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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
