

SPEAKER'S CORNER

VALUE ADDED

Mark Law, founder of Advanced Management Skills, explains why his courses are bringing consultancy to the forefront of management training

Why are consulting skills vital for business?

Consultancy is an oft-overlooked craft. Managers typically spend a third of their time engaging in what are primarily consulting activities – identifying and delivering value for their organisation. Yet very little time in traditional management training is dedicated to consulting skills and how they can help professionals in all walks of business life improve their delivery.

What are the aims of your sessions?

We want to show people that consultancy is a creative and exciting professional activity that can be immediately applied in the workplace. We also demonstrate that there is real career value in consulting qualifications.

How does it help managers?

Management and consultancy skills are often learnt separately, which is a paradox. Businesses that approach things from a consultancy perspective are often the most successful in terms of growth and shareholder value creation. The likes of Apple, Google and General Electric approach management from a value-driven consulting perspective. They think carefully about how to create customer value, and design their businesses to deliver this.

How did you get into consultancy?

My background is in the oil industry, and I am a qualified engineer, but I took a masters degree at the London Business School and worked as a strategy consultant. Then, in 1988, I founded Advanced Management Skills, which grew quickly as a teaching and training organisation. I also lead lectures and seminars at various leading business schools and professional bodies.

What is Advanced Management Skills all about?

Our tagline is “passionate about value”. We focus on the value that managers and their teams can create for their businesses, customers and other stakeholders. Our

approach heavily features innovation, which creates value through top-line sales growth, as well as improving business efficiency.

How else do you help people learn these skills?

Our online learning platform and conferencing system allows us to work with people in a very flexible and personalised way, which suits their availability and preferred learning style. This means we can conduct one-to-one tutoring sessions, as well as harnessing the power of interactive group sessions where we may have 10-12 people working together from all over the world.

What are the qualifications you offer?

The Certificate in Management Consulting Essentials (CMCE) is the entry-level qualification and can be secured in four to six weeks (part-time). The Diploma in Management Consultancy (DMC) is more advanced and is typically secured in three to six months. Finally there is the international Certified Management Consultant (CMC), which is recognised in 67 countries and requires the candidate to have been in full-time consultancy for a minimum of three years.

What do the qualifications mean for those who achieve them?

Managers are finding that the CMC is a great way to differentiate themselves in a competitive job market. Clients are increasingly seeking consultants with recognised qualifications.

The CMC is the “gold standard” of consulting qualifications, and clients can be assured that they are working with a professional with a clear set of standards.

● *The Professional Consultant course takes place at the Institute of Directors on 5 December 2011 and provides the essential tools and knowledge to tackle the CMCE & DMC qualifications. Book online at www.amskills.com. Mark Law is a registered mentor for the CMC and can be reached at mark@amskills.com*



→ SOUTH EAST

3 December

Hogs Back Brewery Trip

Hogs Back Brewery,
Manor Farm, Tongham,
Surrey
3.30pm

£10

The Hogs Back Brewery is an independent brewery based in Tongham, Surrey. Their flagship real ale, “TEA” (Traditional English Ale), has proved to be a favourite of cask-conditioned ale drinkers throughout the UK. Book early to ensure you get a place at this event. Please book online. Organised by Guildford branch.

Contact: Mercy Bolus
(t 01420 472886,
emercybolus@btinternet.com)

12 December

Presentation by Emma Wimhurst - entrepreneur and owner of “Boom”

Sunburst House,
Elliott Road, Bournemouth,
Dorset BH11 8JP
6pm

£5 member/

£10 non-member

Booking is essential for planning and catering. We need to have an email address and contact telephone number for confirmation and in case of last-minute changes.

Speaker: Emma Wimhurst
Contact: Sian Goodbourn
(t 07948 494018, e.sian@silverbaytraining.co.uk)

21 December

Life with Field Marshal Montgomery of Alamein

Sunburst House,
Elliott Road, Bournemouth,
Dorset BH11 8JP
12pm

£5

Booking is essential for planning and catering. We need to have an email