

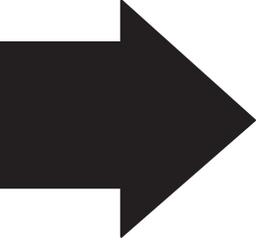
# Consult*Hack*

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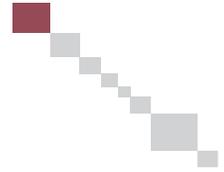


# CONSULTING ECOSYSTEM

This diagram displays the 8 levers for change with regards to the strength of their independent relationships.







# Knowledge creation and management

Make the internal knowledge base more active and accessible to all stakeholders in the firm while also reducing the costs and inefficiencies associated with the knowledge creation process.

## Information sourced through game-based incentives

A consultancy creates a game in which players gain virtual currency for completing fact-finding missions. Missions are generated to fulfill the needs of specific projects. The amount of currency players gain depends on the complexity of the task (small facts yield small amounts, complex analysis is worth a lot more). Accuracy of data is ensured through comparative analysis. While anyone can participate in the game, the more active and reliable a participant is, the higher their rank. Higher ranked players gain access to more complex missions.

### Precursors

Games could be similar to Farmville, where users exchange actual money for virtual currency to maintain their crops.

### Payoff

Consultancy: faster access to data

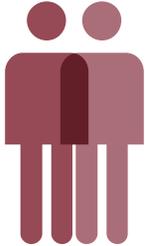


## Internal transparency methods reduce duplicated efforts

Within the largest consultancies it is not uncommon for similar projects to be running concurrently. A centralized project database where different teams can share their work in progress helps to reduce or even eliminate the duplication of efforts. Inputs are normalized and codified to allow information to be easily accessible and searchable. Findings and solutions are shared across the consultancy, saving teams time in all parts of the process and optimizing their efforts to provide more robust and effective solutions to clients.

### Payoff

Clients, Consultancies: agility, information sharing, better solutions, cost



## Bite-size knowledge becomes affordable for all

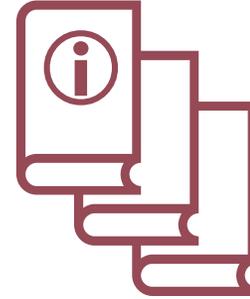
A licensing website sells small bits of knowledge, allowing consultants or clients to utilize these bits for a nominal fee. The knowledge database is populated by various sources including academics, freelance experts and consultancies who profit from the licensing of their pieces of knowledge. Specific knowledge requests can be submitted to the experts to be fulfilled at their discretion. Companies can also limit the access to the certain information by buying exclusive rights to the knowledge.

### Precursors

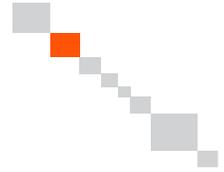
Image stock photography websites deliver affordable, diverse content at a range of price points, giving access to a variety of customer bases.

### Payoff

Consultants: passive revenue stream







# Optimization of talent

Broaden and strategically align talent to enable better project results, maximized talent satisfaction and more cost effective operations.

# Optimization of talent

## HR model turned upside down with talent agencies representing consultants

Bright consulting talent is no longer only sought by the HR departments of the largest consultancies. Talent agencies put the power back in the hands of consultants and provide a flexible system to assemble specialized teams on a project-by-project basis. Clients present projects to talent agencies instead of business development departments at consultancies and the agencies pull from their ample network to assemble a team with the right diversity of talent needed for the challenge.

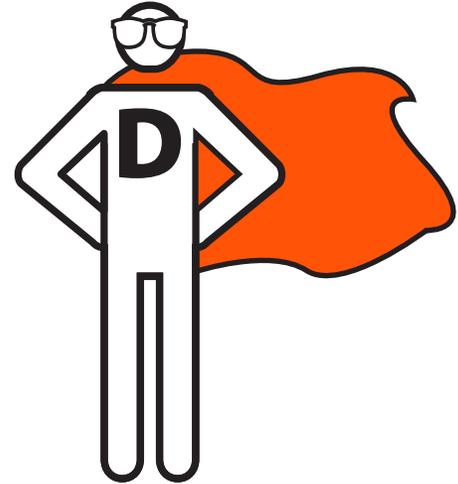
### Precursors

Actors and technicians are represented throughout the entertainment industry through talent agencies. This industry has long understood that talent only needs to come together on a single project basis. More recently professionally sporting teams have been represented by talent agents. This relationship keeps the best interest of the individuals as a top priority.

### Payoff

Consultants: greater flexibility and specialization

Clients: individual matches for problems



## Community in-sourcing brings talent from within

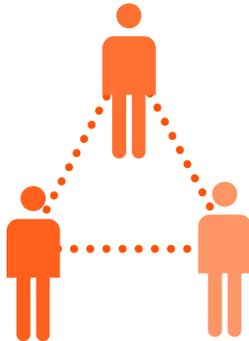
Consulting services are too expensive for many small businesses and many large consultancies lack the perspective from the ground floor. This digital platform connects local expertise with local needs, making consulting services cheaper and more relevant to local businesses. Communities often have very rich talent pools but no quick way to connect skills with needs. The platform will facilitate pairing local talent with existing challenges and needs in the area.

### Precursors

Co-ops have taken many forms over the years, from apartment buildings to grocery stores, all with the same goal of bettering their local community through cooperative efforts.

### Payoff

Clients: affordable and local choices

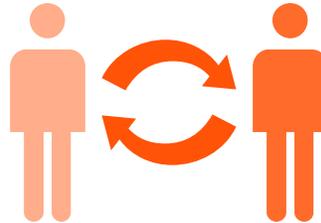


## Platform assists talent swapping

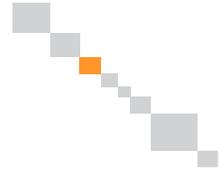
This is a platform tool for consultancies to swap talent for specific project needs. This method allows for time to be bartered for instead of exchanging cash. The platform encourages cross pollination of individual talent pools, while sidestepping expensive specialists.

### Payoff

Consultants: more collaboration with peers







# Teaching and training

Re-imagine the employee growth and development process to support a wider range of specialized knowledge.

## Think-Tank MBA programs provide real world experience

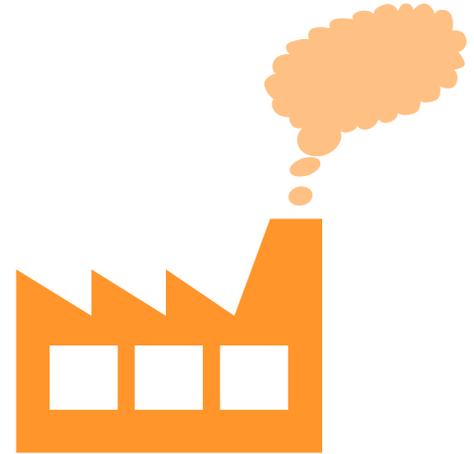
This new mode of MBA education creates a program that is completely sponsored by outside corporations. Students learn by working on real world problems. The tuition is heavily subsidized by these corporations, allowing students to devote themselves fully to these projects. Theories are instantly tested with actual problem scenarios, highlighting and strengthening the most important real world skills within each project.

### Precursors

Trade schools and medical programs have long used the model of learning by doing, putting students in real world situations to complete assignments.

### Payoff

Consultants: better educational experiences



## ***Do good*** program adds meaning to consultants' career

*Do good* is a program intended to add meaning to a consultant's career by providing new educational experiences. Do Good encourages consultants to participate in non-profit "consultants without borders" projects that send them around the world to share and build upon their expertise. These projects provide consulting to those at the bottom of the pyramid who need consulting the most, yet have the fewest resources. This program works with already embedded non-profits to identify the highest priority problems that can be addressed with the help of traditional consulting methods. This program also helps generate a positive public image for the participating consultants.



### **Precursors**

Doctors Without Borders provides medical assistance to those that do not have the access or funds to get medical attention.

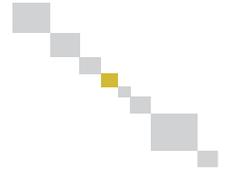
### **Payoff**

Consultancies: build public appreciation

Consultants: learn new skills and

Clients: free access to services





# Embodiment

Challenge the convention of the office environment in order to facilitate versatile, dynamic and global work.

# Embodiment of consultancy

## Floating “thinking center” established

A floating “thinking center” established on Lake Michigan gives designers, engineers, and students from around the city a central space to collaborate and bring great ideas to life. The convenient location, steps away from Chicago’s downtown Loop, gives all parties easy access to the center. The majority of the activities in the center are sponsored, non-profit consulting projects. The facility is all inclusive, containing all of the necessary tools and space to foster collaboration and enable the prototyping of ideas.

### Precursors

Singularity University brings together like-minded entrepreneurs, technologists and young leaders utilizing advanced technologies to address grand challenges.

### Payoff

Consultants: an environment to learn

Clients: access to top students to work on projects



## Giants partner with boutiques for greater agility

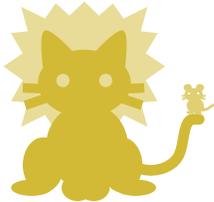
This online service pairs large consultancies with small consultancies to allow both entities to live symbiotically. Small consultancies can respond more quickly and with less overhead, yet they often have difficulty establishing a steady clientele. Big consultancies maintain a steadier clientele, but have higher overhead, and therefore less flexibility to adapt to sudden changes. Pairing them allows for both parties' strengths to be exploited, while their weaknesses are diminished.

### Precursors

Messenger companies use bikes in urban areas to speed through the traffic, while larger vehicles are still used for long distances.

### Payoff

Consultancies: greater reach and agility for consultancies of all sizes



## Consultancies eliminate centralized physical infrastructure

With the prevalence of the digital world and cloud computing there is no longer a need for physical office space for consulting teams. The most agile and responsive consultants leverage technology to break free from offices that create large overhead and an unnecessary centralized physical space. As projects already take place all over the globe, the "space" of the future takes place in the cloud and in spaces that can be established in any cafe around the world. Powerful collaboration and conferencing tools make it much easier and more efficient to work globally.

### Precursors

Similar to how Netflix eliminated the need for brick and mortar movie rental locations with their online browsing and delivery system.

### Payoff

Clients: pay less for services

Consultants: more flexible work spaces

Consultancies: less overhead and physical bureaucracy

## Consultancy in a "box" allows for greater reach

Pre-fabricated, modular offices in repurposed shipping crates quickly create an on-site infrastructure with all of the necessary tools to develop and prototype ideas in a wider range of under serviced, local communities. As the project and team grows more units can be added and connected. This flexible, portable office space gives a local consulting presence for better collaboration with the surrounding community.

### Precursors

The Red Cross has used the hospital/classroom in a box concept to reach areas in need of disaster relief.

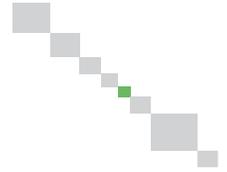
### Payoff

Consultancies: greater reach to difficult markets

Clients: access to top consultants







# Connecting clients with consultants

Remove the barriers that impede engagement and improve the channels of communication between consultant and client.

# Connecting clients with consultants

## Collective consulting empowers small business

This platform brings together small business owners to create power in numbers. By matching businesses that have similar needs and goals, their combined resources enable them to acquire quality consulting services. With these services the small businesses can become more efficient and competitive in the market. In this collective consulting model, consultants adjust to focus on the commonalities of the group and develop solutions to the core of their problems, thus providing meaningful value to all participants in the group. The interactions take place as lectures, webinars or moderated forums. This coming together of similar businesses also helps to create a network for peer support after the consulting project is completed. This notion can be effectively translated in many BOP situations. Small businesses are more concerned with providing for families than gaining share of wallet regardless of the country.

### Precursors

Much in the way ants work together to build something much larger, there are many models that can be seen in the market where platforms allow smaller or individual business to improve their service by sharing the costs of the infrastructure. Services like Four-Square, that allow anyone with a smart-phone to accept credit card payments or Etsy that gives a channel to individual artisans are popular examples of this scheme.

### Payoff

Consultancies: access to larger client base

Clients: opportunity to utilize consulting expertise



## Program jumpstarts small companies

This subsidies plan is targeted at consultancies who service start-ups and small ventures. These smaller organizations often have potential, but lack the guidance to grow strategically. Consulting services early on can help them achieve this growth, but only once the growth is achieved will they be able to offer a return to the consultants. Establishing a loan system allows consultancies to have the structure to maintain themselves in the short term, while waiting for the long term outcome. By infusing these businesses with consulting know-how, they are allowed to grow and thrive, thus fostering local socioeconomic development.

### Precursors

Similar to student loans that are focused on long-term return and socioeconomic development, this concept recognizes the management consultant as a key catalyst to business growth and includes it in the equation as opposed to directly offering loans to ventures at a greater risk.

### Payoff

Consultancies: opportunity to profitably serve underprivileged market  
Clients: access to consulting services without up front fees

## Targeted gatherings pair clients and consultants more effectively

This is a mediated gathering (whether physical or digital) of prospective clients and consultants seeking the right partner for their projects. Clients and consultants interview each other to assess their skill to project compatibility. Each interview pairing is predetermined by an algorithm that tests each participants latent needs, desires and working preferences.

### Precursors

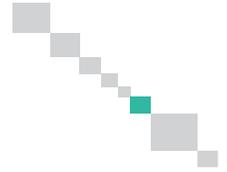
Based on the same ideas of job fairs and speed dating, potential partners are explored in a quick and systemic way. Both sides have the opportunity to evaluate their options in contrast to one another to make an educated choice.

### Payoff

Consultancies: opportunity to make sure client is a proper fit  
Clients: opportunity to make sure consultancy is a proper fit







# Rating and accountability

Introduce measurable standards for project performance to promote transparency within the practice of consulting.

## Consulting association brings profession under one roof

A central organization is established to accredit and support consultancies. Consulting spans many disciplines and as such has no organizing associations to bring consultants together. This association has standards required for all of its members. It fosters standardized, searchable peer and client reviews; offers support to start-up consultancies; and provides a consulting code of conduct. This central organization reflects the credibility of its members and offers an accessible point of reference for prospective clients. As their membership base is built, this network of accredited firms and professionals can be leveraged to offer more collaborative functions such as conferences, online forums and mentoring.

### Precursors

AIGA, IDSA and ADA are existing associations who strive to look out for the interests of their members but are relatively exclusive and closed off from outsiders.

### Payoff

Consultancies: a reason to do the best work possible

Consultants: a reliable set of standards

Clients: easier ways to evaluate consultancies



## Compensation tied to success

This new compensation model conditionally ties payment to the success or failure of a project. As payment correlates with success beyond the hand-off of the project, motivations and goals of both the client and consultant can be better aligned from the beginning. Defining the metrics of success will be key and must start early and continue to be refined throughout the project. To protect consultancies from the possible lack of client action, this new form of contract will also require commitment of action from the client and the proper milestones to measure it. This system creates accountability for the consultants as well as getting their buy-in for the rest of the project's life.

### Precursors

The idea behind this concept is similar to many compensation practices in place such as a lawyer's fees tied to the outcomes of a trial or sales commissions and bonuses tied to number of sales.

### Payoff

Consultancies: opportunities for huge payoffs with results

Clients: commitment to great results

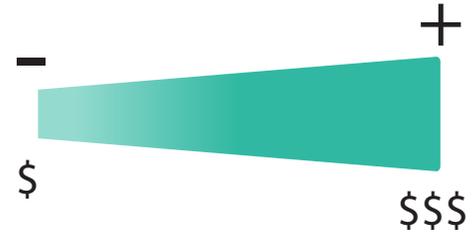
## Rating systems builds credibility of consultancies

Much of a consultancies quality measurement lies with their previous clients, but this information is rarely accessible and only disseminated through word-of-mouth. An online platform where clients can review the services of the consultancy and rate them in a number of different aspects will make this information readily available for anyone considering hiring one of these firms. Detailed reviews will also help clients access the differences between one firm and another to chose the one they feel will best accomplish their task at hand. For the consultancies, these ratings will give them a tangible measure of how their services are being received by clients and a potentially a valuable tool to reassess their services.

### Precursors

Amazon Customer Reviews is a simple but rich feature of the retailer's service which helps overcome the insecurities of shopping online. Amazon enables customers to review their purchases, while building the credibility of products and merchants as well as giving a more realistic description of their purchase experience.

## Project Success



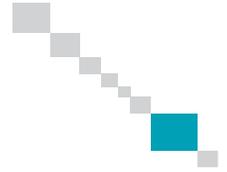
### Payoff

Consultancies: ability to benchmark against competition

Consultants: a reason to do the best work possible

Clients: easier ways to evaluate consultancies





# Implementation

Invest in tools that provide clients with the necessary resources to ensure successful implementation of projects.

## Designated advocates champion implementation

Extending the services of the consultancy beyond the development of an solution, the advocate consultant goes into the client's company after the solution is handed off to foster the engagement of different stakeholders in implementing the solution. This consultant will work in subtle ways to identify and motivate key employees to commit to the benefits of the solution and willingly take the actions needed for a smooth implementation. In this position, the consultant is able to understand the dynamics of the client and fine tune the solution, while preserving the core values' initial intention.

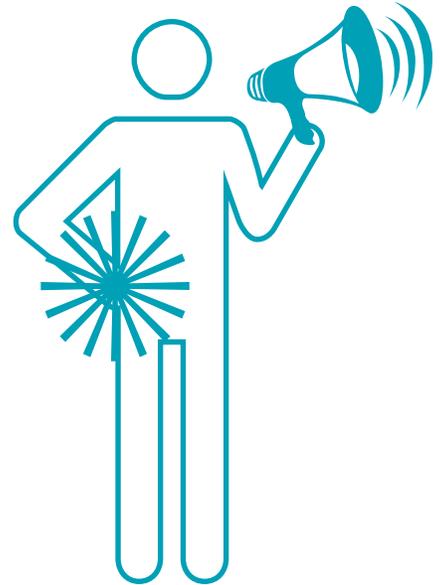
### Precursors

Cheerleaders and hired dancers at parties often play the role of crowd motivators, they are there as catalysts to build the energy up. Since few people are willing to start cheering or dancing independently a guide is often needed to get things going. In a more understated manner, this will be the main role of the advocate consultant in the implementation phase.

### Payoff

Consultants: opportunity to implement projects

Clients: greater momentum for implementation

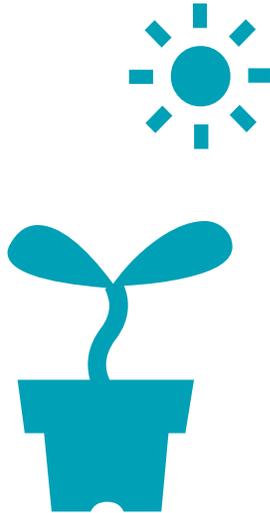


## Entrepreneurial “farm” incubates ideas to improve implementation success

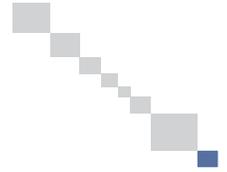
The Entrepreneurial Farm is an incubator organization with the infrastructure and talent needed to bring ideas to life. The average employee in this company will be a young and eager professional with an entrepreneurial spirit. Clients will come with seeds of ideas that they feel have potential, but are too uncertain to develop in-house or risk disrupting their current operations. These Entrepreneurial Farm teams will develop these ideas to a stage of maturity adequate to be incorporated into the client organization more seamlessly.

### Payoff

Consultants: a place to work on disruptive ideas  
Clients: a place to invest in disruptive ideas







# DIY and algorithms

Drastically change the rules of engagement and participation within consulting to increase affordability of accessibility of services.

## WikiConsulting brings open-source knowledge to the masses

WikiConsulting is an open depository of consulting knowledge where ideas, solutions and research results are shared and constructive feedback is crowd-sourced. This publicly available platform allows any company or individual facing business challenges to sift through the content, articles and case studies to formulate a solution for themselves.

### Precursors

The content platform would be open and collaborative like Wikipedia.

### Payoff

Consultants: access to once costly information and more tools to use with clients

Clients: access to once costly information



## Automated consulting delivers quick results

The automated consultant is an intelligent database where clients can input their needs and constraints and are given a “best-match solution”. Initially, the database will be populated by the expertise and knowledge of experienced consultants. A modular set of parts will be developed to feed the system, which will have an algorithm to mix-and-match these parts into quick, complete solutions. The system will have established feedback loops to better tailor suggestions the more it is used.

### Precursors

This is also comparable to several recipe apps on the market, such as the RealSimple app. These apps allow you to input a variety of constraints such as ingredients, style of cuisine, prep and cook time, as well as number of servings and receive a selection of recipes that best match your criteria.

### Payoff

Clients: faster and cheaper solutions to problems



## Consultant gyms build mental muscle

This offering does not focus on providing clients with solutions, but on giving them the tools and support necessary to overcome the challenges their organization faces. The consulting service becomes about the transfer of knowledge (through books, lectures, tool-kits, how-to's, coaching services and workshops), while onus of execution lays with the client. The various levels and modes of engagement allows the knowledge and embedded expertise to be accessible and adaptable to clients with different levels of resources and experience.

### Precursors

Similar to fitness products today (gym memberships, personal trainers, DVDs, home equipment, etc) clients have different options to help them take steps forward in achieving their goal.

### Payoff

Clients: more options to engage with consultants

