

The Secrets of Highly Paid Consulting



We would like to share our secrets of highly paid Consultancy work with you

The story includes:

- an innovative profiling instrument
- a quantitative human performance modeling methodology
- a competitive edge in the Consultancy market, leading to the means of creating high Consulting fees, and
- a passive income flow

If this sounds a bit fanciful, let me share some background with you...

Nine years ago, I moved into the world of business Consulting with little more than a 'dream' and a burning desire to bring about transformation in individuals and teams. After adding Basic, Master and Trainers' Training in NLP along with my professional qualifications to my Consulting toolkit, I thought I was ready to do some major work in the Corporate Consulting world. But it just didn't happen. What followed were years of intense foot-work, often unpaid, learning 'what it takes' to make it in the competitive consultant market in Melbourne and Sydney.

Looking back now from the other side, I have become aware of some of the milestones that paved the way for a the successful and highly paid Consultancy we now experience: Some of these 'learnings' may feel familiar to you.

1 First Major Learning

QUANTITATIVE INTERVENTIONS ARE MORE HIGHLY ACCEPTED AND PAID THAN QUALITATIVE

I had a friend who launched into Consultant life at the same time as I did. He encouraged me to learn basic statistics so that I could offer this level of quantification to my interventions, arguing that few Consultants offered this approach and that it would dramatically increase the number and profitability of contracts. That sounded most unattractive to me and I ignored that advice, concentrating on the powerful transformations that my NLP skills were bringing to my work. That first year while I made a small income, he made \$650,000 for the same amount of effort! So I started to 'listen'. I had already learned that companies will not usually expend large amounts for interventions that are not 'quantifiable.' How would they argue for our Proposal if there are no hard measures of outcomes, in terms of their bottom line?

2 Second Major Learning

MANY CONSULTANTS WORK BETTER WHEN THEY FEEL PART OF A SUPPORTIVE TEAM

I greatly missed the teams that I had been involved with in my previous 'life'. Doing it alone was often counterproductive and that led me to feel low in spirits at times. I needed to brainstorm, 'externally intuit', learn and contribute with a team of like-minded colleagues. But finding that was hard, as many Consultants working in the same area seemed self protective and competitive.

3 Third Major Learning

IT'S IMPORTANT TO 'STAND OUT FROM THE CROWD' IF YOU WANT WELL PAID CONTRACTS

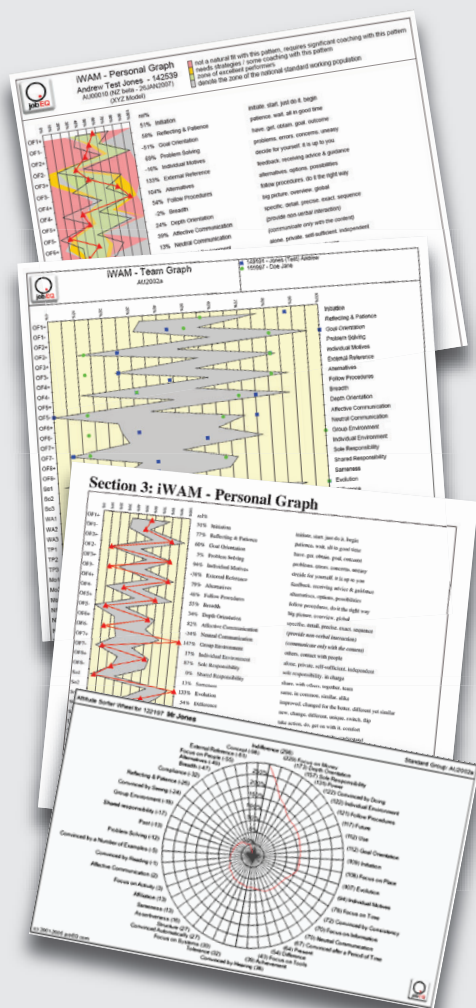
Although I had some powerful processes and a natural skill for what I was offering, much of my approach was being offered by a large number of Consultants, I had no competitive 'edge.'

4 Fourth Major Learning

ORGANISE YOUR REMUNERATION AROUND A PASSIVE AS WELL AS AN ACTIVE INCOME FLOW

I worked long hours and became very aware that I only earned income 'actively', even then, when I tallied up the real hours I was putting in, the wages were not so good. And of course when you aren't working due to unexpected illness or the very infrequent holiday break, the income suddenly stops flowing. Passive income is the answer but how could I possibly earn while I slept?

Well you can see there were some major hurdles to jump if I was going to really make it and enjoy my life in the Consultant world!

The logo for iWAM, featuring a stylized orange 'i' followed by the letters 'WAM' in a bold, dark grey sans-serif font.

What came next may be described by some as 'synchronicity'. During my extensive search within the NLP literature and research material I discovered iWAM (Inventory of Work Attitudes and Motivations), a highly validated Metaprograms work profiling tool. It was remarkable to find a tool that was both NLP based and was quantitative and reliable! Over the past 5 years the predictive power and reliability of this tool has been clearly demonstrated in my PhD research with medical students at Newcastle University (thesis completion November 2008). The fact that the University of Newcastle has accepted iWAM as a valid psychometric tool as the instrument for my research degree indicates the confidence that academic community has placed in iWAM as a predictive tool.

Since introducing iWAM and its associated Modelling technology to Australia in 2002, and acting upon the major learnings from those early years, EQ at Work has grown into a dynamic and successful Consultancy. Our focus now is to share our secrets of building a successful Consultancy, certifying consultants in the basic understanding and use of this powerful iWAM work profiling instrument, simple statistical modeling methodologies and then supporting our team as they progress in their business. During the past 6 years we (and our team of consultants) have successfully used iWAM with over 55 Companies in Australia and New Zealand.

Through my university research I did finally learn 'stats' and I have found a way to teach other iWAM Consultants the statistical process for modeling in a simple, and easy process (If I can get it anyone can!). The statistical process has made a MAJOR difference to Consulting proposals, interventions and evaluation of results. This has revolutionized my success rate and base income level, just as my friend suggested nearly ten years ago. The next logical step was to share my learnings and build a team of like minded people that could synergise, and support each other. I am keen to share it!

At EQ at Work, we have a dynamic and growing team of highly qualified, independent Consultants who have found that iWAM and Modelling technology has given them the edge they were seeking. You can check out the team at www.eqatwork.com.au/team-start.php. The team communicates via an Online Forum and now shares ideas, resources and work with each other. They contract to each other in a non competitive and supportive way. One of the group recently told me ‘..its not just doing a training, its joining a Community’.

We have 'trail blazed' a Consulting path that works, we have a community of resources and support to share and most of all we believe we have found the secrets to winning large and profitable contracts. If you are interested to know more check at our website at www.eqatwork.com.au or ring our Operations Manager at EQ at Work, Iain Melville on (02) 6655 7086 or (Mob.) 0418 969 060.

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