

Your Mission, Value, and Differentiators

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Overview

Introduction

**Why create your
own firm?**

Define Your Value

**Size Up the
Competition**

**Establish a
Minimum Viable
Company (MVC)**

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.

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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.

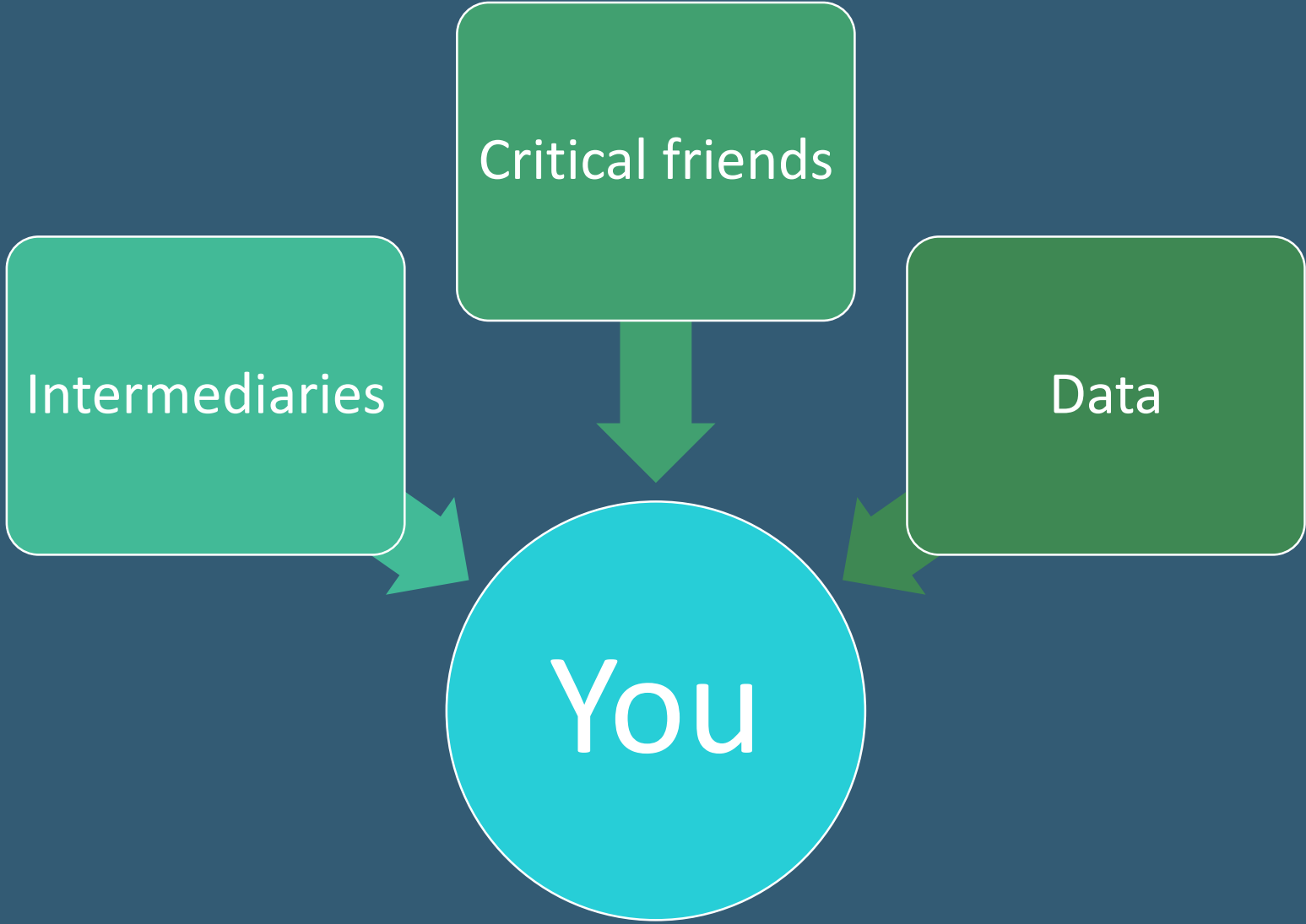


Small But Mighty

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



A Little Help Please!



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POLL: According to the US Bureau of Labor Statistics from 2008-18, management consulting will grow by:

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

Not A Four-Letter Word

Revenue – costs = profit

Lifestyle Design

Family



Work



Yourself

Must Haves/Have Nots

5+5+At Risk

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What is Value?

Increasing
impact.

Increasing
efficiency.

Finding
funding.

A man in a white t-shirt is smiling and talking on a mobile phone. He is leaning forward, and his right hand is holding the phone to his ear. The background is a blurred office environment with a computer monitor and other office equipment.

Uncovering Your Value

Ask

What do I ask?

Aspiring Consultants

- What keeps you up at night?
- Who are my competitors?
- How can I differentiate myself?

Established Consultants

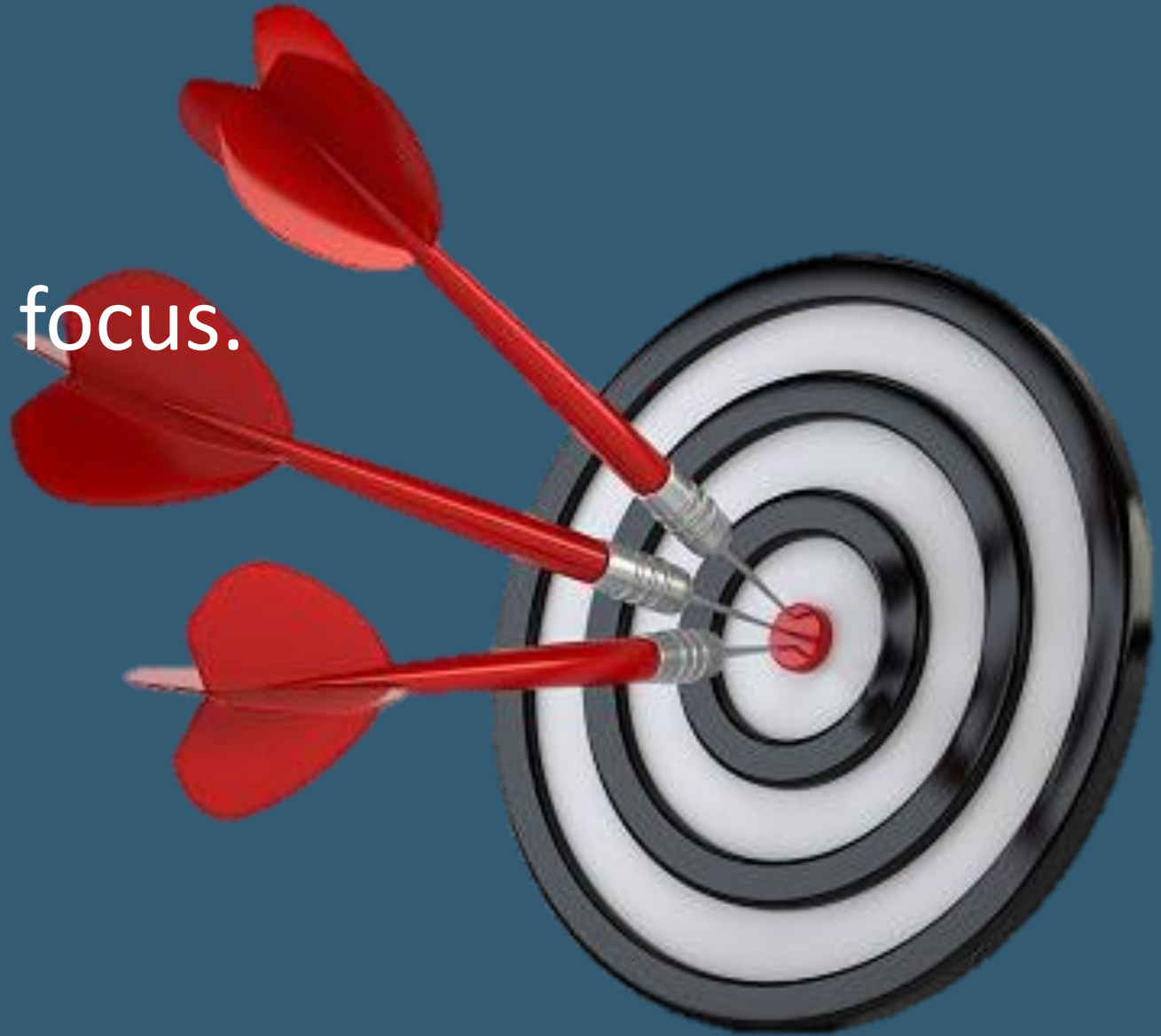
- How have I provided value in the past?
- How can I increase my value?
- Why would you choose my services over others?

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.

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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.

Options



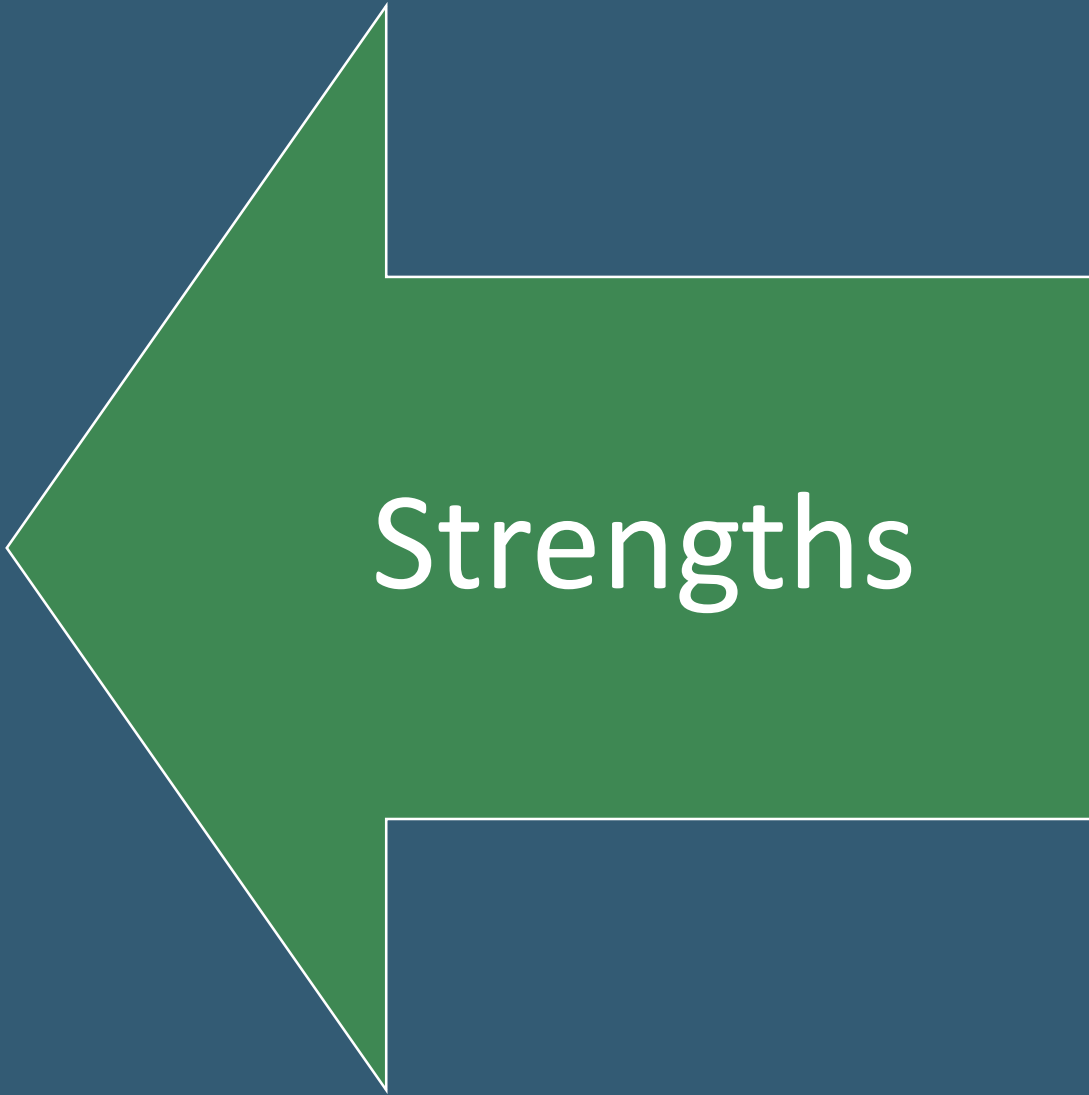
Competitor Analysis



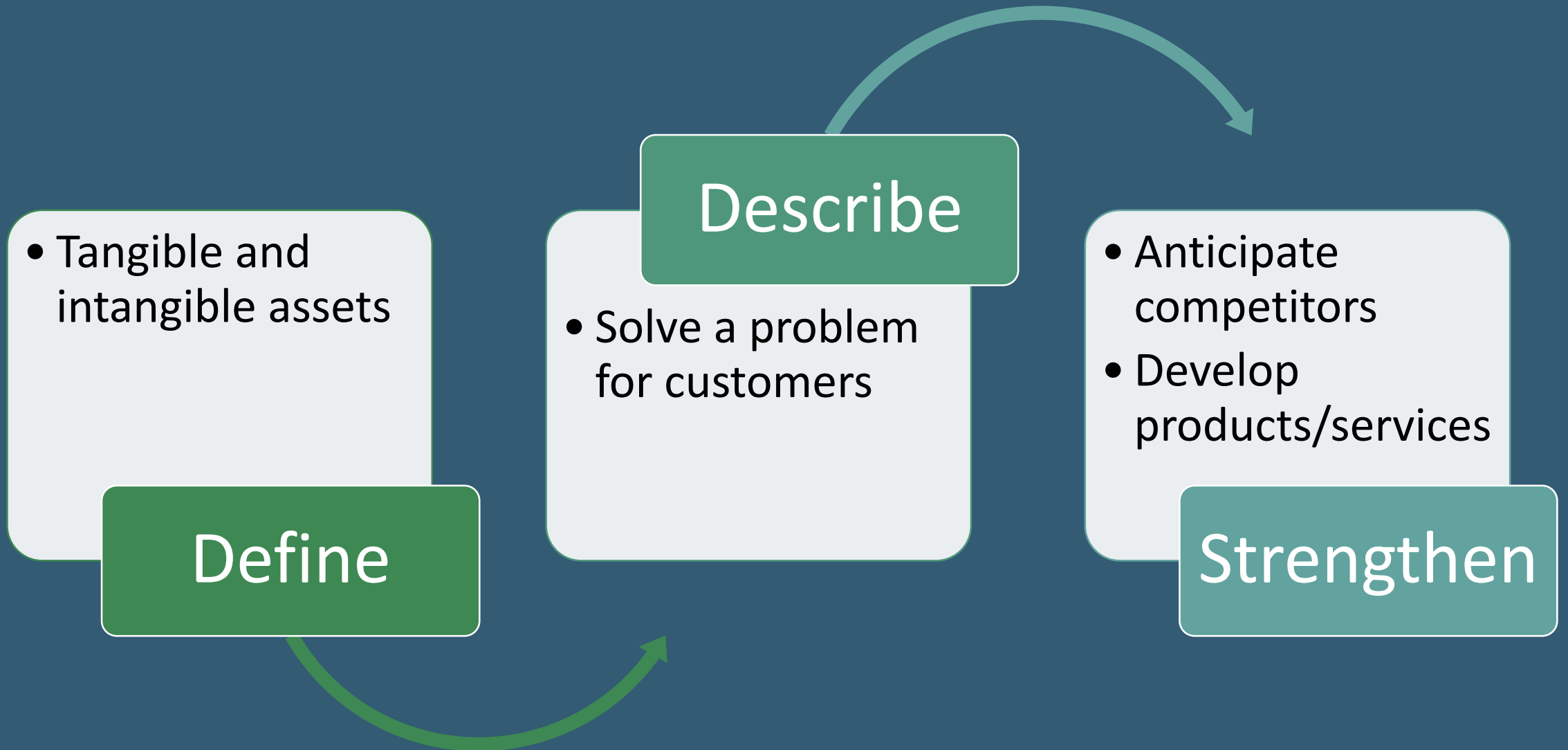
Competitor Analysis: Date Night in Cambridge

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

Your Unfair Advantage



Finding your Unfair Advantage



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

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

What is the MVC?



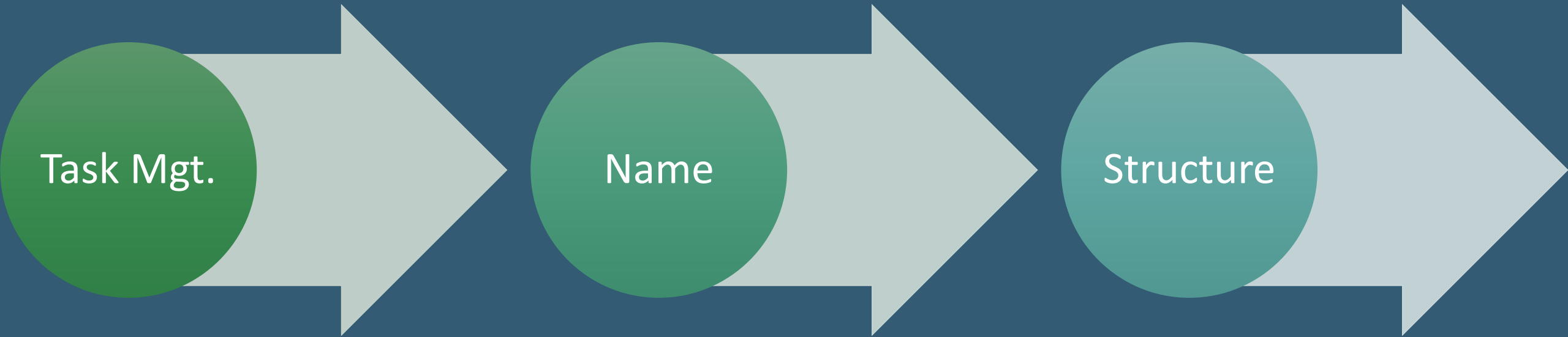
The diagram illustrates the composition of the MVC (Model-View-Controller) architecture. It features three large circles arranged horizontally. The first circle on the left is light green and contains the text 'Infrastructure'. To its right is a teal plus sign. The second circle is a medium green and contains the text 'Robot Office'. To its right is a dark green equals sign. The final circle on the right is the darkest green and contains the text 'MVC'. The circles are separated by these mathematical symbols, indicating that MVC is the result of combining Infrastructure and Robot Office.

Infrastructure

Robot Office

MVC

MVC Foundation



Structures

C Corp.

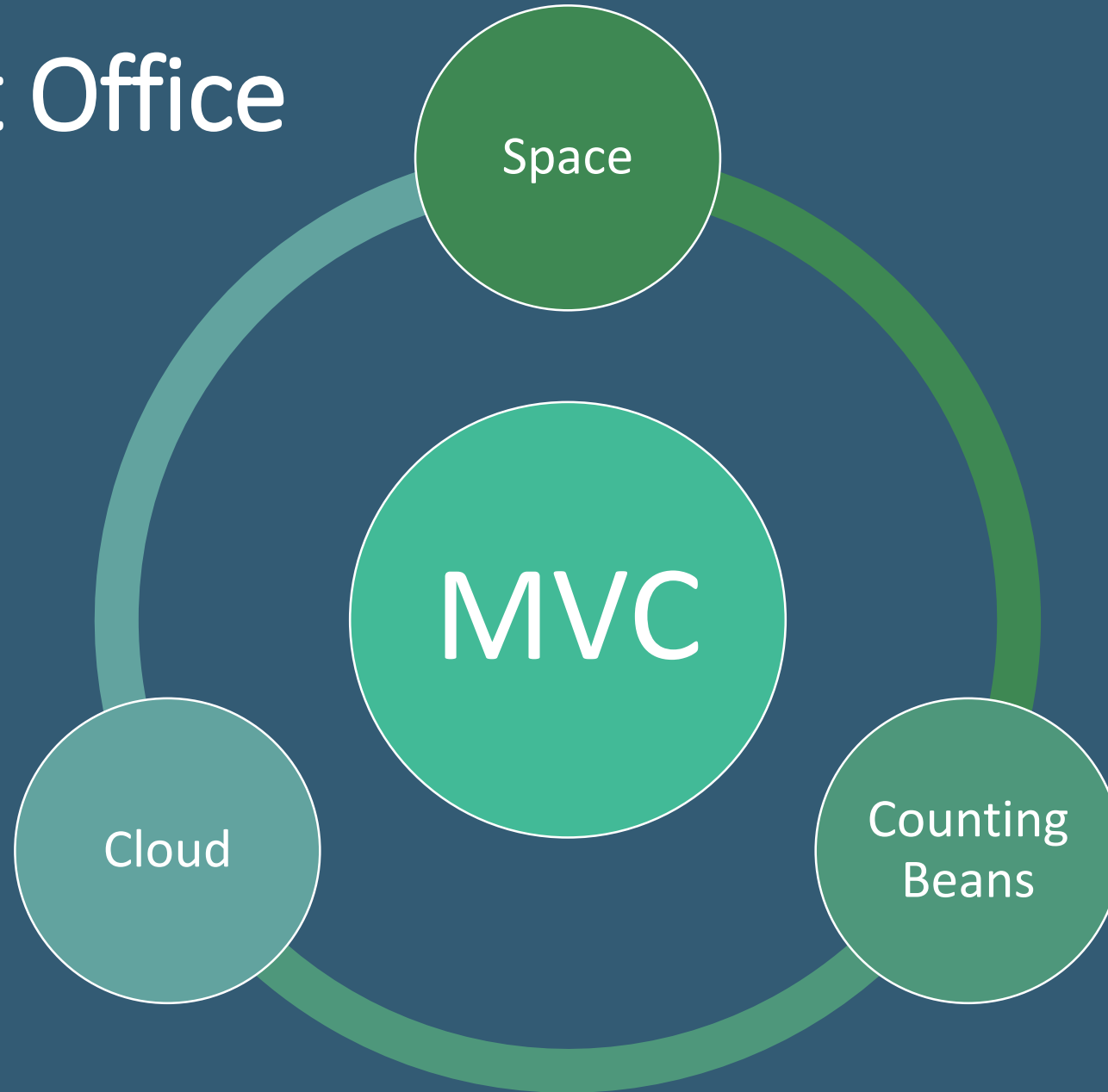
S Corp.

Sole
Proprietorship

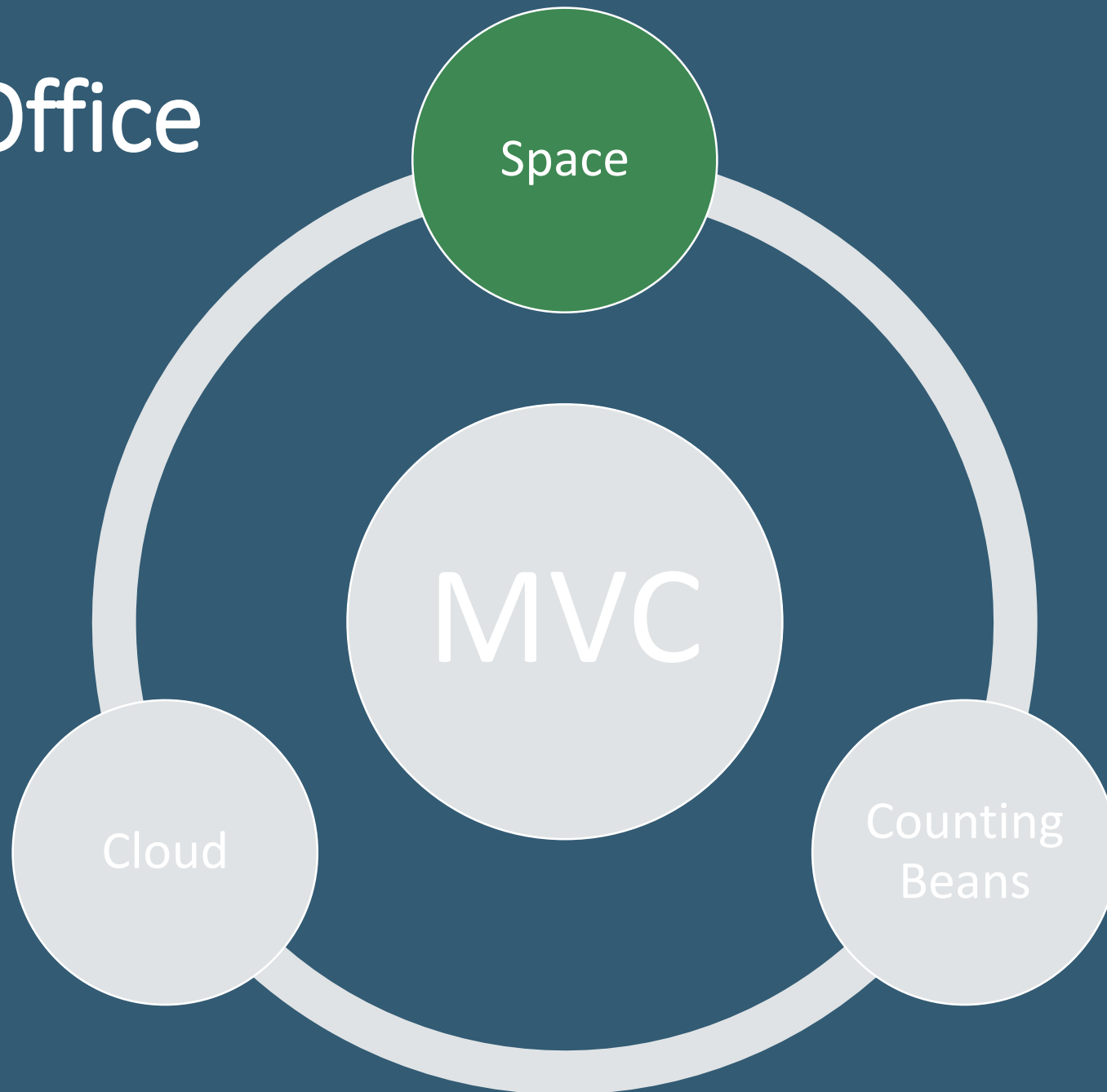
LLC

Nonprofit

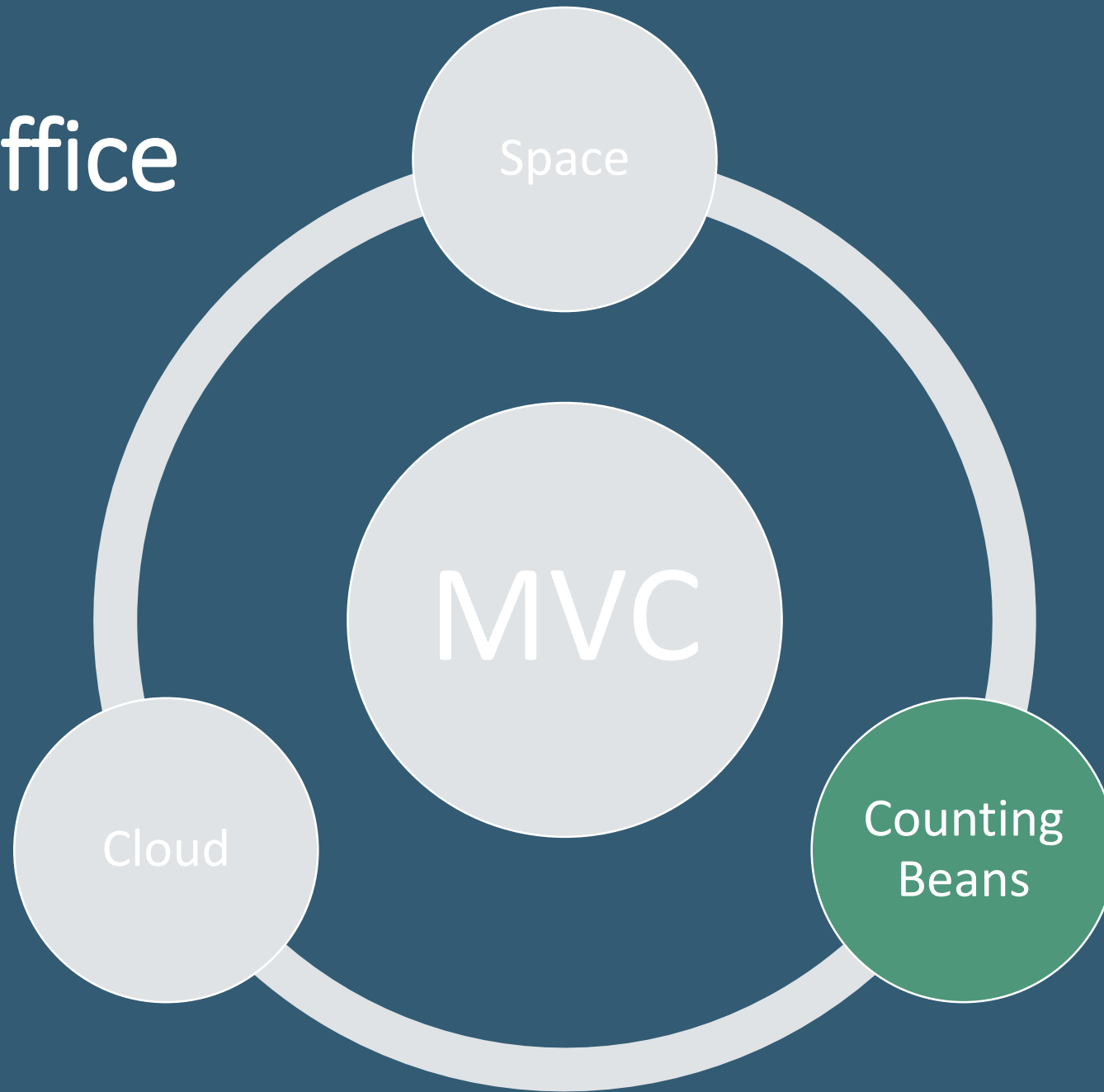
The Robot Office



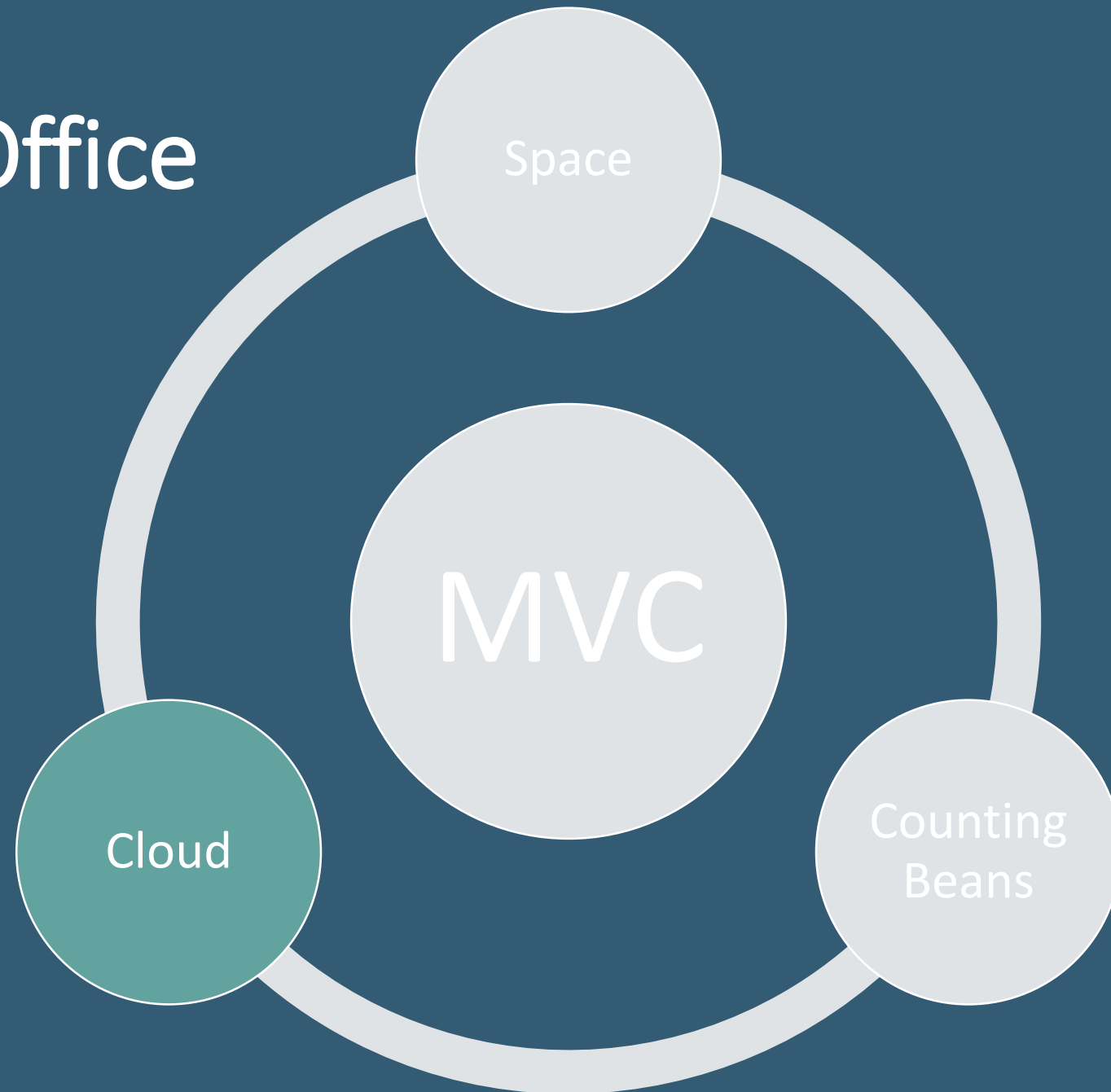
Robot Office



Robot Office



Robot Office



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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