

1. Record Nr.	UNINA9910807003603321
Autore	Owens Rita R.
Titolo	Communication for consultants // Rita R. Owens
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2016
ISBN	1-63157-378-0
Edizione	[First edition.]
Descrizione fisica	1 online resource (xix, 119 pages)
Collana	Corporate communication collection, , 2156-8170
Disciplina	658.45
Soggetti	Business communication Business consultants
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (page [115]) and index.
Nota di contenuto	1. Key considerations for consultants -- 2. Pre-engagement communication -- 3. Engagement communication -- 4. Post-engagement communication -- Appendix A -- Appendix B -- Notes -- References -- Index.
Sommario/riassunto	From the moment of their first client engagement, consultants in all fields face communication opportunities and challenges. No matter what their focus may be--professional services, accounting, technology, operations, human resources, manufacturing, or marketing--consultants drive change. That change, from its initial definition through its development and deployment, must be precisely communicated to a variety of audiences and through a variety of mediums. Most business communication books do a good job leading professional writers and presenters through the basics of audience, organization, formatting, and mechanics. But, only few focus on a specific business role, such as that of a consultant, and give guidance for communicating during all stages of a project. From the pre-engagement process, to the actual engagement, to the post-engagement follow-up, consultants are challenged by the variety of audiences whose roles continually shift throughout a project. This book guides a current or would-be consultant through the various phases of a typical engagement and gives practical advice and direction on written and oral communication throughout a project. Current and future consultants in all fields will gain specific knowledge about

writing and presenting to a variety of audiences including clients, team members, managers, and executives.
