

Becoming a Successful Consultant

From Startup to Market Leadership

APPLICATION WORKSHEET

**Self-Assessment:
Six Competencies**

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How would you assess yourself on the core competencies required to build, sustain, and grow a vibrant consulting practice?

Rate yourself from "Entry Level" to "World Class"

	Entry Level		Average		World Class		
	1	2	3	4	5		
1. Intellectual Capital							
I bring my work experience and some methodologies to the table	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		I am recognized as a leader in my field by clients and am widely published (including a book or acclaimed articles). Others frequently quote me and reprint/pass on my work.
2. Relationships							
I have one or two clients and am positioned as an expert for hire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		I have a broad core of relationship clients and an extended network of periodic clients. I am viewed consistently as a trusted advisor/trusted partner by senior economic buyers
3. Value Proposition							
I have a methodology and set of experiences that enable me to help clients with specific problems or issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		My value propositions are clear, compelling, and succinct. My value includes my ability to deliver benefits but also, through my brand, to reduce risk and to reaffirm a client's buying decisions ("We've hired the best there is!")
4. Network							
I bring my historic network of contacts to my new business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		I have developed rich "relationship capital" with a broad variety of individuals, including clients, influencers, collaborators, other thought leaders, etc. I understand others' agendas and help them meet their goals. I focus much of my relationship building on the "Critical Few" while continuing to add to my broader network.
5. Marketing: Your Attraction Strategy							
I am actively prospecting with my contacts and trying to get my name in front of potential buyers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		As a leader in my field, clients call me. Nearly all my leads are from repeat clients or inquiries from new clients who call after they have read my work, seen me speak, or otherwise heard about me from a friend or colleague.
6. Personal Development							
I am developing my core expertise and my basic consulting/ professional skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		I read widely from many sources. I Invest regularly in my personal development, and I'm eclectic in my choices of subjects to explore. I am a "Deep Generalist"—I continually work to deepen my core expertise(s) while also increasing my breadth of knowledge.