

# Smarter the Human Out of Us, Better and Sharper the Consultant Out of Us

Devansh Mehta<sup>1\*</sup>

Advising or in current fad Consulting has always been demanding and lucrative profession, being dreamed by not only few but many management graduates. Consulting during some decades has been mostly looked upon to deal with the changing dynamics of doing business. More and more companies are knocking at the doors of good and astute business consultants, to seek advice on increasing Below The Line (BTL) as well as Above The Line (ATL), bottom lines, in simple words, the profits. Keeping in view of it, the dynamics of Consulting too gets changed. Thus, becoming a consultant according to the needs of the present market, is not an easy cup of tea. The present letter to editor, thus, focuses on the qualities and remedies of overcoming the issue of becoming a Consultant, to the todays need.

Every year in consulting is like three years in the corporate world because you have multiple clients, multiple issues - you grow so much.~ Indra Nooyi. <sup>[1]</sup>

Consulting has become highly dynamic and demanding job, in our present Highly Competitive World. Consulting is a Responsibility in shaping a better and likeable future for our generation and for generations to come. <sup>[2]</sup>

Take any job, the golden rules are same, irrespective of the position you hold in corporate ladder, the culture you live in, you need to adjust to the corporate culture of respective company and get aligned with the colleagues. Moreover, the first relationship you develop is not with the customers of the company you target, but, with the employees where you choose to work. Ask anybody, what are the traits for being successful, the answer would be no different, then,

1. Being Open Minded, 2. Being Resourceful, 3. Being Approachable, 4. Being Problem Solver, 5. Being Expert, 6. Being Answerable to Any Questions, 7. Being Responsible...etc..., and the list Goes on. <sup>[3]</sup>

Looking at it and the Changing business dynamics, Many Consultants fail to succeed, even after possessing such qualities, so, what does it takes to be recognized as a Smart and Dynamic Consultant. I have chosen Consulting to other job profiles, as it is the tip of iceberg of any job profile, we may be holding in the Generation Z, the 2020 World.

Following are the below mentioned traits, to be a successful consultant, to work in 2020;

1. Strategic Thinker. "Anvikshiki", its Sanskrit term for Strategic thinking.
2. Adept in using Pull and Push strategies. Why Push?? And Why Pull??

The reason is, there are many players in the market, so, to attract business (Clients) at your door steps, you need to have the Qualities of pulling the Clients and pushing your deliverables.

3. Mentally tough: No matter what others say, never get distracted from the deliverables you could deliver.
4. Hawks Eye: Like Hawks glide over the planet, to search for their pray, similarly, a Successful Consultants, need to have hawks eye over the industry happenings, and be the first to catch the opportunities.
5. Taking Charge of what others Say about you. It's all in our hands what others say about us, and what opinions others have of us. Consulting is not easy job as it seems to be. The Word of mouth publicity can cost your business alot. So, the Smarter ones, need to Control, what others say about you and your business.

Apply Anvikshiki in every walk of your life. Make set of rules for your personal Life, to be able to set rules for your profile or business in the whole.

If the word of mouth publicity is not in favor of your business, translate, it to image building activities.

6. Networking: Its jack of all trades, networking is the key to success in this dynamic world. Huge amount of data, information is flowing in and around us. To keep Hawk eye on such activities, no better than Networking can be a better approach.
7. Image Builder: A Successful consultant, has big job responsibility of building his / her own image. People nowadays, don't have time, to look in every matter and decide whether it's true or false.

What word of mouth and print says about you, that's your image.

Image: What you Do + what others think about you = Image!!

Have a mix blend of Anvikshiki to hold on your position and guard your image. As Image is everything in the Generation "Z" world.

8. Curiosity is mother of all inventions, but also of all successful people. No matter where you are working, being an expert in curiosity is all thatyou need to have upper hand.
9. Discipline.
10. Responsible are other traits which work for long and give fruits which Last long.

In the end, again, I would like to emphasize, that,

*"All of us are humans, the smarter the human out of us, the better the consultant out of us".*

## REFERENCES

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<sup>1</sup>I. E. S. Management College and Research Center, Near Lilavati hospital, Bandra West, Mumbai-400050, Maharashtra, India.

E-mail: [devanshmehta.pharma@gmail.com](mailto:devanshmehta.pharma@gmail.com)

\*Corresponding author

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