



Five components of good consultancy

Consultancy services should be sold honestly by practitioners with the experience and skill to undertake the programme or work proposed.

When thinking what makes good consultancy, the first is obviously that the consultancy brief must be successful in use. The five components of good consultancy shown below may not be the only ones, but they cover all consultancy.

The consultancy should be:

1. **Available** with quick turn around, secure and open contact methods and priority to the client's needs.
2. **Practical** giving hands on support in drafts, plans, briefs, and presentations when needed; working to transfer skill to the client organisation; able to commission work or help recruit staff.
3. **Flexible** capable of generating plan B or plan C; able to vary working practices according to circumstances.
4. **Knowledge** based with proven experience of successful fundraising and able to develop knowledge base of client's staff; able to undertake research, and to give sound guidance on the legal framework for fundraising - tax effective giving, data protection, etc.
5. **Appropriate** working at a cost related to the situation with a realistic plan or strategy which takes account of the time, people and money resources available to the client.