

# The Value of the ‘something’

## Bah Humbug

Christmas is now a few weeks past and maybe some of us have those unwanted presents littering the floor and shelves. Why is it that we get such presents? “Pass me ons” some may call them.

The thing about giving is that the receiver should get some tangible value from whatever is given. I assume you would agree with that? If not then why bother giving something? Surely just not for appearances.

Having recently received a present that I can derive absolutely no value from whatsoever, I started thinking about the same situation in the corporate world. The present was something that perhaps in a different time and place I could have got value from. But not now.



## The unwanted engagement

As consultants we are engaged to deliver something. Whatever it may be, we should always make sure that what we deliver is something of value. Perhaps we just assume that by delivering what was asked for, or what we think was being asked for, we have met expectations and given the value expected. I doubt that is the case in many situations.

Maybe the client asked for something they really could not use and gain value from themselves. Perhaps not at the time at least. So, there is the question we as consultants should be asking.

***Is this engagement something that the client can actually derive value from?***





## LEFT ON THE SHELF

Sure, we can undertake the engagement and deliver as requested but is that the right thing to do?

I have seen the situation where, “it pays so take the work”. Is that really the credibility that we want to have associated with our brand name? I suggest not.

I recall one engagement some years ago where an external consulting group was asked to develop something. Let’s just call it “something” because I’d hate to embarrass anyone. A short two month piece of work. Probably even reusing a previously created “something”. I was at the requesting company at the time and from the sidelines I saw a good “something” delivered. Quality work with real potential to add value. It sat on the shelves, so to speak, for a while and soon, because of the nature of the “something”, it became out of date.

I was asked a few months later to update the “something” and to get it ready for use. An interesting piece of work actually and something I both enjoyed doing and I believed would be of considerable value to the organisation. Considerable value if they actually implemented the “something” that is.

I completed the work, packaged it very nicely and made it ready to be implemented. Even ran a few trial uses after testing. But as you will have already worked out, it was never implemented.

Just like those useless Christmas presents that others (surely not us!) give, let’s be very professional as consultants and make sure when accepting a consulting engagement we really are able to deliver value to the client - something that the client will be able to gain value from, rather than have it be filed away, or sit on the proverbial shelf.

We need both to be successful consultants and have our clients value us. Or are they actually the same thing?



## MICHAEL DODD

Michael gave no useless presents this year (or so everybody told him). He has learnt from his own writing!

He also has over 25 years experience in leadership roles in prominent customer and vendor organizations working in the UK, Canada, Australia, South Korea and Hong Kong in the Airline, Banking, and Telecommunications sectors.



At Fincastle Partners our only criteria is that we can add value to the Client's business, and to their customers. Our New Year’s Resolution is to promote this mantra, exceed client expectations and to ensure our clients really do gain the measurable value, benefit and, we hope, a competitive edge from our consulting engagements.

The value that matters is the value that our Clients perceive.

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