States since 1992. His key specialisations are in due diligence, business planning, financial modelling and post-investment support. In 2010, Navigator Consulting launched an in-house business incubator with the objective of supporting or starting one new business a year between 2010 and 2020. This has led to the launch of European Consulting Network (ECN), an international network of consultants and institutions with 8000 members.