

Professional IS Consulting Summary

WEEK 2: Presentation Skills

Communicating: To communicate our ideas and concepts to the audience without distortion using public speaking

- Involves both speaking and listening
- Consider audience

Designing:

- Beginning
 - Introduction
 - Stick to the job you have been hired
 - Arrange the flow of ideas and information
- Middle:
 - Present main argument with supporting evidence or examples
 - No new material in this section
- End
 - Summary
 - Conclusion
 - Questions (depends on the length of presentation)

Think about:

- Audience
 - Size
 - Responsibilities of the attendees
 - Seek intelligence about your audience
- Occasion
- Purpose
- PowerPoint needs to be proper

Informative presentation:

Balancing education with examples

- 10 – 30 mins
- Goals need to be achieved by end of presentation
- Skewing knowledgeably of the topic and engaging the audience rather than read to them or repeat from slides

Complex presentation:

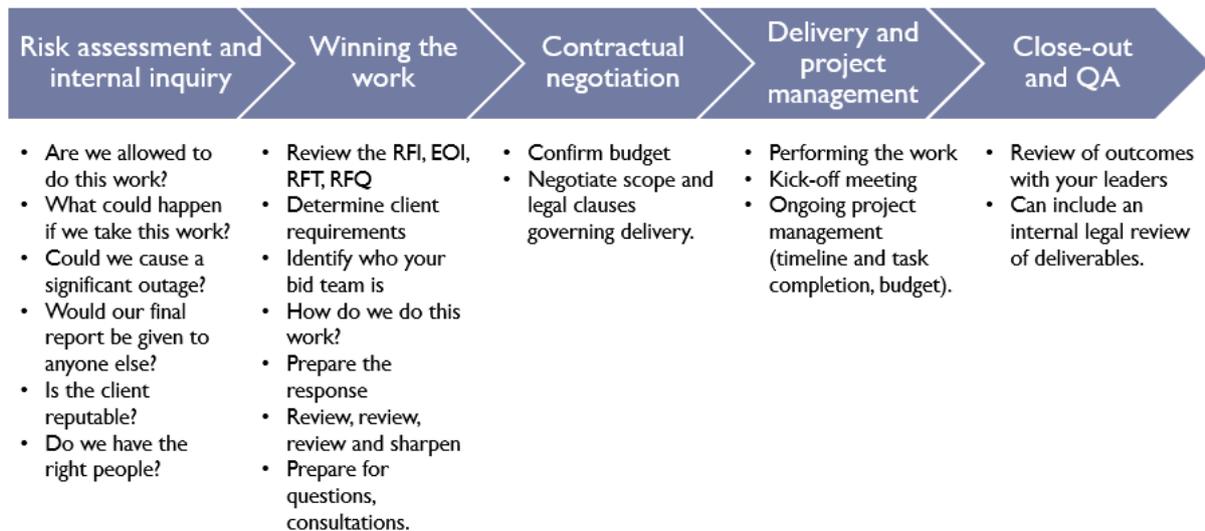
Persuade and advocate

- Selling and raising profiles
- 20 – 30 minutes
- Persuasive with strong argument
- Outline the problem and potential solutions
- Gain overall agreement amongst audience

Will remember:

- 15% of what they hear
- 80% of what they say

WEEK 3: The Engagement Lifecycle (exam)



PROPOSALS:

Written offers from a potential seller to a client

- Summary of services to offer
- Expression of the business problem to be solved
- Budget
- Team

Can be written in any format

Before you bid:

- Is there risk in taking this work?
- How will we mitigate these risks?
- Enter the sale into your CRM (visibility over pipeline)
- Inform your internal lead partner
- Who will be your team?

Can we win the bid?

- Takes days to prepare
- Significant effort

WILL IT BE WORTH IT??

- Do we know the client?
- Know about their organisation?
- Did we know the job before the RFP came out (request for proposal)?
- What is the work “really” about (e.g. are we covering someone?)
- Potentially more risk than reward?

Scenario I

You have been invited to bid to provide testing services to help the implementation of a core banking system. This is a key engine behind their internet banking service. It is well-known in the press that this is so far a wildly unsuccessful and expensive project that has been running for years. You have never worked at the client before, but there would be a certain prestige for working with them.

Should you bid?

Should not bid AS:

- “wildly unsuccessful”
- “expensive project...running for years”
- “never worked at the client”



Problem solving and consultants:

- Collective cognition in problem solving
 - Distributed cognition and creativity
 - Groups of individuals interacting to layer meaning, perspectives and experiences to solve problems
- Consultants are more creative and innovative

WEEK 7: A day in the life of a consultant



Hypothesis:

Hypothesis is a **best, educated guess** of what **the answer** is to a given problem

- Hypothesis-driven consultant develops a hypothesis of the answer to a problem early
- Focuses on **testing** and **revising** that hypothesis over the course of the engagement
- This is also known as **having a perspective or point of view (POV) on the answer** and considered to be superior
- The hypothesis is used to **inform** what **data** needs to be collected, **analyses** will be performed, and **insights** must be gained in order to arrive at a final answer

Hypothesis driven consulting: Should be informed by background information, preliminary data analyses, and input from Subject Matter Experts (SME's)

- Hypothesis should be considered a living document that is constantly revised and continuously improved as it is tested and new information and/or insights come to light. It is not permanent and it is not the final answer

LIMITATIONS:

- Should not be based on conjecture or solely on **opinion**

Early, there might not be any concrete facts upon which to base the hypothesis. But the further you get into a client engagement;

