



How-to-be a Consultant (H2B) “Thought Leadership & Reputation”

in conjunction with the British Computer Society

Francis Buamah

(Partner)

Phillips Consulting

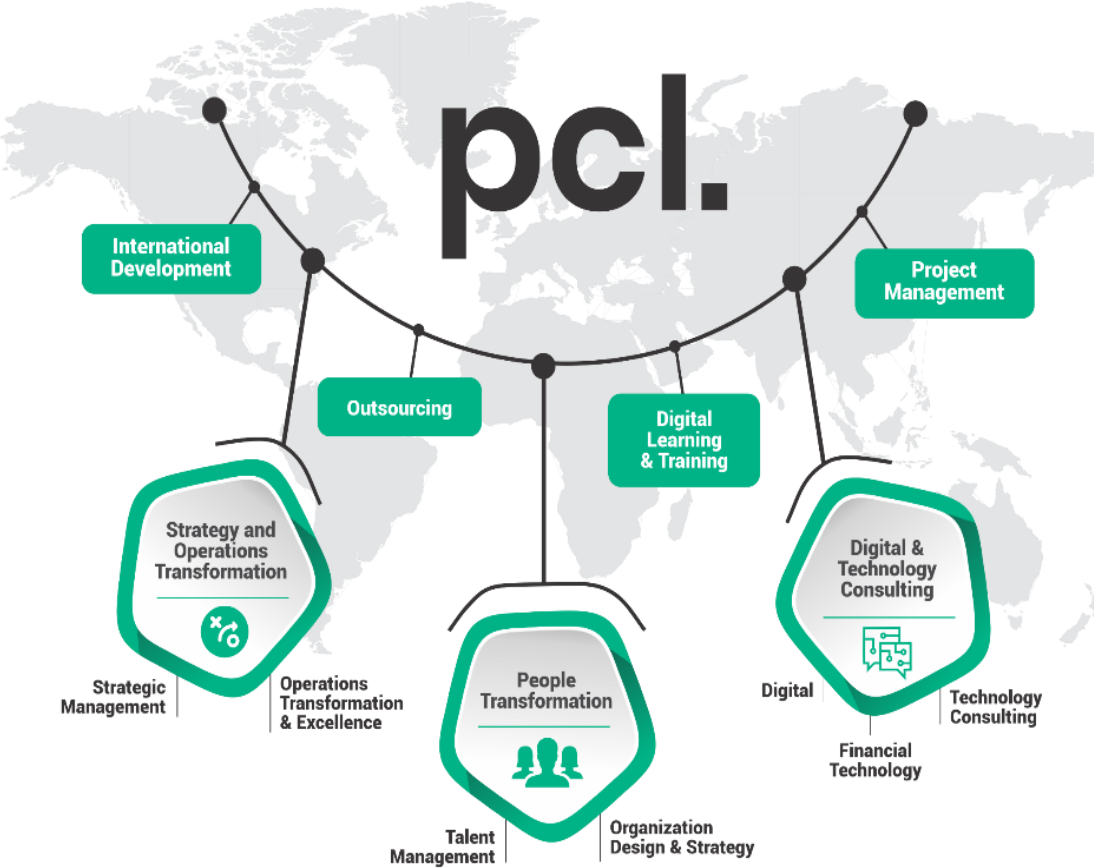
francisb@phillipsconsulting.net

www.phillipsconsulting.net

27th October 2021

About pcl.

Delivering integrated solutions across 3 strong pillars:



Phillips Consulting. (pcl.)

A leading services and solutions provider.

Delivering business, management, digital and financial technology services, digital learning, training and development for clients across Africa.

In addition, our International and Economic Development service is committed to improving the quality of lives across Africa . We have proudly demonstrated over the past 28 years as a leader in helping to shape in a sustainable way the African transformation agenda.

Strategy & Operations Transformation
 We understand the importance of strategy and diligent execution of it to every business. With pcl. on your side, we will guide you through every step, from definition, planning, execution to implementation.

People Transformation
 People are the lifeblood of every successful organisation; confronting problems, seizing opportunities, delivering results and driving success. People-centered solutions including inclusivity are a priority for us.

Digital & Technology Consulting
 Digital technology is changing the way the world works. Our digital technological transformation services are designed to ensure that you get the most from your digital transformation & technology investments.

International & Economic Development
 We are committed to improving the quality of life of Africans. Our mission is to design & deliver meaningful interventions to the most vulnerable communities. We support and foster opportunities for sustainable development and inclusion.

Which of these platforms or channels do you recognise?



Please type in the chat









Q1. the one you use most/regularly?

Q2. Why do you use it?

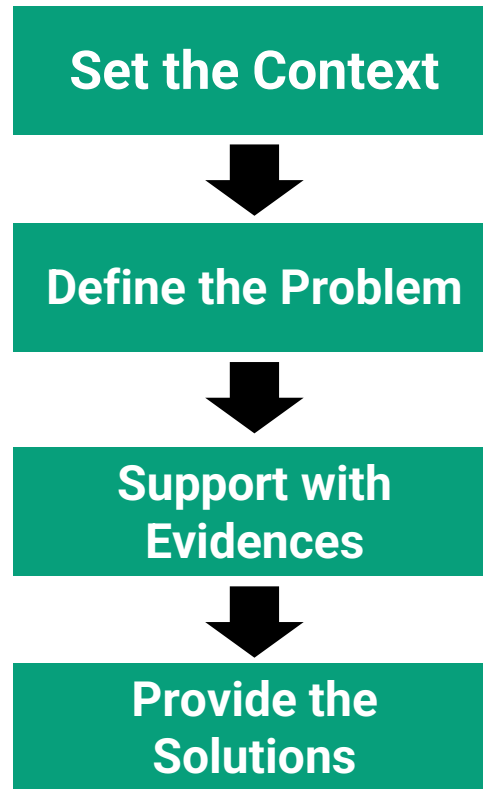
So, what is Thought Leadership (TL)?

Our pcl. approach

Our Thought Leadership

-  Articles
-  Industry Reports
-  Case Studies
-  Market Insights
-  Titbits contents
-  Podcasts
-  Webinars
-  Explainer Videos

Standard Lay-out



Description

Set the context by smartly articulating general surrounding issues on the topic

Define the problem in a not-too complex and easy to understand business writing style

Provide data and/ infographics to support your base-case

Conclude with solutions and/ recommendations for the problems identified.

So, what is Reputation? ... this is my definition from a Consulting Point of View

is the EARNED trust and credibility from our colleagues,
clients, peers and communities
for who you are, your values, thoughts, comments,
contributions and delivery....

In terms of your Consulting Career (please type in the chat)

Q1. What do you want to be famous for?

Q2. What do you want to be recognised for?

Why Thought Leadership?

Clients actually buy beyond our services and productsthey buy a combination of things including people they believe in, our experience, our point of view, our thoughts, our approach to solve their challenges or help improve their business

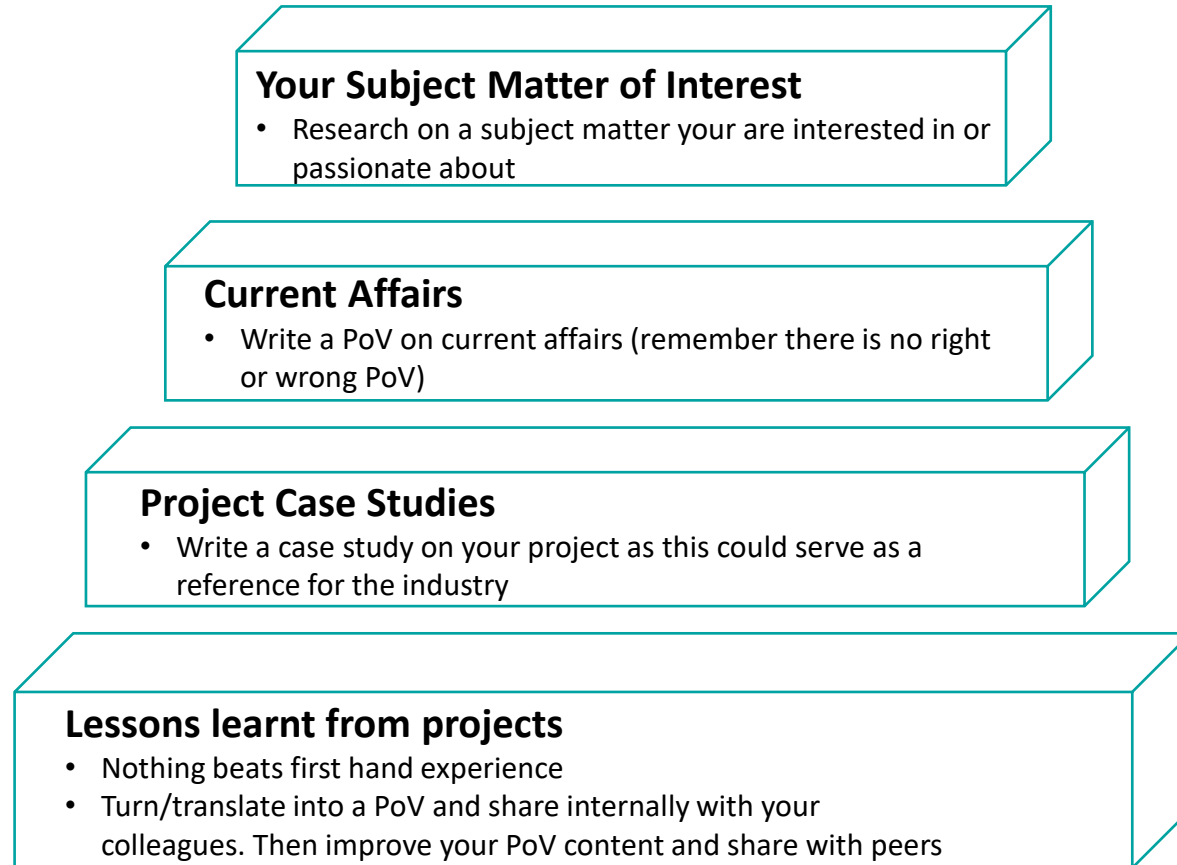


Some of the questions I hear from people starting in Consulting or people already in Consulting

- I have limited experience or I am new to Consulting so what do I write or can I write?
- How do I become famous?
- How do I grow my reputation?
- How do I write a good TL article?
- Where do I start?
- I do not have enough qualifications or credentials at the moment to write a TL?
- I do not have the number of years under my belt to write anything meaningful?
- Will anybody take me seriously?
- I am not senior enough or long in the tooth to write anything credible?
- I am a Techy or work behind the scenes so what can/should I write?
- I am just a team member and gets given work to do so what can/should I write about?

So how do I Start?

Your building blocks 101 ... start small and grow it



Health Warning:

- In consulting we are not in the game of the number of “likes” We want to be recognised for the right reasons to build and enhance our reputation or career
- Just forwarding post or liking things actually does not really constitute TL

Why Thought Leadership is heavily promoted in pcl. ?

01

Differentiation – We strategically deploy Thought Leadership to **make pcl. a go-to professional service firm and differentiate the brand** by articulating our unique solutions through timely, relevant & insightful ideas.

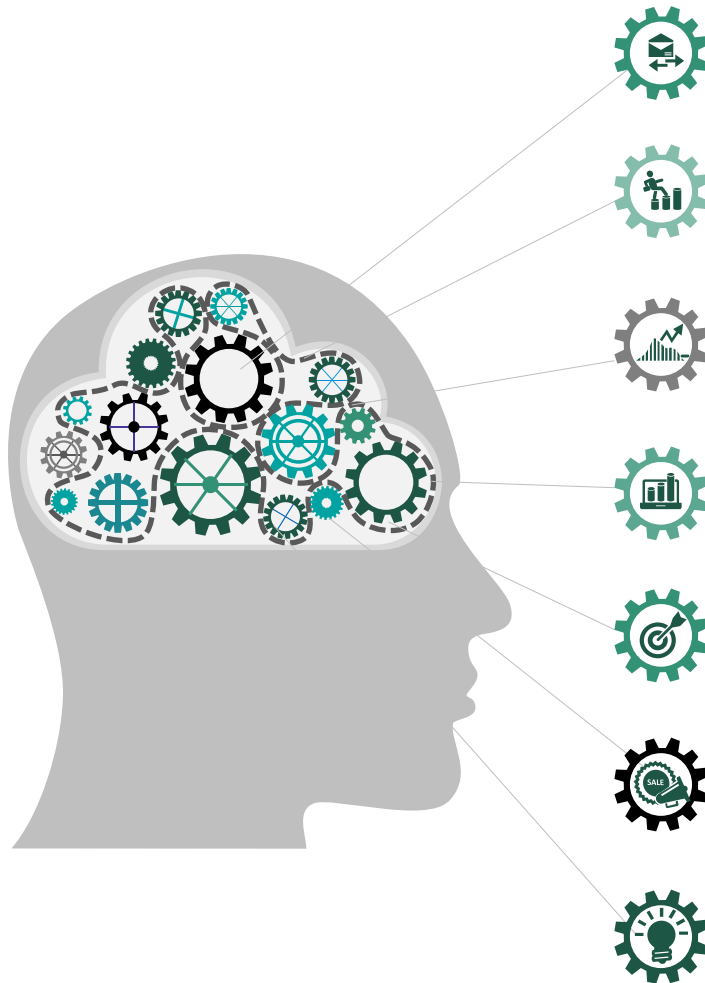
02

Brand Perception - part of pcl.'s **marketing and business development activities to achieve a mind-shift on brand perception** through articles, reports, case studies and market insights.

03

Market Penetration - To **stay competitive, penetrate an increasingly changing marketplace.**

Our Seven “Guiding Principles”



Relevance

Prioritise address issues clients/markets are facing, by adopting the “why”, “what” & “How” approach. To achieve this, every piece begins by defining your audience.

Novelty

Explore innovative pathways to address challenges facing clients and markets. One way we do this at pcl. Is uniquely offering a real solution to a real problem.

Depth – Data Backed Insights

To provide depth & unique insights to businesses, leverage data and infographics that fit in the story through a meaningful, clear and original approach.

Creativity With Objectivity

Prioritise “creativity with objectivity” as a principle. We do not praise or over-emphasise the agenda of any individual, political party/leaning or government.

Validity

Validate by citing unique cases where the unique solution works with measurable benefits. For example, case-studies of relevant companies across the globe.

Clarity

Avoid cliches & mechanical titles/sub-titles. Adopt a Story Telling approach by demonstrating you have a well-thought-out approach to solving the problem.

Credibility

Standard referencing to include attention to detail of research, citation, quotation, spelling of author's name and the accuracy of relevant facts that will be stated.

Do's & Don'ts ...Remember TL is not just about



Q&A

Questions?

Comments?

Contributions?



THANK YOU.

**How-to-be a Consultant
(H2B)
“Thought Leadership & Reputation”**

in Conjunction with the British Computer Society

Francis Buamah

(Partner)

Phillips Consulting

francisb@phillipsconsulting.net

www.phillipsconsulting.net

27th October 2021