



Build Your Practice By Partnering With Consultant Colleagues

**Tuesday, March 9, 2010
2:15 - 3:30 p.m.**


Content Leaders:

Joanne Dunne, CAE, president, The Lyons
Consulting Group, LLC

David Kushner, CAE, CMP, president, The
Kushner Companies, LLC

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Connecting Great Ideas and Great People

Who Are You?

- How many of you consult full time?
- How many have partnered in some way with colleagues?
- More than once?
- Would you do it again?



Why Are You Here Today?

- Learn?
- Discuss?
- Discover?
- Other?



Who Are We?

- Joanne Dunne, CAE, The Lyons Consulting Group, LLC
 - Sole proprietor
 - Work individually and in partnership with other consultants
 - Incorporated as an LLC
- David Kushner, CAE, CMP The Kushner Companies, LLC
 - Sole proprietor
 - Work with a number of consultants on large projects
 - Incorporated as LLC



Rules of the Road

- First know yourself
- Understand your style
- Know what you do and how you do it
- Be clear about your mission
- Identify your business goals



Nuts & Bolts: Operations

- Finance issues
 - Invoicing
 - Payment schedules
- Clients
 - Sharing
 - Follow-on business
- Agreements - legal
- Cross marketing
- Website links
- Business Cards
- E-mail Addresses



Discerning Who is A Good Match
"Hi, I'm Interested in Partnering with You"

- Colleagues with complimentary skills
- Providers of specialized services
- Similar work styles
- Crossover client bases



The Advantages

- Build a trusted alliance of colleagues
- Grow your business
- Diversify your client base
- Bid on larger, more complex projects
- Provide greater value to clients



The Challenges

- You have to manage the engagement and the consultant partners.
- Contract pricing is critical - a mistake could cost you your profit margin.
- Time management is complicated - you need to know how you both work.
- If you can't be open and honest about issues, a partnership won't work.



Contact Information



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