

# Colin

1. Simple engagement process
2. Gets to know the business
3. Specialises in culture
4. Creates a unique, bespoke approach
5. Makes the process enjoyable for all
6. Transparent, fixed pricing linked to agreed deliverables
7. Has multiple, flexible approaches
8. Leaves knowledge and skills in the organisation
9. Creates learning experiences with high impact
10. Motivates people
11. Understands the commercial imperative for change
12. Personally involved every step of the way
13. Invested in the success of every client
14. Focused on your outcomes
15. Global and contemporary knowledge of good practice
16. Helps you to turn this good practice into good results
17. Relevant and relatable to staff of all ages
18. Helps you to come up with new ideas to generate internal creativity
19. Has been where you are
20. Builds great cultures

# Consultants

1. Complicated and bureaucratic
2. Think they already know the business
3. Generalise in culture
4. Boilerplate approach
5. Enjoyment or laughter is not part of the process
6. Bill by the hour - often by multiple unknown people of varying skill levels
7. Inflexible formula
8. Takes knowledge with them
9. Implements training
10. Demoralizes people
11. Siloed approach
12. Outsources
13. You are just a number
14. Focused on outcomes for partners
15. National or regional knowledge based on their own annual research
16. Implement their own practice to generate their own future results
17. Old school, only relatable to older staff
18. Charge you for their new ideas
19. Haven't worked outside of consultancies
20. Work in combatant or toxic cultures