



table of contents

- acknowledgements ▫ v
- about the author ▫ vii
- table of contents ▫ viii
- introduction ▫ ix
- master consultants choose their clients ▫ xi
- master consultants deal more effectively with clients ▫ xiii
- master consultants' clients do their marketing for them ▫ xiii

part one

chapter 1: who are these consultants anyway? ■ 11

- everyone's a consultant! ▫ 13
- what makes consulting a challenge? ▫ 13
- what do consultants do for us? ▫ 00
- who are these consultants? ▫ 00
- what makes a good consultant? ▫ 00
- the emerging independent player ▫ 00
- a brief explanation of the ability myth ▫ 00
- chapter summary ▫ 00

part two

chapter 2: first base: availability— making sure the client knows you're there ■ 00

- delving into availability ▫ 00
- availability and branding ▫ 00
- availability and networking ▫ 00
- chapter summary ▫ 00

chapter 3: second base: affability— getting on with the client ■ 00

- affability defined ▫ 00
- chapter summary ▫ 00

chapter 4: affability: mastering how the client thinks ■ 00

- IQ or EQ ▫ 00
- master consultants match their clients' values ▫ 00
- grave's evolving values model ▫ 00
- master consultants match their clients' thinking filters ▫ 00
- chapter summary ▫ 00

chapter 5: third base — what master consultants truly know ■ 00

- what ability is about ▫ 00
- distinguishing masters from the merely competent ▫ 00
- chapter summary ▫ 00

part three

chapter 6: what master consultants actually do ■ 00

- taking a client brief ▫ 00
- know your clients ▫ 00

chapter 7: reacting to the ability myth ■ 00

- you can't change the pattern, only understand it ▫ 00
- the future for consulting ▫ 00
- making a difference now ▫ 00



- selected bibliography ▫ 00
- index ▫ 0

