

Your Mission, Value, and Differentiators

Gary Romano

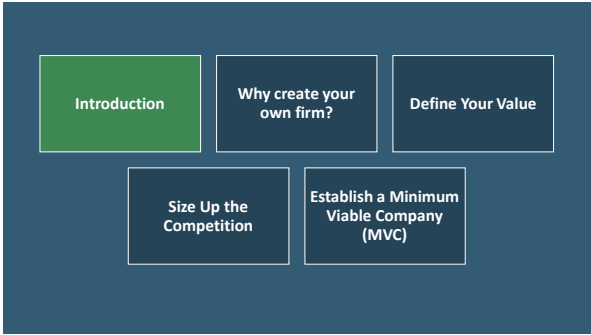


Overview



If nothing else, know...

- Design or re-design a firm that works for you.
- Define the value you have in the market.
- Can create a big office feel and service on a solopreneur budget.



POLL: Why are you here?

- I am a solopreneur consultant (it's just you and at most some part time help).
- I am a consultant.
- I plan to start a consultancy in the next year.
- I am curious about starting a consultancy, but am not yet committed.

Why am I here?

- On a mission.
- Four successful ventures
- Failed countless times!



Consultants for Nonprofits

- Constrained Business model.
- Driven by opportunity & mission.

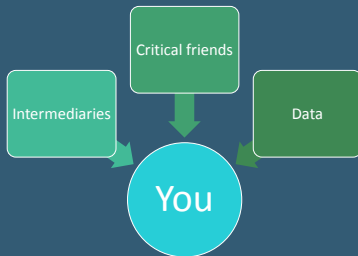


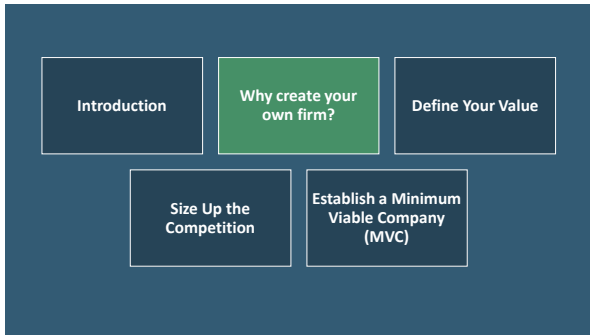
Small But Mighty

- 7 Years in the Making.
- Step-by-step guide
- Smallbutmightybook.com



A Little Help Please!





POLL: According to the US Bureau of Labor Statistics from 2008-13, management consulting will grow by:

- 13%
- 53%
- 83%
- 103%

Not A Four-Letter Word

Revenue – costs = profit

Lifestyle Design

Family Work Yourself

The diagram features three circular photos: a family of three, a baby, and a dog. The word 'Family' is to the left of the family photo, 'Work' is to the right of the baby photo, and 'Yourself' is to the right of the dog photo. Small green circles are scattered around the photos.

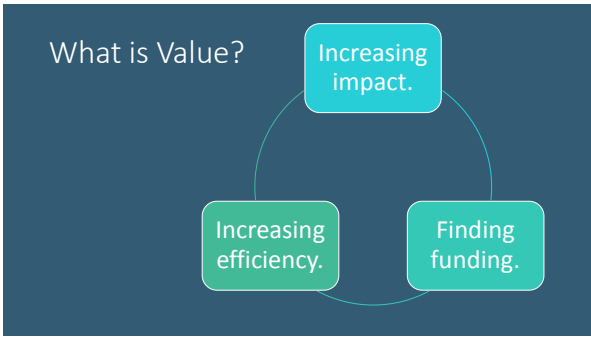
Must Haves/Have Nots

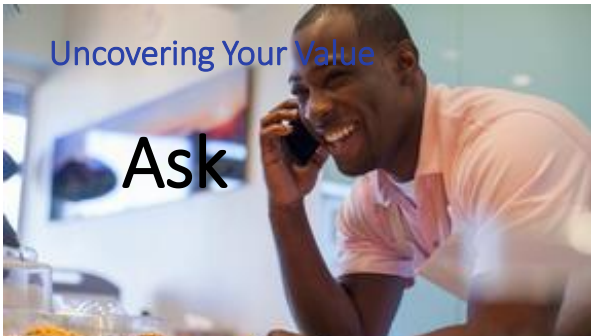
5+5+At Risk

Introduction Why create your own firm? Define Your Value

Size Up the Competition Establish a Minimum Viable Company (MVC)

The flowchart consists of five rectangular boxes. 'Introduction', 'Why create your own firm?', and 'Define Your Value' are in a top row. 'Size Up the Competition' and 'Establish a Minimum Viable Company (MVC)' are in a bottom row. The 'Define Your Value' box is highlighted in green.





What do I ask?

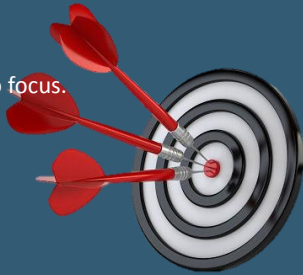
Aspiring Consultants	Established Consultants
<ul style="list-style-type: none">• What keeps you up at night?• Who are my competitors?• How can I differentiate myself?	<ul style="list-style-type: none">• How have I provided value in the past?• How can I increase my value?• Why would you choose my services over others?

Distilling your Value

5-7 Points

What's a Niche?

- Chances are you need to focus.
- But on who? Where?
- You find a niche.
- Exercise in handouts.



Who's in the Room?

- How big is your room?
- Customers have Reason, Responsibility, and Resources.
- Start by looking at those who see your value already.



Who's in the Room?

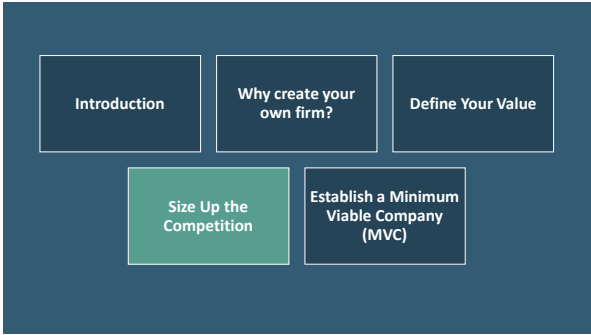
- What kind of organization are they in? Is it large or small?
- What services do they provide and to whom?
- How long have they been in the field?
- Are they primarily in one geography?
- What are their pressing needs?

What will you Offer?

- Services vs. Products.
- How have you generated value?
- Limit your list to 1-4 items, especially at startup.
- Seek perspective!

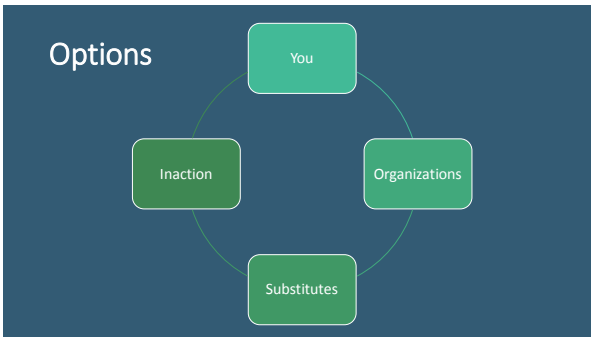
On Purpose

- Why did we wait so long?
- Think bigger than the bottom line.
- What do you want to do to improve the world?
- How can you make this one sentence?
- Forget about formats and rules.



POLL: The Competition

- Have you systematically analyzed your competitors or potential competitors?
 - No, I'm not sure who they are.
 - No, not yet.
 - Yes, but not formally.
 - Yes, I've done a formal competitor analysis.



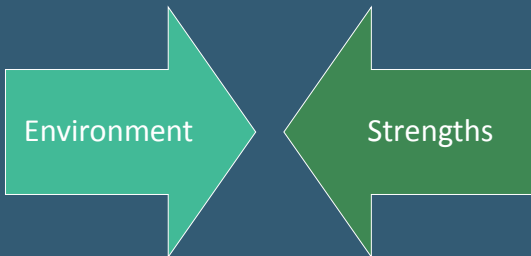
Competitor Analysis

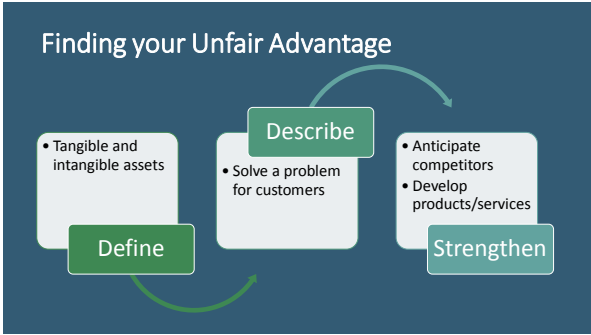


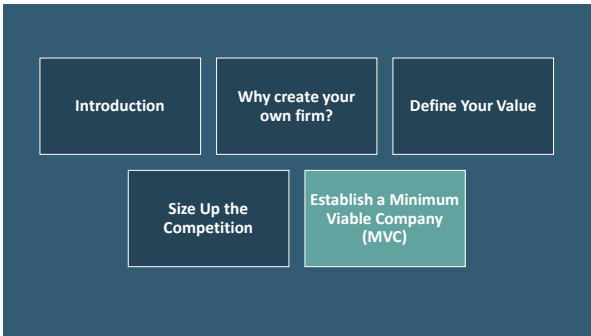
Competitor Analysis: Date Night in Cambridge

Services	Competitor Offerings	Substitutions	Inaction
Harvest Restaurant (local fusion)	Rialto (Italian)	Get the boys out of the house and make an upscale meal myself	Stressed out parents!
	Oleana (Mediterranean)		
	Craigie on Main (French)	Go outside the city	

Your Unfair Advantage

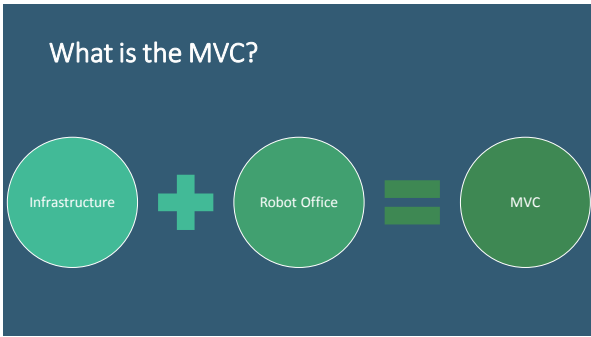


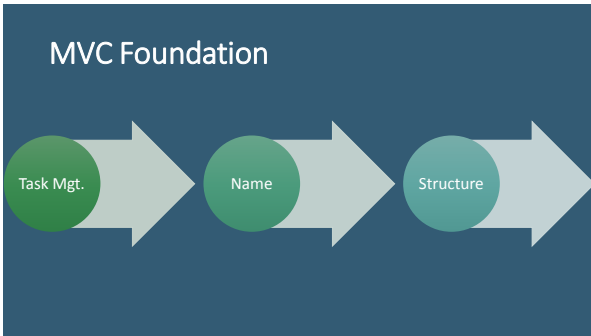


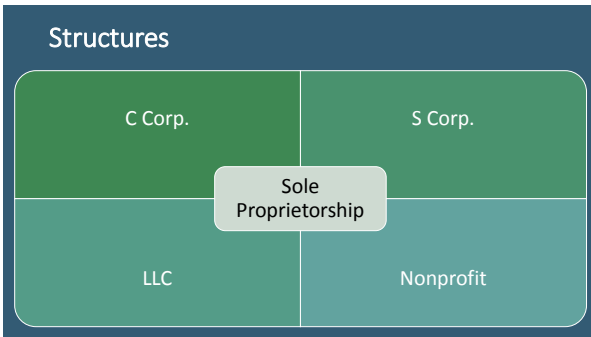


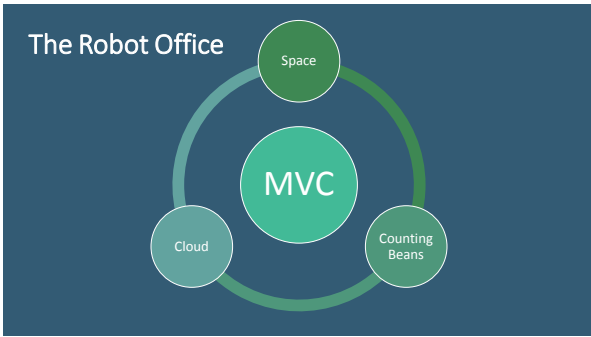
POLL: What is the low-end average cost for starting a consultancy?

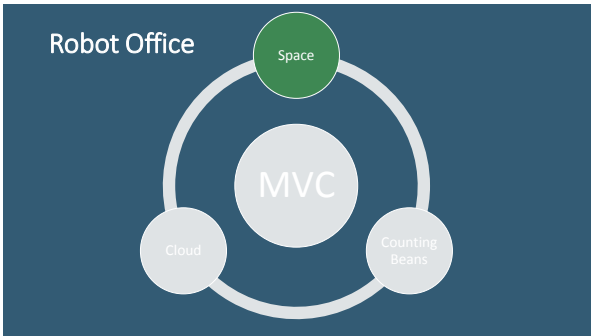
- \$100
- \$1,000
- \$10,000
- \$100,000

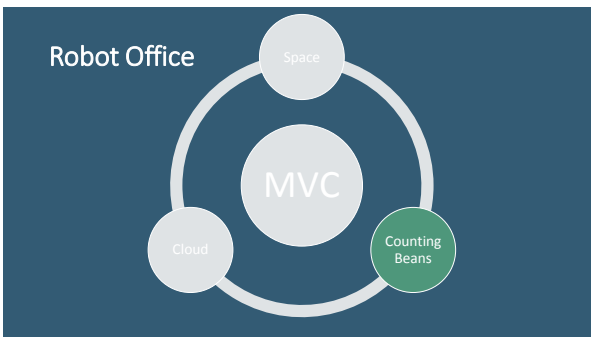


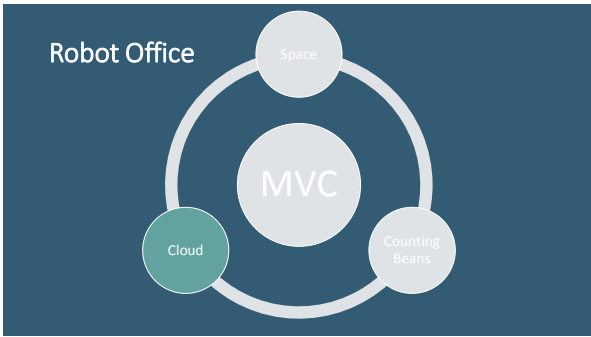












You're Ready

- You know what you want to do & how to do it
- Resources - <http://bit.ly/29omR29>
- Get some clients – register now!

Help and Questions?

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