

The background of the entire image is a collage of various US dollar bills, including \$100, \$50, and \$20 bills, arranged in a slightly overlapping and angled manner. The bills are rendered in a dark, monochromatic green and black color scheme, creating a textured, financial backdrop.

6 NEW WAYS COMPANIES ARE USING CONSULTANTS (THAT ARE SAVING THEM MILLIONS)

The logo for Business Talent Group (BTG) consists of the letters "BTG" in a bold, black, sans-serif font, centered within a white circle.

BTG

BUSINESS TALENT GROUP

Business Talent Group

==== Consulting Unbundled ====

A lot has changed. Five years ago if a company wanted to access senior business consultants to get mission-critical work done, they would hire a firm like McKinsey, pay millions of dollars, get a pyramid shaped team many of whom were not industry or subject matter experts and then wait a year for the report.

There is a faster, cheaper, more efficient way to use consultants.

Companies can now hire ex McKinsey, Bain or Deloitte-trained *independent* consultants (many who also have extensive operating experience) through firms like Business Talent Group. (We have 5000 independent consultants in our network.) The client pays a fraction of the cost and gets just what they need, in a fraction of the time.

Learn the **6 New Ways Companies Are Using Consultants** and saving millions of dollars...

1

Hand-pick your team

In the past when you hired a consulting firm, you had no choice over consultants. You can now hand pick the consultant (or team), selecting for seniority, consulting experience, operating experience, geography, skills and even personality.

We had a client request that looked like this: an MBA, who had worked for Bain or McKinsey, who had operating experience at a F1000 and had a PhD in Neurology. We helped them identify that person and the work started 3 days later.

2

Break big problems into projects

We call it “projectizing” the work. The new way to work with consultants is to take a complicated initiative and break it down into easily definable projects with clear focus, work plan and deadline. This allows you to find consultants who are specifically targeted to fit that project need as well as better determine the projects you can do in-house. It also lowers the price significantly as you only pay for the work you need.

For Example: **Should We Enter Market X?**

Project 1: Landscape analysis

Project 2: Entry option comparison

Project 3: Business plan for entry

Project 4: Investment needs and ROI analysis

3

Get skills you don't have on staff

The pace of change in business is so fast and the advances in technology and systems so rapid, that it is almost impossible for an organization to have all the skills needed within their staff. Increasingly companies are accessing these skills by hiring highly specialized consultants.

Skill sets that we fill frequently are:

- Digital marketing
- Change management
- Project implementation
- M&A integration

4

Embed them in your team

In the past, consultants were hired to do the work, give the report and leave – often with the learning. The new way to use consultants is to integrate them closely into your team. This allows the consultant to quickly get up to speed and most importantly, allows for the consultant's learning and work, to rapidly be absorbed back into the organization.

Two recent examples of this at BTG; 1) A client needed additional consultants to augment their existing internal consulting group, 2) A client was writing an annual strategic plan and needed an expert in the Health & Wellness space to work along side the planning team to lend expertise in this sector.

5

Focus on implementation from day one

Traditionally **Strategy** and the **Implementation** have been discrete tasks. Given the pace of change, they are increasingly being considered as twin components. Our consultants are encouraged to focus on how the strategy will be implemented and to communicate with the person who will be doing the implementing, from day one (or in many cases, do the implementing themselves).

At BTG, many of our ex-consultants have consulting AND operating experience – for this very reason. Strategy without a clear sense for how it will be executed is a waste of time and money.

6

Use them as a bridge employee

You know the skills you're looking for in the new hire, and you know it will take six months to find them, but you need the work done now. Consultants are increasingly being used to fill positions where the company may have a skills-gap and does not have the time to fill it with a permanent hire. It also gives the company a chance to more clearly assess, via the consultant, the exact skills that this position requires.

Some examples of bridge employees we've recently filled:

- Chief Information Officer
- Chief Marketing Officer
- Head of HR (with a focus on post-merger integration)

Do you have any project needs or are missing key skills in your organization?

At **Business Talent Group** we have placed thousands of Independent consultants to help clients with their mission-critical business challenges.

We do it better. And we do it for less.

Yes, I want to learn more about BTG

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