

What's Included In the Classroom based Courses ?

Instruction by an expert facilitator

Specialized manual and course materials

Small, interactive classes

Personalized certificate of completion

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 course 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