



# **The Consultant's Scorecard, Second Edition: Tracking ROI and Bottom-Line Impact of Consulting Projects**

*Jack Phillips, Patti Phillips*

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Whether yours is a small one-person hop or a large mega-consulting powerhouse, the revised edition of *The Consultant's Scorecard* helps you move past the same old promises and provide cold, hard proof of success-- which you must offer if you want to compete in today's fiercely competitive and fast-growing consulting industry.

Jack and Patti Phillips have fully updated their authoritative work to put you in the best possible position to sell your services to clients who demand proof of unmistakable financial value. On the flipside, this book helps clients determine the validity of prospective consultants' promises and track progress after hiring.

*The Consultant's Scorecard* offers simple data collection techniques for measuring the value of a project in six key areas:

- Client satisfaction
- New knowledge and skills acquired by the client
- Successful project implementation
- Business unit impact
- Return on investment
- Intangible benefits

In addition to enabling you to measure your contribution, this process provides a framework you can use to focus on results throughout the consulting intervention.

The key concept in any consulting project today is "accountability." Senior managers are being held more and more accountable for the consulting fees they pay out--so they're requiring more accountability from consultants. *The Consultant's Scorecard* helps both parties involved in the process form rock-solid measurements of the value of any project.

### **PRAISE FOR THE PREVIOUS EDITION OF THE CONSULTANT'S SCORECARD:**

*"Jack Phillips's unique approach to measuring the return on investment of consulting makes **The Consultant's Scorecard** a must-read for anyone involved in the consulting process."* -- Stephen R. Covey, author of the bestseller **The 7 Habits of Highly Effective People**

Consulting clients are demanding more and more assurance that the large fees they pay will bring measurable results to their organizations. *The Consultant's Scorecard* is the tool you need to create effective impact and ROI statements for every project proposal you submit. Consultants and ROI experts Jack and Patti Phillips show how to measure and report value, results, and impact to dramatically expand your business. *The Consultant's Scorecard* includes:

- Examples of successful projects
- Important trends and timely issues
- Downloadable tools provided online

- Expansive self-assessment checklist
- Templates for easy use

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