

Association for Business Communication

2010 Preconvention Workshop

October 27, 2010 1:30 to 4:30 PM

Breaking the Business Barrier: Extending Your Competencies as a Communication Consultant

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| Facilitators: | Barbara Shwom | Matt Woolsey |
| | Northwestern University | Director of Professional Education |
| | Communication Partners | Diamond Management and Technology Consultants |

As business communication professionals, ABC members can provide real value to businesses that want to improve their communication and their employee's communication. However, academics who want to serve as consultants often find it challenging to understand the thinking process a business uses when hiring consultants and the best ways to present themselves to businesses.

This three-hour interactive workshop is designed to explore these questions from both a consultant and a client point of view. Barbara Shwom is an academic with 20+ years of consulting experience. Matt Woolsey, as Director of Professional Education for a management consulting company, hires consultants to provide training and work with employees.

Hour 1: What do businesses want?

- What are current trends in communication consulting?
- What communication competencies do businesses want employees to develop?
- How do businesses search for consultants?

Hour 2: What do you have to offer businesses?

- What kind of consulting do you want to do?
- What are your current competencies?
- What do you need or want to learn?
- How do you become a trusted advisor to your clients?

Hour 3: How do you get jobs?

- What competencies do you need to market yourself?
- How do you build relationships?
- How do you get the most from one-on-one meetings?
- How do you respond to RFPs?