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Profitable Rates: How Consultants Can Get Paid What They Deserve Pasquale De Marco, 2025-04-10

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Profit From The Way You Think: Turn Intellectual Assets Into Digital Revenue Onyeka Godfrey, 2025-08-05 Your brain is more valuable than you think This book teaches you how to monetize your intellectual property ideas processes perspectives and systems by packaging them into offers that people pay for You'll explore models like frameworks assessments productized strategy and digital licensing that turn your unique thinking into scalable income Perfect for strategists creatives consultants and deep thinkers ready to earn not just from what they do but how they see solve and synthesize If you've ever felt that your mind moves differently this book shows you how to turn that into your edge

The SAGE Encyclopedia of Industrial and Organizational Psychology Steven G. Rogelberg, 2016-09-27 The well received

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Million Dollar Consulting Toolkit Alan Weiss, 2012-06-12 The practical toolbox for readers of Million Dollar Consulting This useful guide provides specific checklists guidelines templates and actual examples for every step of the consulting process It covers marketing sales meetings implementation follow up invoicing practice management insurance equipment subcontracting and scores of other elements Thousands of people have bought Weiss's Million Dollar Consulting and started their own consultancy Now this handy resource goes hand in hand to provide all the tools new consultants need to enact all the recommendations and ideas in Million Dollar Consulting Alan Weiss PhD East Greenwich RI has consulted for hundreds of organizations around the world including Mercedes Benz Hewlett Packard Merck Chase American Press Institute and the Times Mirror Group He is the author of 12 books including Getting Started in Consulting 0 471 47969 1 and Organizational Consulting 0 471 26378 8

10 Steps to Successful Training Elaine Biech, 2009-03-01 This is not your typical training book You won't find a traditional training cycle outline or a classic training table of contents Instead this book pinpoints the key actions necessary to successful training and focuses on the elements with the most influence on bottom line results Throughout the book you'll discover helpful ready to use tools worksheets evaluation forms tables checklists case studies and reminders and suggestions Whether you're a middle or upper level manager or a workplace learning or human resource professional 10 Steps to Successful Training can provide you with options for enhancing the learning environment in your organization Boost your success as a trainer and help others learn more effectively by investing in this essential guidebook today

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today **Marketing Organization Development** William J Rothwell,Jong Gyu Park,Jae Young Lee,2017-03-16

Organizational Development OD consultants often face dilemmas when they market their services because there is a gap between clients expectation and the actual role of OD consultants This book is about how to overcome that dilemma by finding effective marketing strategies for a different approach to consulting Marketing Organization Development A How To Guide for OD Consultants focuses on the challenges faced by internal and external consultants in marketing and selling their services By distinguishing between performance consulting and Organization Development OD consulting this book demonstrates why marketing and selling OD consulting services are unique This book meets not only unique OD consultants needs by reflecting the philosophical background of OD and unique marketing challenges but the needs of Human Resource Development HRD managers need who are interested in promoting or selling their change interventions within their organizations This comprehensive book Reviews important terms and popular tools used in the marketing process and outlines the many roles a consultant must fill to obtain and keep the business i e marketer salesperson brand manager account management Describes the criteria for self evaluation as an OD consultant It examines how to identify your strengths and the competencies you need to develop based on OD competencies Provides an introduction to actionable steps and resources for organization development change management and performance management consultants to evaluate unmet needs and opportunities through a niche market for consulting services Covers how to communicate value to your target customers and how to brand your service Describes various channels of OD marketing such as viral word of mouth and social media marketing Reviews selling tactics for l your consulting service and discusses the importance of having a defined sales process to which you adhere

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