The Secrets of Consulting

“...an irreverent, funny, provocative, satirical but true look at those thousands of professionals, as well as con men, who call themselves consultants.”

—Martin A. Goetz
President, Applied Data Research, Inc.

“In this book Gerald Weinberg uses entertaining prose littered with humorous paradoxes, dilemmas and contradictions to share his ideas on how to deal with people and organizations to help them change. This book is full of ideas on how to work with people to get them to adopt new ideas.”

—Mary Sakry, The Process Group

“It really does contain those little secrets...should make you far more effective for your clients, and far more comfortable with yourself.”

—Micro Cornucopia

“a great learning experience. There are some pointers for everyone!”

—Data Processing Digest

“an outstanding guide for anyone who has thought of becoming a ‘consultant.’”

—Management Accounting

“educative, entertaining, and thought-provoking.”

—ICCA's the Independent

“...much more than about giving advice successfully. It’s a guide that recognizes and respects the individuality and freedom of each person you deal with in business and social dealings. It’s clear-eyed and clever and fun to read. Highly recommended.”

—Harry Browne
from How I Found Freedom in an Unfree World

About the Author

Gerald M. Weinberg is a highly influential author, lecturer, and consultant himself. For this book, he draws on experiences gained in all three roles, as well as from a long technical career as a scientist and researcher for IBM, Ethnotec, and Project Mercury. Also see his stand-alone follow-up, More Secrets of Consulting, published by Dorset House.

Partial Contents

• Why Consulting Is So Tough
  - Sherby’s Laws of Consulting  • The Law of Raspberry Jam  • Weinbergs’ Law of Twins
  - The Hard Laws of Consulting

• Cultivating a Paradoxical Frame of Mind
  - Why Paradox?  • Optimilis and The Tradwuff
  - Treatment  • The Orange Juice Test

• Being Effective When You Don’t Know What You’re Doing
  - The Problem with Specialists  • Featuring Failure  • Faking Success

• Seeing What’s There
  - The Law of the Hammer  • The Study of History  • The Why Whammy
  - Seeing Beyond the Conspicuous  • The Five-Minute Rule

• Seeing What’s Not There
  - Missing Tools  • Reasoning from What Isn’t There
  - How to See What Isn’t There  • On Being Ridiculous  • Losing Up Your Thinking  • Brown’s Brilliant Bequest

• Avoiding Traps
  - Staying Out of Trouble  • Laws, Rules, and Edicts  • The Art of Setting Triggers

• Amplifying Your Impact
  - The Consultant’s Survival Kit  • Keeping Ahead of Your Clients

• Gaining Control of Change
  - Weinbergs’ Law Inverted  • Prescott’s Pickle Principle  • The Forces of Change  • Controlling Small Changes  • The Weinberg Test

• How to Make Changes Safely
  - Pandora’s Box  • Living with Failure  • Preventive Medicine  • Rhonda’s Revelations

• What to Do When They Resist
  - Appreciating Resistance  • Getting the Resistance Out in the Open  • Preventing Resistance

• Marketing Your Services
  - How Consultants Get Started  • The Laws of Marketing  • Marketing for Quality

• Putting a Price on Your Head
  - Sex and The First Law of Pricing  • Image and The Second Law of Pricing  • More Than Money: The Third Law of Pricing

• How to Be Trusted
  - Image and The First Law of Trust  • Fairness and The Second Law of Trust  • Lost Trust and The Third Law

• Getting People to Follow Your Advice
  - Roots  • Lessons from the Farm

Readings and Other Experiences:
Where to Go If You Want More Listing of Laws, Rules, and Principles

The Secrets of Consulting
A Guide to Giving and Getting Advice Successfully
by Gerald M. Weinberg

If you are a consultant, ever use one, or want to be one, this book will show you how to succeed.

With wit, charm, humor, and wisdom, Gerald M. Weinberg shows you exactly how to become a more effective consultant. He reveals specific techniques and strategies that really work.

Through the use of vividly memorable rules, laws, and principles—such as The Law of Raspberry Jam, The Potato Chip Principle, and Lessons From the Farm—the author shows you how to:

- price and market your services
- avoid traps and find alternative approaches
- keep ahead of your clients

Proven Techniques and Strategies to Help You Succeed As a Consultant

WINNER OF COMPUTER BOOK REVIEW’S MARVENTEC AWARD FOR “books which are exemplary in style, content, and format.”

create a special “consultant’s survival kit”

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negotiate in difficult situations

measure your effectiveness

be yourself

You will also find straightforward advice on marketing your services, including how to:

- find clients
- get needed exposure
- set just-right fees
- gain trust

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So, how do we learn how to consult well? I’ve written before about Jerry Weinberg’s ten laws of trust and his ten laws of pricing, taken from his brilliant book, published in 1985 and still in print: The Secrets of Consulting: A Guide to Giving & Getting Advice Successfully. If these laws didn’t inspire you to rush out and buy the book, perhaps this selection of some of his (100+) other laws, rules, and principles will. I consider this book and the sequel, More Secrets of Consulting: The Consultant’s Tool Kit, essential reading (and rereading) for anyone who consults. Here are nineteen of Case Interview Secrets: A Former McKinsey Interviewer Reveals How to Get Multiple Job Offers in Consulting. Million Dollar Consulting: The Professional’s Guide to Growing a Practice. The Lords of Strategy: The Secret Intellectual History of the New Corporate World. Case in Point: Complete Case Interview Preparation. Consulting has become a major profession for most of the management graduates with the consultant by profession needs to have qualities like Professionalism, Time Management, Judgment, etc. They are also expected to have excellent communication skills and a team player. In this art
The Secrets of Consulting -- techniques, strategies, and first-hand experiences -- all that you'll need to set up, run, and be successful at your own consulting business. ...more. Get A Copy. Amazon. The Secrets of Consulting from the outset seems like it is specifically aimed at consultants or perhaps employees in larger corporations but as soon as you read it, you instantly become aware that this book contains advice and wisdom for your life. While all of the advice usually centers around consulting cases it is most of the times applicable for your life as well. As a result The Secrets of Consulting by Gerald Weinberg is a book about the learning and wisdom of Weinberg's consulting career. The Secrets of Consulting. A Guide to Giving and Getting Advice Successfully. Last updated on 2014-07-09. Gerald M. Weinberg. If you are a consultant, or ever use a consultant, this book is for you. The author draws on his 50+ years of consulting experience to share his secrets about the often irrational world of consulting. "This is a great book. Period! ...this advice is clearly applicable to more than just consulting; it is applicable to life in general." "The book $9.99. A Thorogood Special Briefing TRADE SECRETS OF BUSINESS ACQUISITIONS Barrie Pearson IFC A Thorogood Special Briefing Complete Guide to Consulting Contracts. Consulting Services Manual: A Comprehensive Guide to Selection of Consultants. Consulting Services Manual A Comprehensive Guide to Selection of Consultants THE WORLD BANK Washington, D.C. © 2002 The WetFeet Insider Guide to Deloitte Consulting. Deloitte Consulting (soon to be Braxton) Welcome to WetFeet WetFeet, Inc. The WetFeet Research Methodology 609 Missi ×. Report "The Secrets of Consulting: A Guide to Giving and Getting Reading The Secrets of Consulting is a very special experience. The book appeals to my sense of humor, my awareness of human foibles, and my knowledge of how human systems work. Most especially, this book enlarges my view of how change takes place, of how a consultant in any context can become more effective. So consultants have a big problem. One way around the problem is to agree that the client is competent, and then ask if there are any areas that need improvement. If you understand the dirty secrets of the consulting world, it can work in your favor and help you chose the right company for the tasks you want to outsource. Weâ€™re a consulting company ourselves and have seen what goes on here. That gives me the authority to write about this topic. I might be shooting my own foot with this article, but nevertheless, it will be in the favor of customers, and hence, us consulting companies eventually. So letâ€™s get those dirty secrets out and give you pointers on choosing the firm that best fits your needs. Ignore the superlative term, best. Best is a superlat