

# Getting Started in Consulting

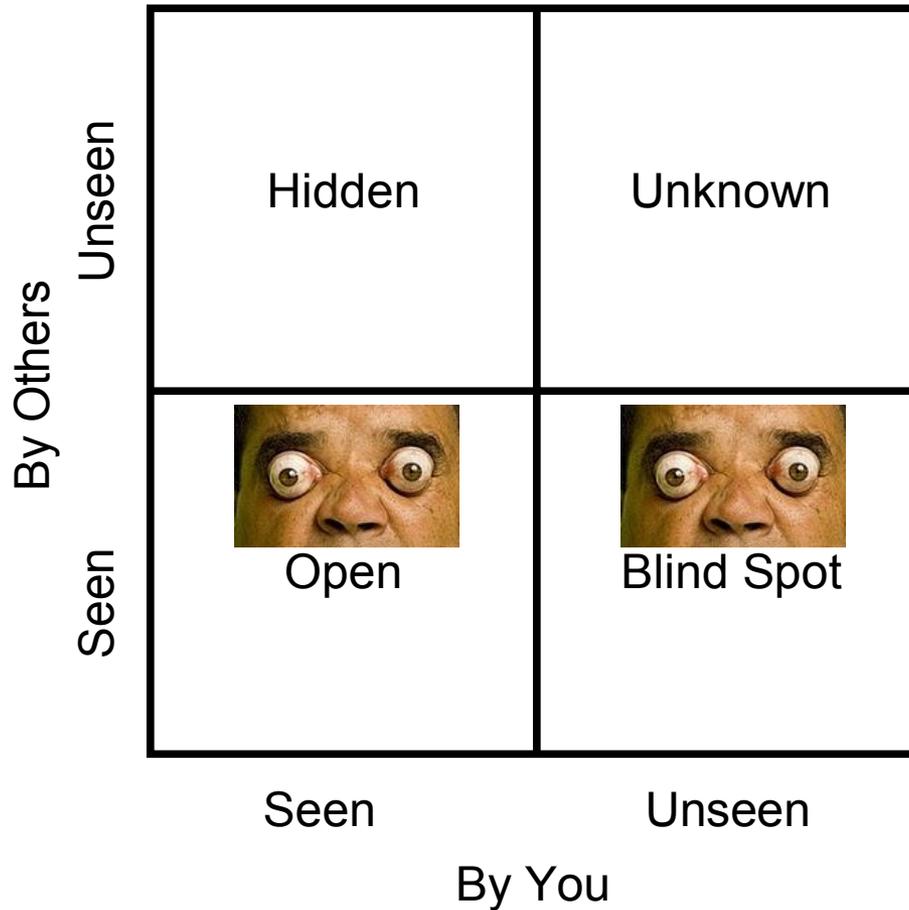
Pradeep Anand  
Seeta Resources

pa@seeta.com; www.seeta.com

For Notes see:

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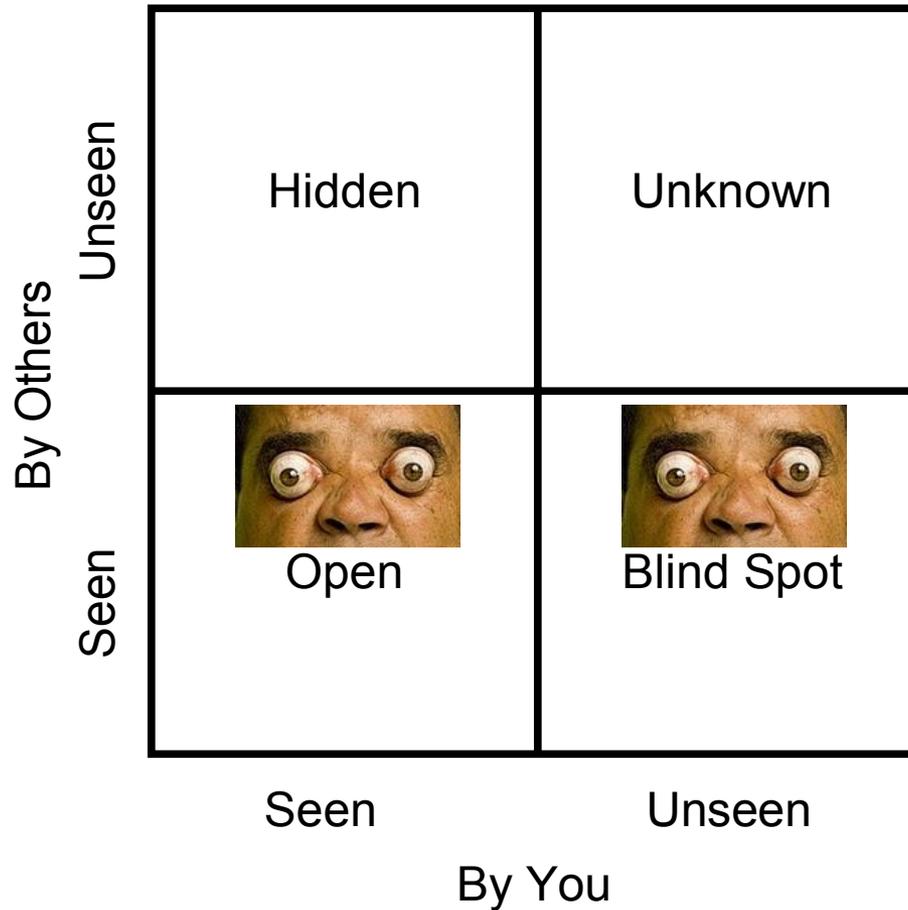
# People See What They Can See



# People See What They Can See



# Focus on the Hidden!



# Reality: Consulting Has Many Components



# Nested Components of Consulting

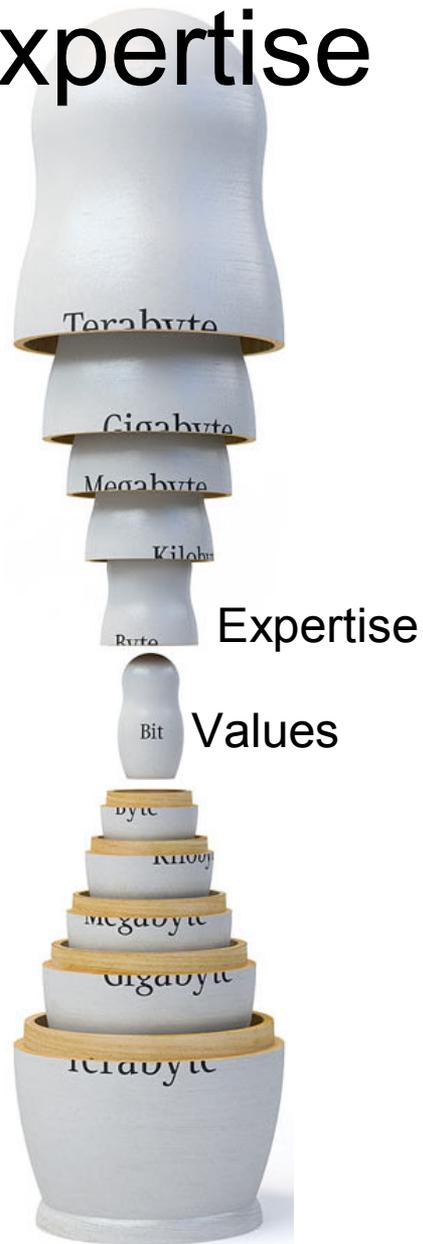


# Values

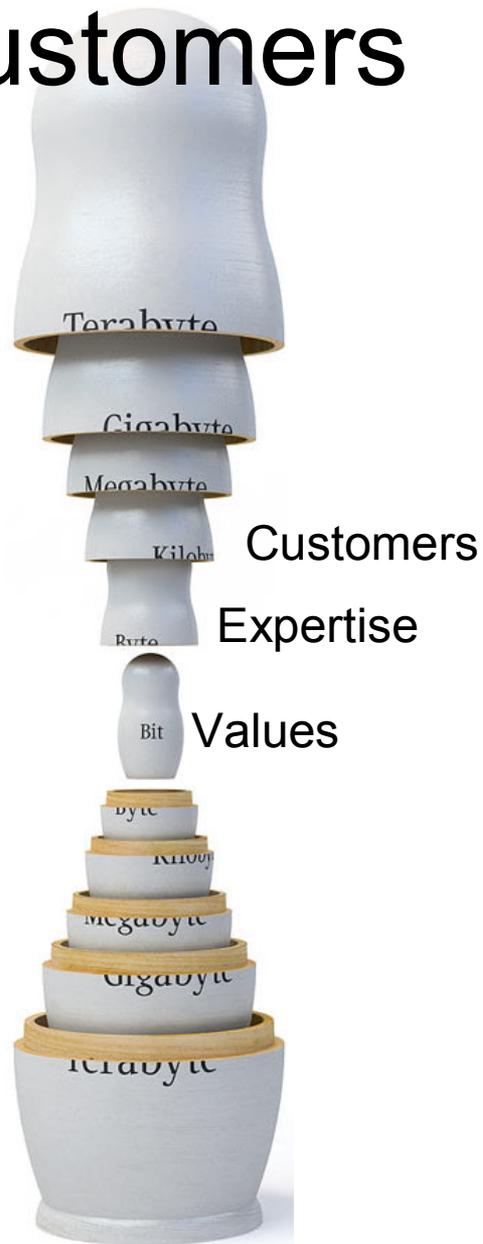


Bit Values

# Expertise



# Customers



# Success



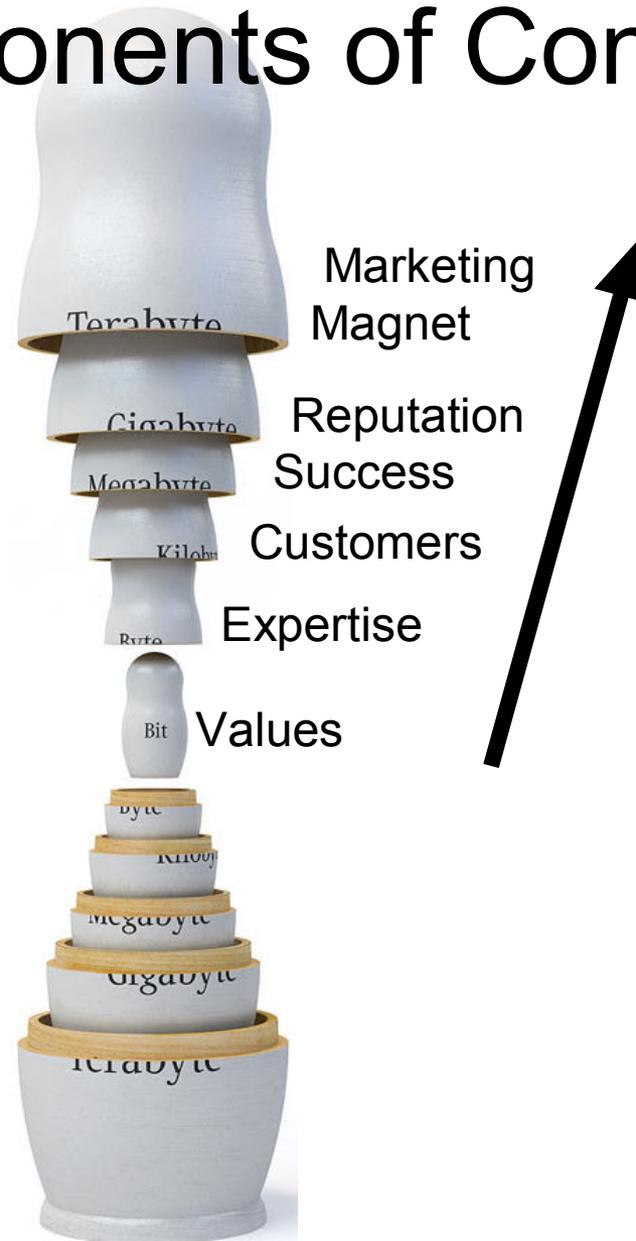
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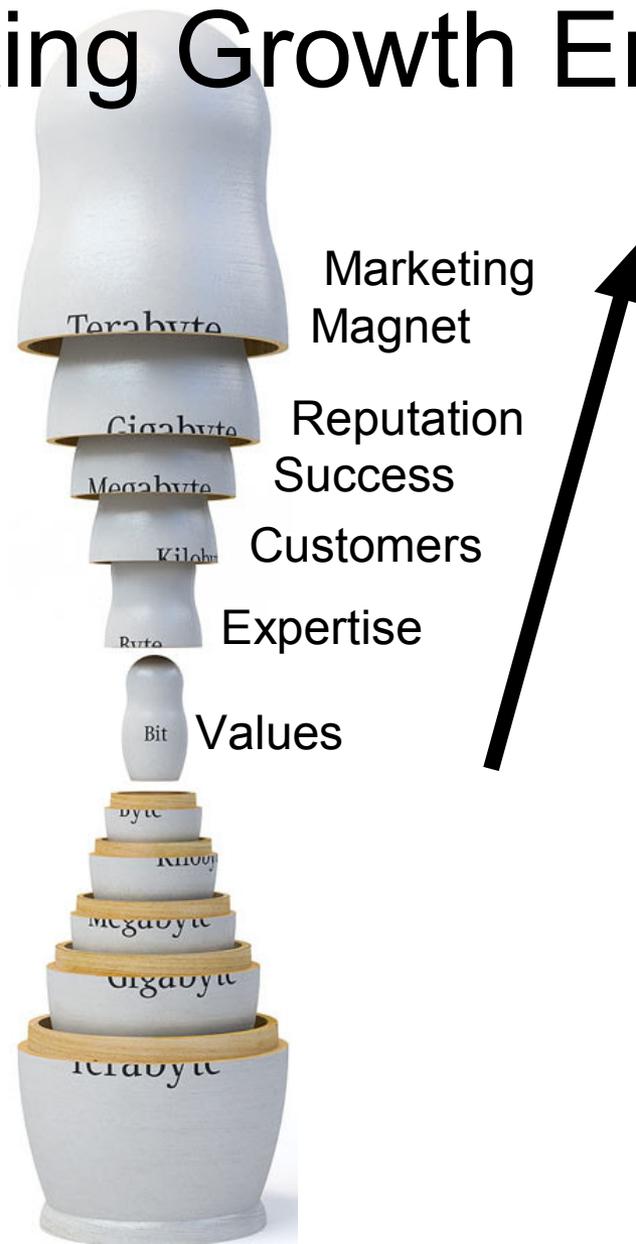
# Marketing Magnet



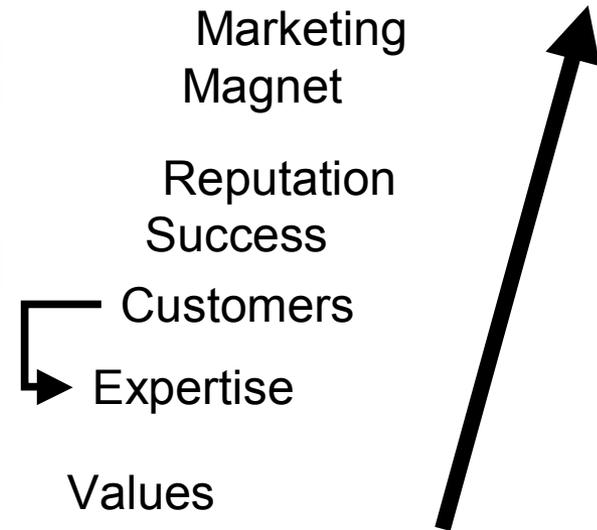
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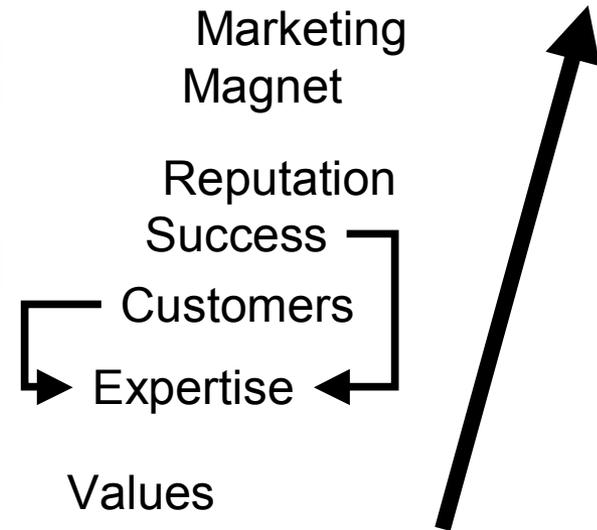
# The Consulting Growth Engine



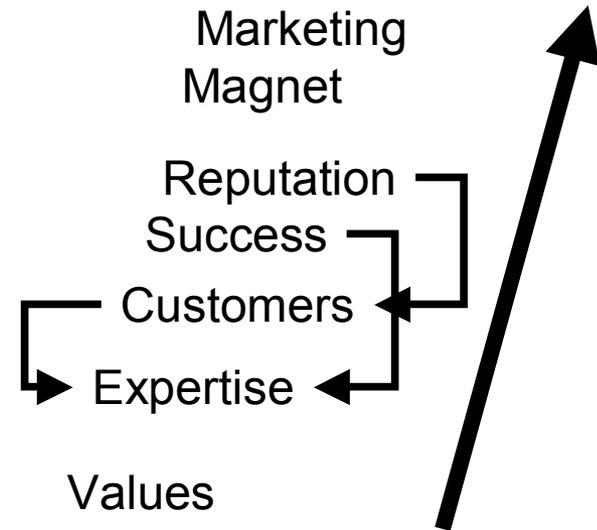
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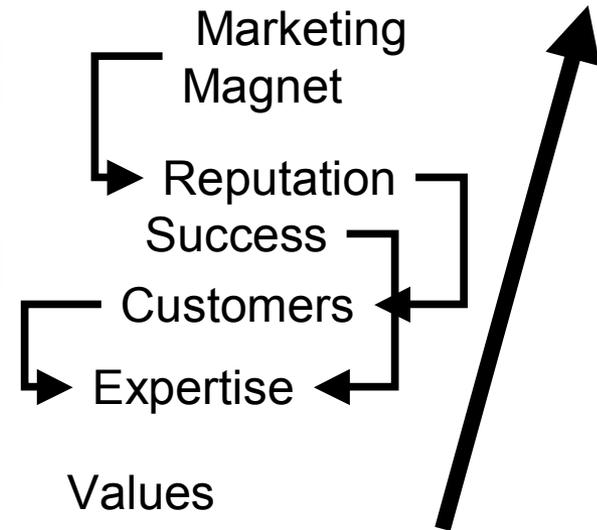
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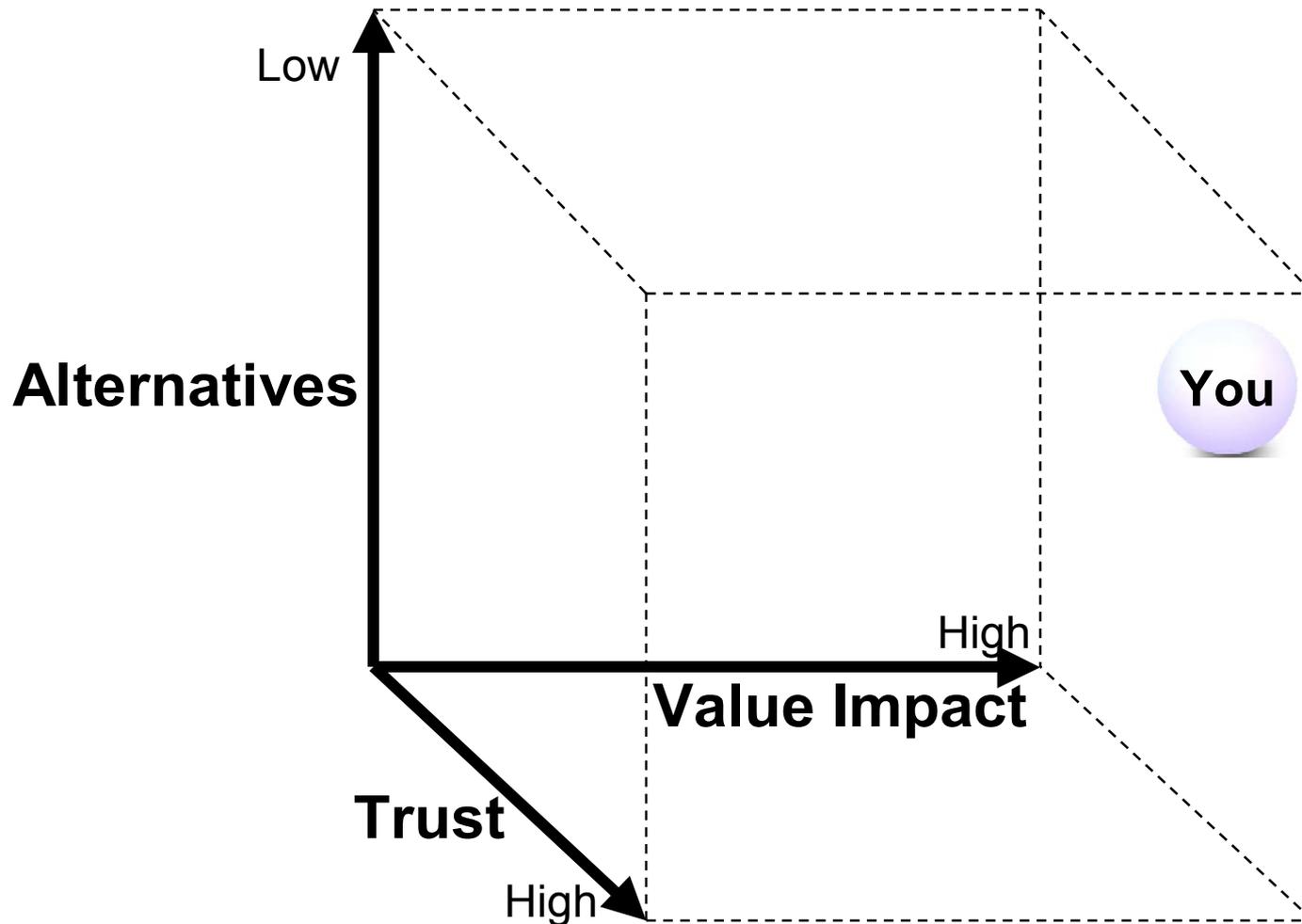
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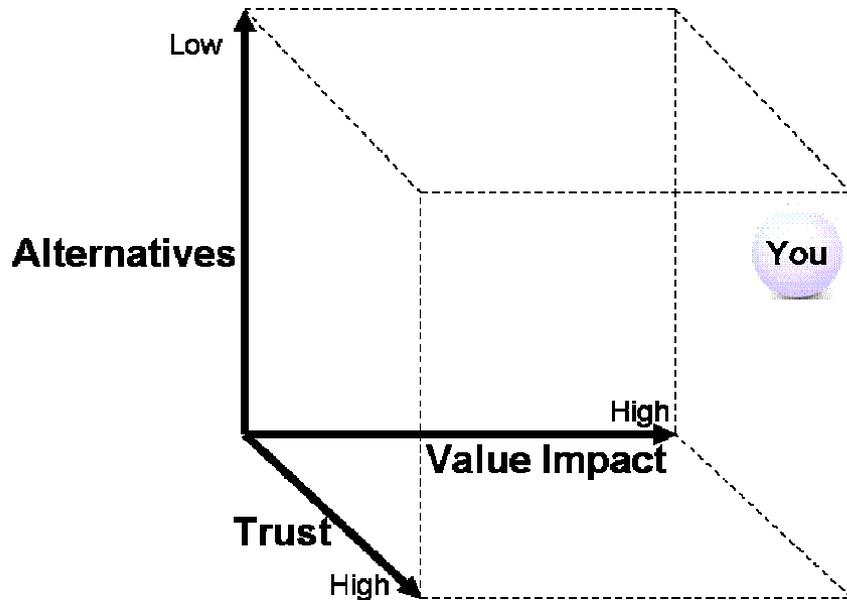
# The Consulting Growth Engine



# Why a Firm Will Hire You

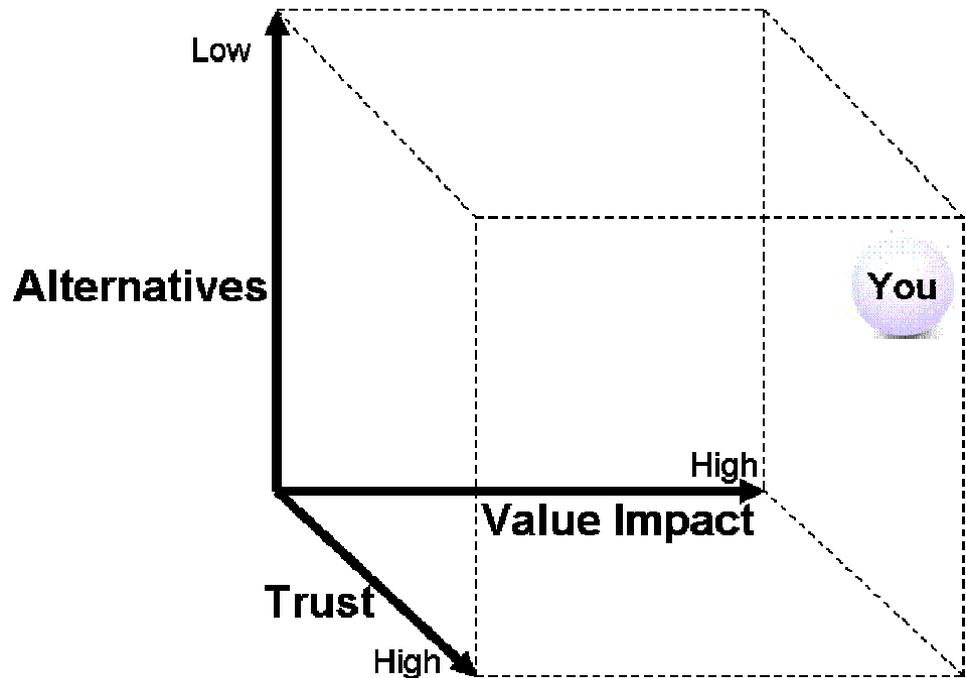


# Your First Customer



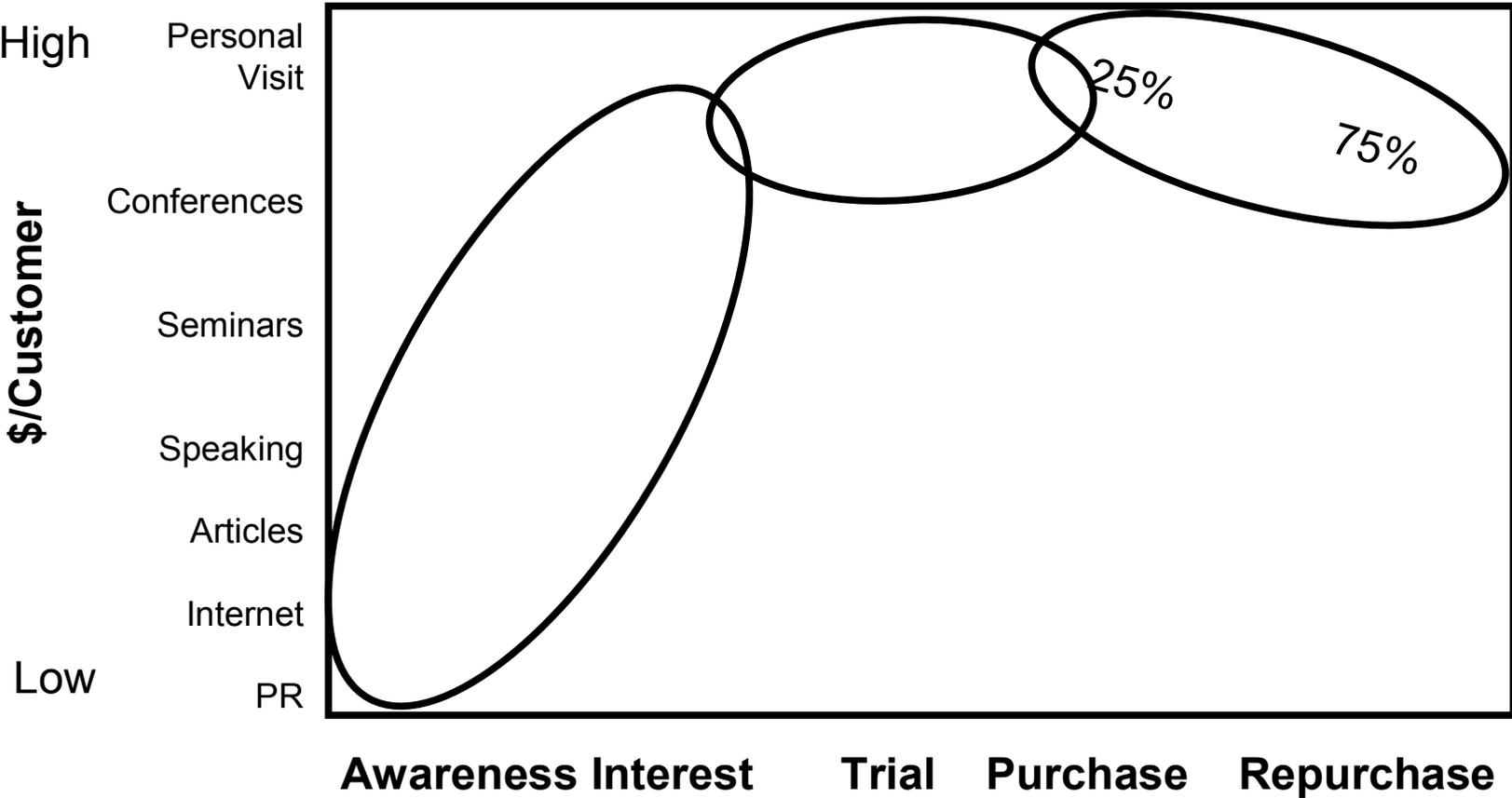
- Someone who knows you
  - A known entity is far superior to an unknown or less-known one
  - Reduces alternatives
- Knows that you can deliver value
- Trusts you

# Building the Marketing Magnet

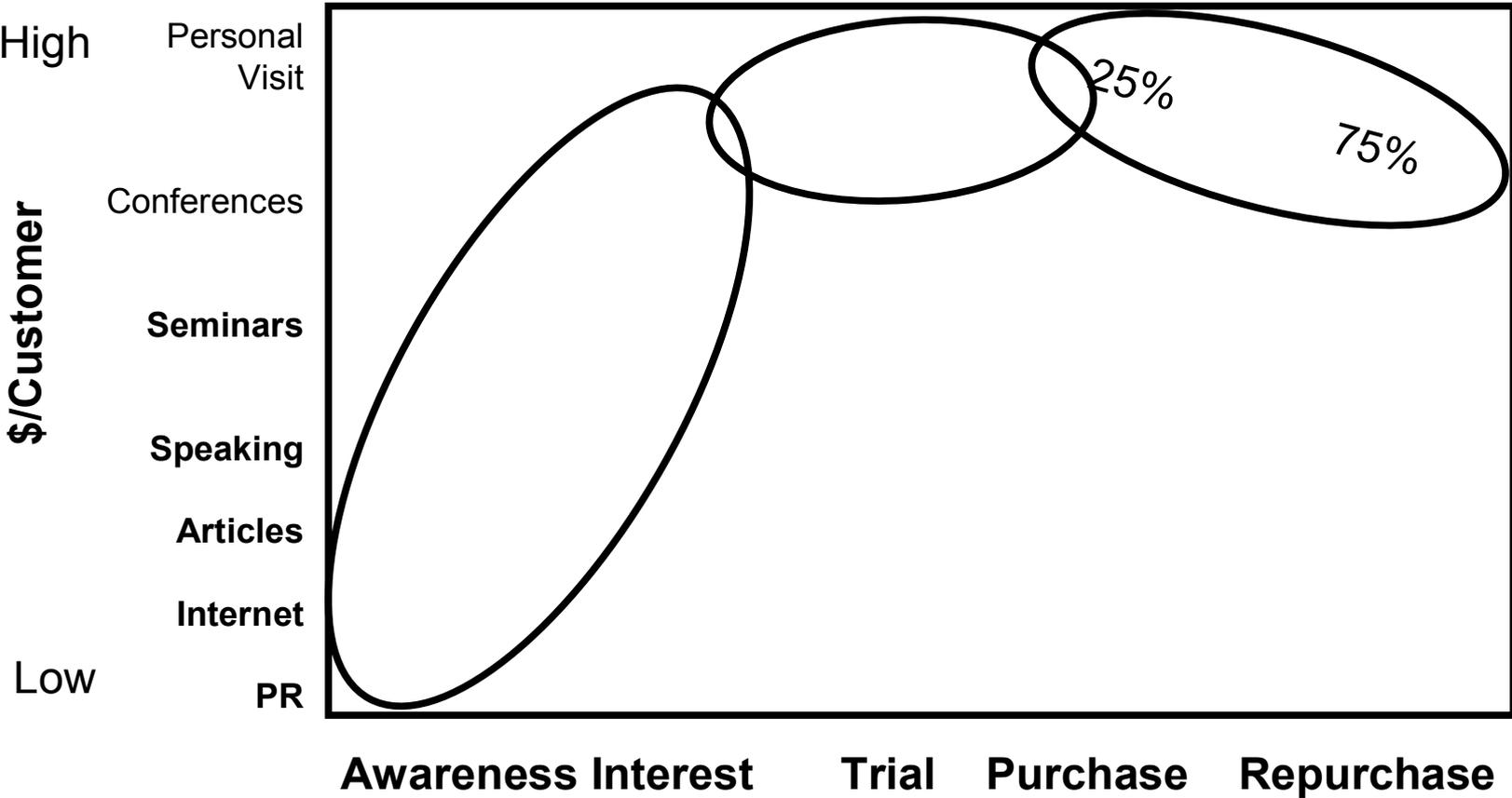


- There are always **Alternatives** and competitors to solo practitioners
- Focus on showing **Value** to the organization
  - Expertise
  - Process
  - Case Studies/Successes
- Focus on **Trustworthiness**
  - Clients
  - References

# Building the Marketing Magnet



# Building the Marketing Magnet



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In the current economic environment, it is increasingly difficult to sustain business growth. Customers transmit their market pressures to your firm, while competitive forces are unrelenting.

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- We then unlock the latent knowledge that resides in this team by using our proven processes and experience
- In the process, the team rediscovers its markets and reinvents the business, to be successful in the market
- These team members are also the firm's champions of change, easily overcoming internal resistance, resulting in speedy and effective implementation
- They also have a deeper appreciation of business dynamics. They make timely adjustments over the longer term

**RESULTS:** Quick revenue growth & enriched margins with long-term effectiveness, so you emerge stronger when this business cycle ends

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- [Energy Futures-](#) IIT Bombay Golden Jubilee Conference, New York, July 2008
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- [Solutions for OFS Industry Doldrums](#)- Offshore Magazine, Pennwell Publication, March 2003
- [Transforming the Energy Project Business](#)- New Energy Economy, September/October 2001
- [Speeding up Energy Projects](#)- White Paper, May 2001
- [IT Trends Putting Oil Companies on the Road to Maximized Values](#)- Houston Business Journal, April 11, 2003
- [Deja Vu: Lessons for the Technology Industry from the Oil Industry](#)- DM Direct; Business Intelligence Newsletter; February, 28, 2003
- [Improving Upstream Capital Efficiencies](#): Go Gulf Magazine, Jan/Feb 2003, page 26; co-authored with Dutch Holland
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- [Oil Industry & IT: lessons to be learned](#)- Hydrocarbon Processing: August 2002
- [Successful Innovation in the E&P Business](#)- 1995

**Fiction by Pradeep Anand**  
**AN INDIAN IN COWBOY COUNTRY**



- [Building Exceptional Marketing & Sales Organizations](#) - September 2006
- [Protecting Leadership](#): Offshore Magazine, Pennwell Publication, November 1999
- [I Want My ECommerce](#) : Computers Today, January 1-15, 2000
- [Innovations to Make Industry More Efficient Aid Productivity](#)- Houston Business Journal, June 2001
- [Marketing in the Oilfield](#) - Presentation at World Oil, August 2003

**Outsourcing**

- [Offshore Outsourcing: Getting It Right The First Time](#) : October 2003
- [Successful Offshore Outsourcing](#) - Presentation, 2003
- [Synchronized Solutions Create Best-Cost Enterprises](#): April 2003
- [RITE Services Improve Business Results](#): Hart's E&P, January 2003
- [Globalization of the Services Industry](#): December 2002
- [Improving Business Performance with RITE Services](#): White Paper; November 2002

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**Interesting Reading**

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- [Conference, June 2007](#)
- [Leadership & Entrepreneurship in a Multicultural World](#)- Baker Institute, Rice University - March 2007
- [Understanding India & Indians](#)- Rice University Presentation, December 2006
- [Successful Entrepreneurship](#)- NAME Conference, Houston, Texas, August 2008

**Articles by Pradeep Anand  
India**

- [Book Review of Imagining India: The Idea of Renewed Nation; Nandan Nilekani \(Penguin Books, 2009\)](#)
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- [Selling Across Cultures](#)- BusinessWeek Interview (Podcast), December 2006

**Project Management**

- [Real-Time Project Enterprise Management](#)- Journal of Petroleum Technology (JPT), August 2001
- [Companies Utilizing Technology to Build Contextual Collaboration](#)- Houston Business Journal, November 2001
- [Rescuing Flaming Software Projects](#)- March 2004, co-authored with Mohit Mahendra
- [Making Project Management Discipline Integral to Corporate Culture](#)- Journal of Petroleum Technology (JPT), March 2003, Society of Petroleum Engineers Publication; co-authored with Dutch Holland, CEO, Holland & Davis, LLC
- [Leadership Imperatives Improve Project Management](#)- The Leading Edge (Journal of the Society of Exploration Geophysicists), March 2003; co-authored with Dutch Holland
- [Eliminating the Energy Industry's Blind Spot in Capital Projects](#)- November 2001
- [Powering the Project Enterprise into the 21st Century](#)- Project Management Institute "eProject Management Strategies" Conference, May 2001
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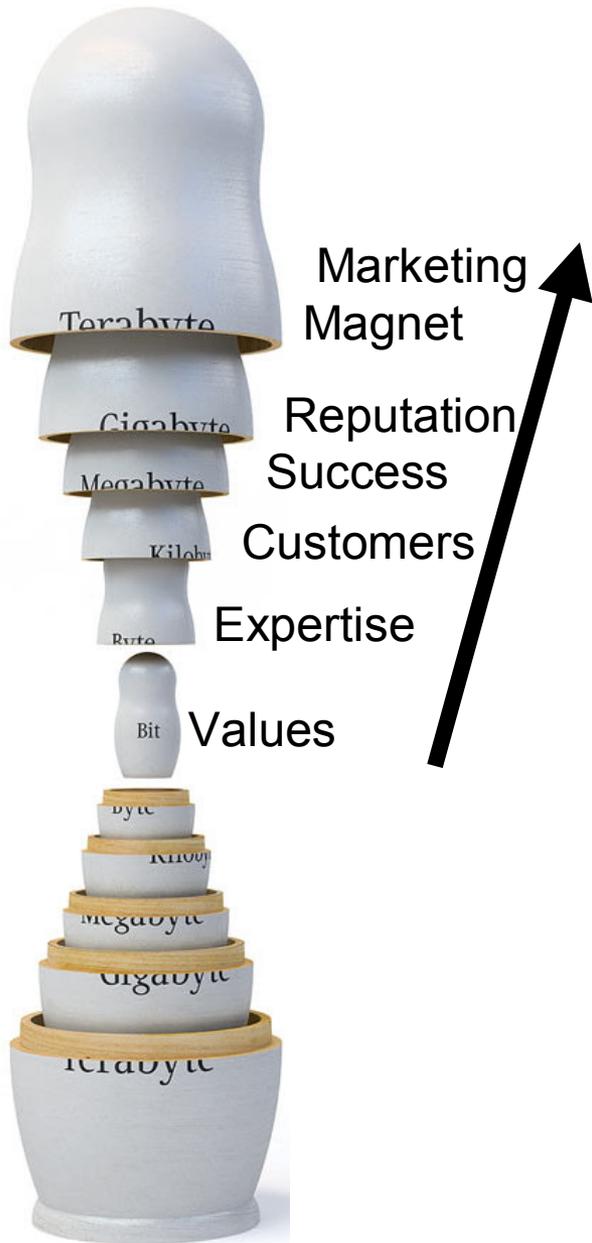
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<b>Total:</b>	<b>378</b>	<b>100.00%</b>
Next		

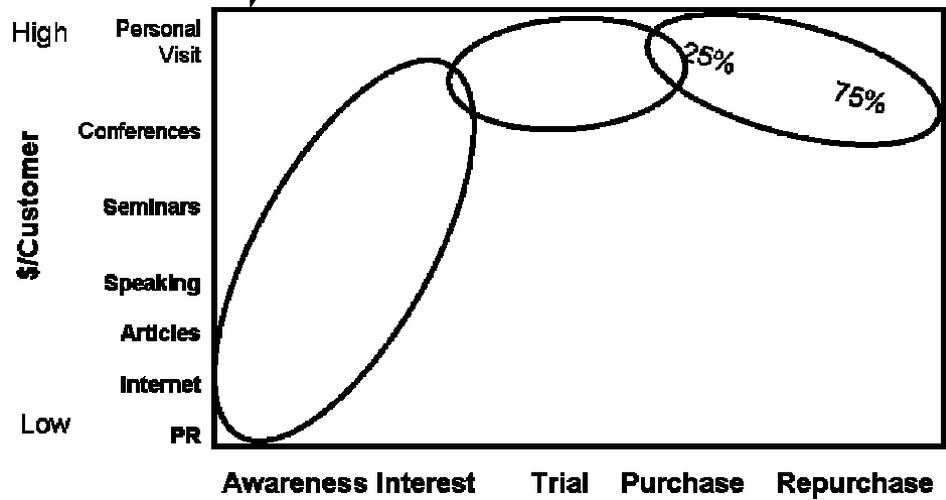
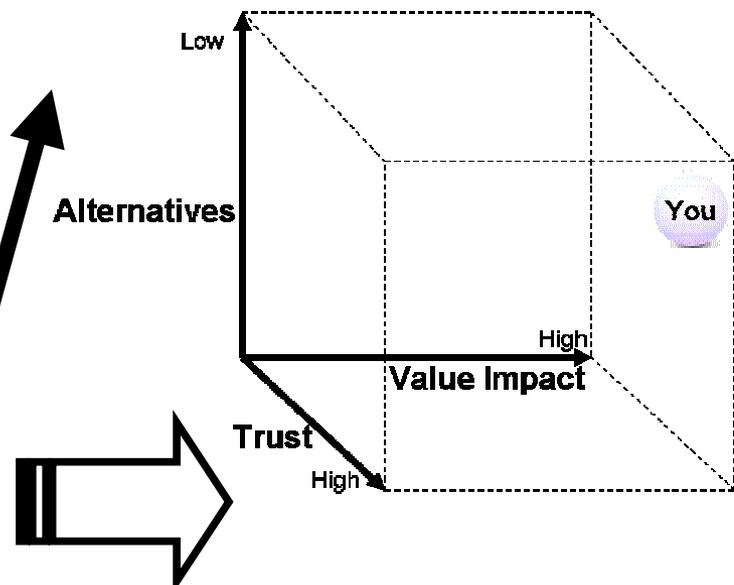
# Summary



# Summary



Marketing Magnet  
 Reputation Success  
 Customers  
 Expertise  
 Values

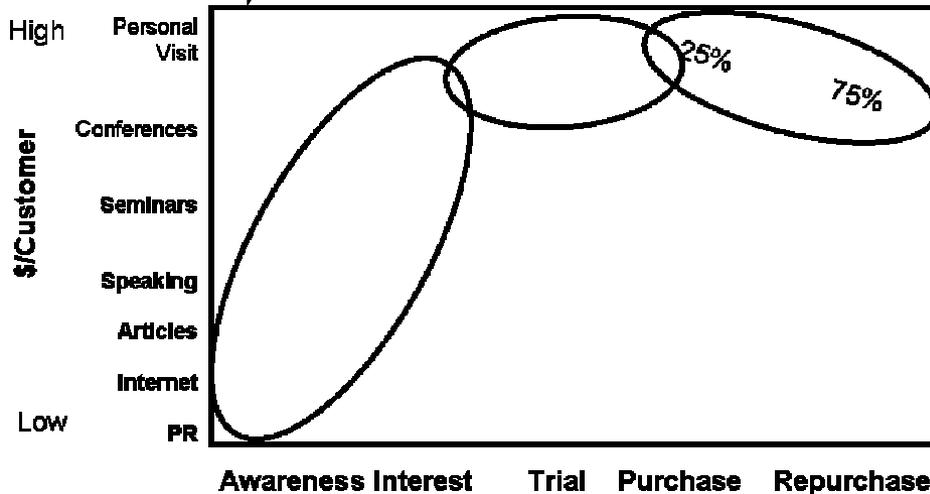
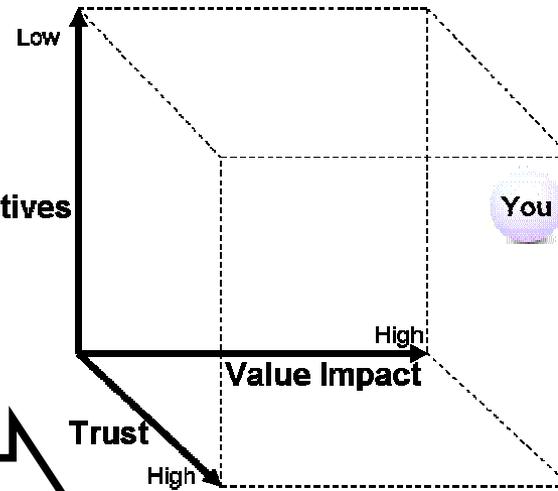


# Summary

People See What They Can See!



Marketing Magnet  
 Reputation Success  
 Customers  
 Expertise  
 Values

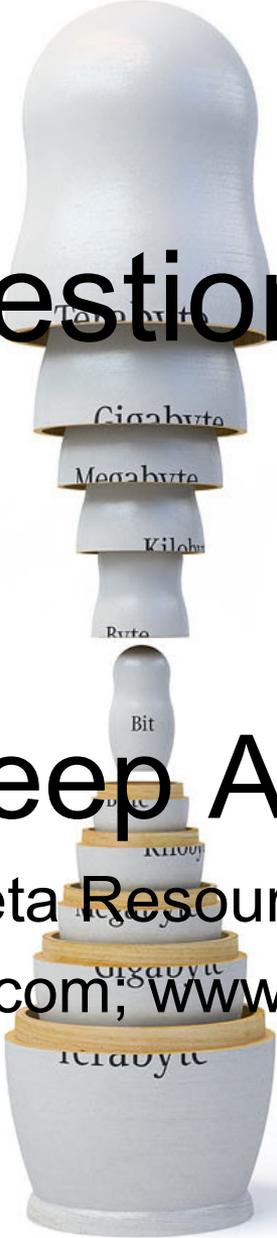


# Why did I accept this invitation?



# It Appealed to a Core Value: Help Others





Questions?

Pradeep Anand

Seeta Resources

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