



preface

There is an invisible ceiling that prevents many very talented professionals from reaching the dizzy heights to which they aspire. The frustrating thing for these well-recognised and credentialed experts is that they are often smarter, more knowledgeable and better informed than some of the more renowned consultants.

This book is about that invisible ceiling. This book is about making the difference between being a professional consultant and mastering the skills of consultancy. The fundamental message of this book is that your success as a consultant is not related — directly at least — to the technical ability for which your clients ostensibly hire you.

The ability myth has emerged through years of schooling and professional training where our advancement was, generally speaking, related as closely as possible to ability. Consultancy, though, is about dealing with people and that requires a whole new skill set.

This book does not belittle the importance of your technical skills — you cannot succeed as a consultant unless you have skills to offer — it simply stipulates that ability is not enough.

If you want to master the art of consultancy and break through the invisible ceiling created by the ability myth, chances are you will have to focus on something other than your abilities. Your availability for example. Then your affability. And then your approach to understanding your clients' real needs — and your own.

Luckily, Cindy Tonkin makes grasping these tools very easy. Building on her successful first book *The Australian Consultant's Guide*, she now shares with you the secret keys to gaining mastery. If you've been thinking that you're ready to take the next step in your career, this book is for you.