

COLIN

CONSULTANTS

Simple engagement process	Complicated and bureaucratic
Gets to know the business	Thinks they already know the business
Specialises in culture	Generalises in culture
Creates a unique, bespoke approach	Boilerplate approach
Makes the process enjoyable for all	Enjoyment or laughter is not part of the process
Transparent, fixed pricing linked to agreed deliverables	Bills by the hour - often by multiple unknown people of varying skill levels
Has multiple, flexible approaches	Inflexible formula
Leaves knowledge and skills in the organisation	Takes knowledge with them
Creates learning experiences with high impact	Implements training
Motivates people	Demoralizes people
Understands the commercial imperative for change	Siloed approach
Personally involved every step of the way	Outsources
Invested in the success of every client	You are just a number
Focused on your outcomes	Focused on outcomes for their partners
Global knowledge of good practice based on what's happening now	National or regional knowledge based on their own annual research
Help you to turn this good practice into good results	Implement their own practice to generate their own future results
Contemporary and relatable to staff of all ages	Old school, only relatable to older staff
Help you to come up with new ideas to generate internal creativity	Charge you for their new ideas
Has been where you are	Hasn't worked outside of consultancies
Builds great cultures	Work in combatant or toxic cultures