From Walden university, welcome to our webinar.

I'm Lisa cook, and I will be welcoming all of our speakers today.

Before we introduce our speakers, I would like to introduce our career services team.

So there are five members of our career services team.

We're all located in Minneapolis, Minnesota.
We have a web master and tech GURU, a social maven on the right top, in the bottom left, a senior career advisor who manages our webinar, and a career service advisors who've a really very important job of tracking all of our METRICS so we know what is used and we can go ahead and expand those. So with that said, I'd like to turn over our presentation to our career services staff, so I'm going to introduce them. Our bilingual coordinator and résumé manager and then our social media manager and website GURU and I want to thank them both for the terrific job in talking to our presenters today. We have a faculty and student presenter.
So thanks to them and our speakers.

And with them, I'm going to hand it off to them.

Angie.

>> Thanks, Lisa.

First, we have our presenter, Dr. Kelly.

He is with the school of public policy and education.

He has 39 years of experience.

He has 25 years of consulting experience with expertise in non-profit leadership, board governance, fund raising and strategic planning.

We are very honored to introduce one of our presenters who is an independent education consultant and founder and owner of adaptive learning.

She completed the program this year with a specialization in adult education leadership.

She has a passion for curriculum of vulnerable adult population.

We also have with us policy of administration doctoral student.
11:06:08  23  He has over 15 years of experience in managing
11:06:11  24  government and non-profit services and further
11:06:16  25  evaluation consulting.
His passion is to help organizations save money by bringing management and computer systems up-to-date at an affordable price.

Advisor Nicole will share consulting success story as Alicia was unable to make today's presentation.

She specialized in leadership and finance.

And now, we will hand the floor over to get us started on consulting.

Hello, everyone, I want to thank all of you for attending today and thank the staff for creating this webinar.

I appreciate the opportunity to talk about a topic.

I am excited about it, consulting.

We're going to review the definition of consulting.

I spend time in the faculty and consulting go hand in hand.

My consulting now is more of pro bono basis because of my full-time role at Walden, but they feed off of each other.

For those of you finishing your degree, would you
like to teach and consult?

The answer is yes, I have had the good fortune of doing both for some time.
I think the higher exploration at that level needs consulting, and consulting keeps your feet on the ground and really gives you that face to face, day-to-day connection with people in organizations that are important. So it's a wonderful combination.

Today, we've listed a good definition and a good place to start from. And I note here, it's an individual who provides expertise. I think it's not just about having expertise, but it's also about process skills, to be able to work with people and engage with people to come to a goal or work in a project. So as a consultant, you have process and projects.

I just want to mention briefly, a couple things related about what consultants need. It is important, of course, that you have knowledge because you are an expert in a certain area. And that could be knowledge in non-profit organization, in business management, in technology, and many, many different areas.
Obviously, contacts are important for getting work, staying busy, and for even being able to complete your work as a consultant.
You need to work with other people as a part of this process.

One of these points talks about excellent listening, verbal, and communication skills.

It's so interesting, we love to talk, but listening is such an incredibly important skill in consulting.

When you have that first meeting with a potential client -- sets expectations.

It creates boundaries for who's going to do what and what is the scope of work of the consultant.

It helps maintain the relationship with the individuals that you're working with.

You're probably not surprised to see time management skills listed here because you're often spinning many plates.

Or indeed, as many people do, they may go from a full-time position to a part-time position and consult on the side.

Then you are spinning the plates of your job and giving the time needed to that job and also to meet the needs of your clients.

So time management is very important.
Motivation and self-direction are vital. You have to be the planner, the marketer, the project manager, the developer.
There's all kinds of roles and there is no one especially before you, you find them, no one's giving you deadlines. You have to motivate yourself. Keep in mind, are you self-directed. And last dot point, it's the idea of being flexible and handling many projects simultaneously. It is important because the job requirements, the duties and timelines are not always known or will change often over time. So in terms of what a consultant may provide -- and this is just certainly a sample listing of everything that a consultant may be involved in. And again, keep in mind that it's not always about content, but it might be about process. You're working with an executive director or the leader of an organization to help them solve a problem, work with their employees in a more direct manager, et cetera. So it's process driven as well as content. And I've listed a variety of different services and products that might come out of a relationship.
between a client and a consultant.

My background is mostly connected with leadership coaching, strategic planning, non-profit board
You are often called in by an executive director to work with the board on how they can be a more effective board or how they can be more engaged in fund raising. So we learn over time that we have certain areas that become our niche. And these are things that a consultant can provide, but it can something very, very different as well. I'm going to do a pro bono project with a small theater company and I am going work with their board to create a mission statement. My hours are flexible. It's flexible so if I want to go out and have a breakfast meeting or I want to meet someone midafternoon for coffee, there's a lot of flexibility to it and I'll talk a little bit about how it's a challenge as well. But I think it's one of the advantages, but it speaks to more of the lifestyle of consulting as well as it is a profession. It has been an amazing experience and it is who we
are as people as well as professionals.

Ability to work with a variety of clients and projects.
That goes with what I was just talking about.

If you enjoy your job, but you'd like to work with more people in the world of theater or music or non-profit organization so I can enjoy getting to know people in a variety of settings, this may be the field for you.

It gives you the exposure and connection to people that can be quite amazing.

Control over workload is positive and a challenge.

You can decide whether or not to take on a client or a job.

If I get a request to do something, let's just say to do a training with a group on the weekend, I'll look at what I've committed to and I have control over whether I say yes or no.

I also have control over the content.

If it's a niche for me and I feel good about it, I might choose that.

But for instance, for me, I do not have the expertise in the financial budget area.

So if someone asked me to work with them in that area, I'd refer them to some other consultants that
I know who have that expertise.

So you have a level of control over your workload and clients.
Sometimes you get to travel to wonderful destination and you can make choices based on what comes your way in terms of potential clients. The marketing, if you'd got a great reputation, then you have an ability to make quite a good income in consulting. If you have time over the years -- I know for my own consulting workload, I started out at a much lower rate. I can do things at a pro bono basis. The income is really up to you depending on how much you want to work and how much you are able to access work and find work and let your network work for you. Consultants face many challenges though. It's a two-sided coin, if you will, that while flexible hours can be great. It also may be necessarily to work lots of evening and weekends and that you're going to meet the insides of the clients. That doesn't always happen between those hours and that's something that you have to be willing to
address and be okay with.

Clients who are not clear about what is needed.

What I mean there is when I talk with a client,
let's have a cup of coffee to talk about your training needs with your staff or your board. I will ask them questions about that, saying what do you think you need. However, what I find sometimes is that when they -- for instance in an organization that has issues with conflict among staff or a board member, they want to have training around board or staff roles, but what they need is conflict management skills. You need to be listening well and clear about this is what I'm hearing and this is what I suggest, and in that way, again, we can give our clients the most benefit that we can and be a good resource for them, but sometimes they're not sure about what they need. Otherwise, we may provide something that might not make a difference to them. Related to that, the client, not knowing what they need, they may request additional work that comes in addition to what you agree to. You may have this on a certain evening. You also need to know when to be flexible. As mentioned earlier, your workload may vary, I
had a steady workload for most of my career, there are times it may be slow and there are times it may be very, very busy.
You have to be willing to work with that.

Inability for income goes along with that, of course, and so, I always need you to have some cash reserves in the bank.

You need to make sure that if there is a slow time, you need carb to operate in a office capitally sound manner.

Isolation is an interesting one.

That is important, and in my research in talking with other consultants.

It’s not lack of being in.

It’s the fact that they feel really alone.

And so while that’s a challenge, it’s not a challenge you can’t overcome.

I know for myself, I have a great network of people that I meet with, I sit on a lot of boards.

Make sure that my network of family and friends is current.

But sometimes, you don't have somebody you can walk down the hall and can I run this idea past you?

You might want to run this idea past you?

Do I work best in a team or can I work well by
Self?

So without looking at what kind of industries and what settings are consultants hired, you'll notice
lots of different settings and it is really varied.

It is incredible varied.

Education, for instance, one of my close friends recently went into consulting and she is an expert on accreditation, and she is at a very successful degree working with other universities who are facing visits and their accreditation visits. And she helps them prep for those visits.

In the non-property sector, you need people who are very interested in having someone come in and help them with their special events, but all kinds of industries. There's probably no limit to industries that would hire consultants.

I work with Billers. Just a wide variety of organizations.

So then, when you're thinking about what should I really consider in addition to what's already been said when thinking about when I want to do this. Am I qualified?

Do I have enough experience and expertise that I could offer up my services as a consultant?
What are my unique skills in a particular area?

As mentioned for myself, I tend to focus on non-profit leadership or governance, and
Then, I've done retreat facilitation, conflict solving.
What is your unique background that makes you quality inside to become a consultant?
Why would someone want your skills?
That's what people ask themselves.
Again, your track record.
Have you been in the field long enough to love you enough expertise?
Have you done pro bono work?
Does your degree lend to the to that?
Have you been a speaker?
Those are all things to keep in mind?
Are you able to compete?
How many folks are out there at what price in what kind of a niche?
The people that I'm aware of have found there are not a lot of people doing what they are doing so they are somewhat the go-to person for an organizational need.
Your network is incredibly important and I suspect
my colleagues will talk about this.

They will help you find clients, that will recommend you.
When I left my full-time job in the non-profit organization many years ago, I was hired back to do my first consulting training and someone asked me to work for their organization and that led to other jobs. So the networking is incredibly important and folks in career services know a lot about networking. That's a great skill that they all have. If you're doing your business plan, I did not -- I probably should have. I think that's a great idea so you know how to move forward as a business, because it is your career. If you are currently working in an organization or a business, a company that does allow you to do some consulting, even as a full-time worker, what are the restrictions on that, do they have a conflict of interest policy that you must adhere to? Are you able to perhaps go to half-time to give you a base of income while you begin to create a consulting pool, if you will, and a client pool, what are the policies related to that.
That's very, very important.

If you want to do this, you want to make sure you give your current organization everything in terms
of your time and expertise and your motivation, and
I think I mentioned before about having finances and
reserve.
I find that is really important because there are
slow times.
You might compare this will being in real e skate.
Those who survived set aside money.
The same is true in consulting.
After awhile, I think you'll find marketing is let
important because more of your work will be
referrals or people who want you to work with them
again.
I've worked with people for fifteen to twenty years.
That is great as well as getting referrals.
In terms of setting up the business, these are some
of the steps.
What's going to keep you in front of people and help
them remember you registering your business.
Look into that.
And listed here are folks that can help you, provide
support related to the business aspect.
Perhaps an attorney, business expert.
I have an accountant who helps me with taxes.

Do you need insurance?

Are you working with vulnerable populations?
11:27:55  1  Do I need special insurance or not?
11:27:59  2  So let's then talk about -- about marketing the
11:28:03  3  consulting services.
11:28:04  4  Who is your market?
11:28:06  5  Who's going to need your services?
11:28:08  6  Who can you go on and talk to about your services.
11:28:12  7  Some people don't know what they don't know.
11:28:16  8  So sometimes people -- they can make their mission
11:28:31  9  come to life and resource their vision.
11:28:34 10  And so you may say: Have you ever thought about
11:28:38 11  planning or doing another type of planning?
11:28:41 12  Who can use your services.
11:28:43 13  I think creating a marketing plan is a great idea.
11:28:47 14  It can be a great one if you're starting out.
11:28:50 15  And again, what are your marketing materials and
11:29:00 16  approach?
11:29:02 17  Are you going to sponsor?
11:29:04 18  Maybe you need a sponsor of some type of project?
11:29:11 19  Marketing is important?
11:29:13 20  Over time, it continues to be important.
11:29:17 21  If you do great work and have a great reputation,
11:29:23 22  good work becomes the ASSET.
11:29:46  23  How do you charge?

11:29:49  24  And I learned a ton from working with that?

11:29:53  25  How much is your time and expertise worth?
11:29:56   1   That's where this can help.
11:29:58   2   Find out what other people are charging.
11:30:00   3   You will find there is a wide range of income and
11:30:04   4   charges and fees that consultants will ask.
11:30:08   5   And again, it will go from pro bono all the way up
11:30:13   6   from a significant hourly wage.
11:30:15   7   So if you're beginning in this, what makes sense for
11:30:19   8   me to provide.
11:30:20   9   What is going to help me make a living and
11:30:23  10   appropriate.
11:30:25  11   I work mostly in the non-profit sector and in the
11:30:30  12   non-profit sector, they can't afford the consultant
11:30:36  13   in the same price range as a large organization or
11:30:40  14   profit organization could.
11:30:42  15   I price accordingly and you can make a fine living.
11:30:47  16   Are you going to charge an hourly fee?
11:30:49  17   And again, some of these may depend on the project.
11:30:53  18   In other words, if you're going to do a strategic
11:31:00  19   planning process.
11:31:14  20   Let's just say $1,000 a month.
11:31:22  21   I will help you create a new product or service.
11:31:27  22   And there may be other ways that you can charge.
I've actually bartered.

At a retreat center, I said I can do this if I can stay for a retreat for free.
It's a win/win for you and your organization.

A lot of it depends on your life and your lifestyle, but that can be flexible certainly as well.

And again, I noted this -- we provide slides on pro bono basis.

That speaks to the mission of Walden university which is social change, and to me, given that I am a core faculty member.

My consultant is evening, weekends, and vacation time.

I have set myself a goal of 25% if not more to be on a sliding scale because I think that it's important to give back to the community.

That's something you might also want to consider, especially if you're starting out to get your name known.

I hope that helps for the speakers that are coming, and I'll be happy later to answer any questions that you might have.

Thank you, Gary.

Now, I am excited to hand it over.
She will share a bit about her own consulting experiences.
Thank you, Nicole.

I was just out of grad school then years ago and I assumed I would be getting a job in a university, but I didn't know many people in my field, but I saw that my undergrads alma mater was doing a mini conference on education. So I thought this was a great opportunity. So I picked a topic at the time, and I really made this my golden moment of opportunity, what I was really aiming for. And it worked out because as a result of that conversation, I was able to have different discussions with people who attended that session. I expected a full-time offer, but I hadn't considered contracts. That would be an appealing career style. I hate getting up early. So I decided to give that a shot. I picked one of the long-term contract options that was provided to me which was a contract to develop their associate and bachelor level online program.
So I found that these two years were crucial and one way I found that there was a large gap between the theories I learned in my master's and life.
And then I also learned that if I was to be successful, I needed to be innovative. I shifted to those next two years as a director of online education, by the time we hit 2010, I decided to start my own consultancy while doing the job of online director. And the one I developed was adult online learning and platforms. That is where I built my expertise. I was earning enough money to go it alone. I felt my learning experience had not just ended. These roles especially gave me amazing insights that make me a better consultant which is what I do right now, and I think I'll probably keep it that way. I think the culmination of my awareness, the my experiencing working with those clients in my earlier years really led me to be screamly focused in three areas, how adults learn, instructors and faculty, and then how to work with academic coaching for underprepared learners. For books that I really want you to be aware of is -- if we can go ahead and go to the next slide is
about personal -- it's about mapping works -- it was

mentioned the value of time management.

This is the secret of consulting and networking.
And finding your niche.

And these are all must read.

If you go down the path of consulting -- I think if you read all of these books -- what they really get across are the five points on this slide the broad experience portion of this, I have done anything slightly related to my field.

I experienced a lot, but I didn't really focus -- the more I practiced, I honed in on those.

If you continue down the path and decide to become a consultant, then I'm sure you will end up in the niche that you love, just probably the same thing in your career focus, but I just wanted to bring this out because it is such an important journey of developing context.

So as consultants, we are experts in a particular field, but we are responsible for knowing this.

There is a great phrase that I always keep in mind when I work with clients: What's in it for me? I mean it for them.

What can I do for them that helps them understand what I can provide for them?
And that really helps me make sure that I tell them enough of a model or a process or whatever the situation is that they understand the why of my
recommendation but I’m keeping it extremely relevant to what their needs are. Seeing each client as unique is pretty obvious, but it can be taxing to plug solutions into various clients. My experience shows me that that doesn’t work very well. You have to appreciate the new yawnses and your job -- when you initially start working with any client, you have to listen. You always have to be aware of what they are saying. That is incredibly crucial. In my working with conferences, I speak a lot -- I attend a lot -- and every one of my contracts -- everything from the very small to the very large have been a result of networking experience within a conference. So that is my particular preference, but if the face to face working -- it’s helpful, yes, social media is very important, but that face to face helps vessel concrete relationships. So attend the small conferences, speak at them.
Just build up as your confidence grows of the the

rail value here is to get your name out.

And the most important truly is to meet people who
have shared values and to have goals with them.

A lot of projects have been from completing goals together.

And then my last but not least piece of advise is --

if they're just trying to whip up a website for you and you hire somebody and they're not trying to understand who you are, I recommend finding somebody who is interested in understanding who you are, what your vision is.

And that branding will have a subsequent effect that shows your values and those values are going to connect clients with wanting to work with you.

>> Excellent.

Thank you so much.

That was very insightful and you really appreciate you taking the time to talk.

She's attending a conference out in Europe and just presented a talk this morning as we speak.

I will hand it over to Fred, our next doctoral student presenter, and she's management and
technology consultant.

Take it away, Fred.
Hello.

Thank you for this amazing opportunity.

It's been a great meantation so far.

I started my career in consulting over fifteen years ago.

I was in an electronics store and there were two people trying to buy a computer.

And they were asking about computers.

I said, I've been doing this for awhile.

I got into a dialogue with them and one person turned to the other and said, ask them to teach you how to do that -- I started my consulting, and at the time, I was passionate about technology and so I started working one-on-one with this person.

She had a small business.

My focus was tech, and I started growing from there.

And sort of the encouragement of family and friends.

They -- they know me.

Fred went home after work, I stay up to the early morning hours learning, creating, and I was immersoned in my passion.
This was tech.

And fifteen years ago, the Internet existed,

everything was around.
And people were still trying to learn it at different levels. I started working into the process. And I became an LLC, which is a limited liability company. I started learning about magic financing. And I a few of my colleagues knew how to charge folks, what folks are willing to pay. And when you sort of start identifying and relating to folks that you are going to be helping people who are experts in their own field. That's one of the keys. And so the question I started asking myself is what do they need? What is their big problem? What do they need solved? Many times folks run into the -- I just need to know how to fix this, they don't understand how to engage in identifying how the big program is -- that's where I started coming in and you start learning what folks are willing to pay. So it's sort of a growing process.
And as I started growing.

And I was working, I started identifying where my market was.
This started with small businesses who needed help.

And I started realizing the big lesson.

These relationships started to build with time and

the relationships are one of the key things that is

the reason why you start getting that repeat

business.

And the small businesses I was working with happen

to be -- my academic, my personal, my philosophy,

which is the social change which is also the Walden

criteria as well.

So small businesses started referring me and they

were smaller non-profits.

There was constant growth and a community started to

be built.

So I was working with a non-profit.

So it started to become a lot of program solving.

So that's how things started with me.

It was an important thing because I started

developing one of my hardest thing which was my 30

second elevator talk.

So when you meet someone for the first time and they

ask you what do you do, what are you selling?
Who do you offer it to?

And how do you do it?

This is important for the first time.
So I'm very passionate about people. Networking is incredibly important. So I joined associations. I did a lot of online work. The key thing is to be humble, understand your limits. Don't overpromise things. That can -- you don't want to overpromise things and not deliver. Word of mouth is key to Billing your relationships and more clientele for your portfolio. 99% of my clients are involved in social changes. It's amazing. I'm learning so much and growing in so much different ways and my career continues and I'm able to add -- in addition to technology, I was able to add my management experience in solving big problems. So my management experience is able to help non-profit organizations grow teams or operational thing.
How to streamline things.

Some of it is technology and some is management and it's all working together.
So one of the big things that I’d like to talk about is how has Walden and my education helped me? So for myself, there's a course I took a while ago and it was this out of the box thinking course. And what I loved about it is it's about solving problems. And the last thing you can try is eat chocolate. I did that one time. I was working with a group, we were consulting and they were having challenges. We were about to enter a really tough meeting for them. They couldn't get along and they couldn't solve problems. So I brought in chocolate. And I said let's talk about anything but business. And when the meeting ended, the manager came over and said, Fred, that is the first time that these folks got to talk as normal folks. There are little things that I've really enjoyed about Walden. The program helped me think outside the box, how to
follow programs.

I guess my research and science has proven ways of proving things.
A lot of that happened on the east coast.

When I moved to the west coast, I needed to continue my consulting works and so I was doing marketing online and so I was talking to certain groups.

I met a gentleman. This gentleman has been in this been for 25 years, and it was just like when I started my career back east.

It was just a small -- we just have had a conversation and he knew exactly what his expertise was and he just needed a little help.

So when you know yourself and you have that ability to relate to people and get to people. I think that's one of the key things, but it's a wonderful thing to be able to do and my colleagues here have really said a lot of things.

And on my next slide, I have basic resources. Project management, I use TOOODOOLEDDOO. It's free.

If you have an education account, you can get a a free account. Sometimes, you don't want to give out your voice --
your phone number.

So Google office offers free phone numbers.

And a going called branding for dummies.
It's a really great book.

She's in the bay area where I live.

Barbara has come out to grow groups and actually

donated her time to talk to folks.

Not just her book, but non-profit groups and other

groups to help them in this way of branding.

I became an LLC early on for many years.

It was something I wanted to do.

These are all things that I've either read.

Thank you so much for this opportunity.

I encourage everyone if you're passionate about this

if you have something.

Just go for it.

>> Excellent.

Thank you so much, Fred.

And I also want to share quickly another Walden

consulting success story about a recent graduate.

Unfortunately, she's not able to make it to the live

webinar today she's working in the Caribbean on one

of her very first consulting projects.
11:51:37  23  She's also completed her MBA at Walden.
11:51:44  24  She was working at a quality control coordinator and
11:51:47  25  she is now this year become a business development
consultant, she helps her clients develop business statistics, which was also -- also was a part of her DBA.

She really -- her success story is through networking with the Walden community.

She really made an effort through her residencies and her online classroom and she stayed -- not only exchanged business cards, but stayed in contact with the course of her program.

And she provided value.

So providing value to her network by sharing ideas, strategies, information, connecting with them, online, doctoral Facebook groups as well.

And at her second residency in Atlanta, she was coaching and meant you don't agree with another. And she led her to be recruited and vied to become a stand by business consultant to develop leadership training for a local health group down there.

She was scheduled to return again and the hotel manager actually asked her to become the back up consultant when the other one was not available.

Through meant you don't agree and networking and
staying in touch with others, she was able to consult her business and make that happen. So we're really proud.
And thank you for Fred and Gary for sharing your stories.

And with that, we're going to go ahead and open it up for questions.

So I'm going to check the questions that are coming in.

Great.

Okay.

>> Several students talked about how to market and how to do research to figure out who their target market is.

I know there were several mentioned that were helpful with marketing, butted any tips beyond, you know, fan testache resources?

>> This is Gary.

I don't have a book, but I'm thinking one of the skills that all students should have is knowing how to read the literature.
23. And again, consulting and being a scholar have a lot
24. closer asleepment and tie-in.
25. I would find organizations in your area, and study,
we look at those to get a look at who is out there.

There may be local groups in your area that you could start attending and to learn more about: Are there other people in my field?

Are there tons of competition?

Ask others, what has been your competition, if you will?

That has been more me, the most helpful.

Find them and talk to them.

>> Great.

And there was another question about how to determine fees?

Is there a range of fees for no one-profit consulting?

>> Well, one area that I do know that I've done and a few of my colleagues have done, sometimes you base it on the budget size of the particular non-profit.

So if it's under $1 million, you may have a sliding
As the size increases, the assumption is that they can afford a little more.
11:55:55   1   Pro bono work really helps as well sometimes,
11:55:59   2   regardless of the size.
11:56:00   3
11:56:00   4
11:56:00   5   >> This is Mary.
11:56:03   6
11:56:02   7
11:56:03   8   >> She's absolutely right.
11:56:04   9   I'm sorry go ahead.
11:56:07  10
11:56:06  11
11:56:06  12   >> I was going to mention.
11:56:08  13   I have two clients.
11:56:09  14   One is academics, and one is corporate.
11:56:15  15   Corporate is higher due to affordability and I want
11:56:19  16   to support learning.
11:56:21  17   It just depends on who you're working with as well.
11:56:26  18
11:56:26  19
11:56:27  20   >> I ask clients if they have budgets set aside.
11:56:31  21   Do you have a budget?
11:56:33  22   Well, I have this amount of money, well, for that, I
can facilitate the process, but maybe you write up

the document.

You can be flexible with that.
I find that working with small groups that they can't afford much.

You'll find a range. I see a range of anywhere from $80 an hour to $350 an hour. You can make a fine living at the lower end of that range.

Another thing I often tell folks is, you know, is there a foundation that will pay for the consultant to come in and do the training and do the planning or whatever the service may be so the foundation is paying for this? Many will fund this under management building.

>> Great.

Thank you.

Another question: Is it recommended -- (Inaudible.)

>> No.

You need to have communication skills.
11:57:52  23   >> Agree.


It doesn't have to be.

It can help in some cases, but it does not have to be -- I agree.

You have to be able to build relationships.

>> Great.

Thank you.

And then a student asked: The previous background is in education and they are working toward public health.

How do they rebrand?

>> I guess they can apply to any rebranding activity, not just health education

>> I think the key is really how you present yourself.

I would say in any industry, you're solving problems.

You're helping your clients solve your problems.
If you can get the message across that you can indicate what you're selling, what you're offering, and how do you offer it?
11:59:00  1  What's their problem?
11:59:02  2  What's the action you can take and what results can
11:59:05  3  you give them?
11:59:06  4  And as my colleagues mentioned?
11:59:08  5  You may not be able to do everything, but be
11:59:12  6  flexible to be able to say I can do this for you and
11:59:16  7  they'll hire you.
11:59:17  8
11:59:19  9
11:59:19  10  >> Great.
11:59:21  11
11:59:20  12
11:59:21  13  >> Wonderful advise.
11:59:21  14
11:59:22  15
11:59:22  16  >> Thank you.
11:59:22  17
11:59:24  18
11:59:24  19  >> Perfect.
11:59:25  20  Great
11:59:26  21
11:59:26  22  >> Another student would like to be a fundraising
consultant for a certain cause.

Do you have any tips or suggestions?
First of all, I would join associations of fund raising professionals if you haven't done so already. There are lots of fund raising consultants out there. And I would do interviews with them. I would definitely subscribe to the magazine as. Look to those organizations in your state for what's available. There are a lot of places to start. Within fund raising, what is your niche? Not all fundraisers can be everything. Again, as Fred said, what is going to be -- how will your work help that organization? What will you bring to that? That's a start. You can always email me and we can chat online as well.
12:00:42  23  >> Great.

12:00:43  24  Thank you.

12:00:43  25  And it looks like we're just about the top of the
12:00:46 1 hour.

12:00:48 2 Would you like to wrap up the webinar?

12:00:51 3

12:00:51 4

12:00:51 5 >> Sure.

12:00:52 6 Thank you, Lisa.

12:00:55 7 We have some great questions coming in.

12:00:58 8 We put together a list.

12:01:00 9 Hopefully to piggyback upon our presenters' resources.

12:01:06 10 resources.

12:01:07 11 So small business support.

12:01:11 12 I would recommend in most major cities and states in the U.S., they offer training and meant you don't agree.

12:01:19 14 agree.

12:01:19 15 A lot of that is free of charge.

12:01:22 16 And by the way, this list is included on our website.

12:01:28 17 website.

12:01:28 18 And we have a continued list of resources of some industry professional associations to join, around the area of professional consulting and a few lists of consulting pubs in E magazine also.

12:01:42 21 And a final thought for today.
You are surrounded by solutions that can increase your influence and success. The problem is you just don't see them.
So again, we want to sincerely thank all of our speakers who joined us today. Hopefully, everyone enjoyed the webinar and have a wonderful rest of the day. Thank you very much.

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