



# Need a Hired Gun?

It's almost a given that there are times when all of us could use a little help running our businesses. Even though we'd like to be able to deal with it ourselves the extra help would be nice.

Because change is the only constant in life and in order to remain competitive it's imperative that we stay ahead of the changes, adapt accordingly and do so with lightning speed.

You may have survived up to this point (alone), but what about the future? There are always new and better ways of dealing with change. What if you had a partner, someone you had access to only when you needed it?

## Why use a Consultant?

- **Expertise** - One of the most common reasons for using a consultant is when you need expertise that you don't have within your own company.
- **Time** – Sometimes, even if your company has the expertise, it may have the right people available because of other business demands. And, these key people may be just too busy to complete the required project by the required deadline. Using a consultant can help solve this timing problem. In fact, consultants may be able to complete the tasks in less time than your own staff due to their experience.
- **Speaking of experience** - A consultant that has worked with many companies has a great deal of experience in planning, developing, and implementing systems. If your staff has not been involved in these activities, their inexperience may cause them to make the wrong decisions. Using an experienced consultant increases the expected success of the project.

- **Objectivity** - An outside consultant offers a fresh impartial view of your system. No matter how hard insiders try to objectively view the issues, their own involvement in the system and culture of the company ends up influencing their response. It's like the old saying you can't see the forest for the trees.

A consultant will explore solutions that may have been completely overlooked by your own staff or discounted as "that won't work here". A consultant may even make the same recommendation as one offered earlier by your staff, but this time it's received because the consultant said it instead of management. It's kind of like the kid that will listen to their Aunt versus their own mother.

- **Using a Consultant is simpler.** You don't have to worry about "what else" the person has to be given to "fill the time." You don't have the consultant hanging around when you don't need them. A consultant works only on the project given. Makes your life easier.

Using a Consultant **focuses time and energy** where it does the best concentrating on just the job given; no extraneous circumstances; no crisis management interfering with getting the job done.

Go ahead, "make my day" ... and give me a call!