

1. Record Nr.	UNINA9910455432803321
Autore	Freedman Arthur M. <1937->
Titolo	Finding your way in the consulting jungle [[electronic resource]] : a guidebook for organization development practitioners / / Arthur M. Freedman, Richard E. Zackrison ; foreword by Richard Beckhard
Pubbl/distr/stampa	San Francisco, : Jossey-Bass/Pfeiffer, c2001
ISBN	1-280-35087-3 9786610350872 0-470-24030-X 0-7879-5919-7
Descrizione fisica	1 online resource (273 p.)
Altri autori (Persone)	ZackrisonRichard E
Disciplina	001/.068
Soggetti	Business consultants Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 197-220) and index.
Nota di contenuto	Finding Your Way in the Consulting Jungle; Contents; Foreword to the Series; Introduction to the Series; Statement of the Board; Acknowledgments; Introduction; 1. Contacts with Potential Client Systems; Promotional and Marketing Options; A Strategy for Marketing Your Services; What's in a Name?; Summary; 2. Does the Organization Need a Consultant?; Does the Organization Really Need a Consultant?; What Are the Agents' Perceptions of the Organization's Current Situation?; Assessing Organizational Readiness; Framing How the Organization Can Use an OD Consultant; Summary; 3. Types of Consultants The Four Types of ConsultantsWhich Type of Consultant Is Needed?; Multidisciplinary Consulting Teams; Matching Consultants with Purpose; Summary; 4. Consulting Philosophy; Achieving Organizational Effectiveness; Treating the Entire Organization; Focusing on Causes, Not on Symptoms; Intervening at the Strategic Level, Rather Than Offering a Quick Fix; Identifying, Developing, and Utilizing Client Resources; Enabling Self-Determination for the Future; Dealing with Immediate, Real-Life Realities; Using a Holistic "Helicopter" Perspective;

Summary; 5. Consultant Competence; Four Competencies
Don't Confuse Experience with CompetenceSummary; 6. The Selection
Interview; Avoiding Mistaken Identity; Doing Continuous Self-
Assessment; Preparing for the Interview; Participating in the Selection
Interview; Summary; 7. Consulting Proposals and Contracts; Proposals;
Contracts; Summary; 8. Management of Change; Managing
Implementation; Change Resisters and Change Seekers; Resistance to
Change; Responses to Change Stimuli; Plans for Complex Systems
Change; Formula for Facilitating Effective Change; Summary; 9.
Consultant Ethics; Values of OD Consultants; The Ethical Dilemma
An Integrated Code of Professional ConductSummary; References;
About the Authors; About the Editors; Index

Sommario/riassunto

Chart your path in the consulting jungle! Finding Your Way in the
Consulting Jungle--a book in The Practicing Organization Development
series--offers OD consultants the information and guidance they need
to understand their place in the consulting network, differentiate
themselves from other types of consultants, and work with both clients
and colleagues to make sure everyone's needs and expectations are
met. Finding Your Way in the Consulting Jungle offers practical advice
on how to: Differentiate and market yourself Interview prospective
clients Write proposals
