



CBE in Action — *What Our Participants Say about the Program?*

By Sarah Wang MBA, New York, United States

May

was another busy month for us, just as we had expected. Learning from last year's public program, Elmar, Edward, and I looked for ways to improve the training service to our clients. The teamwork started at the beginning of this year. Edward worked on program development modifying the training into a two-day version; Elmar actively positioned CBE for new clients; and I worked on the program materials and organization. The teamwork effort paid off handsomely. We delivered four CBE trainings (more than we originally planned) and received very strong positive feedback on all of the sessions in Frankfurt and Karlsruhe. Participants' evaluations showed everyone was very pleased with the results.

Many participants expressed comments about their CBE learning experiences. We would like to take the opportunity to share a few of them with you.

Katja Speck, *Vice President of Global Professional Service* at asknet AG: "The asknet Vendor Marketing team is working very closely with our



customers to improve their online strategy and to increase their online revenue and lead generation. We experienced CBE training with a very good mix of tactical and practical (methods)...showing us new ways to support and manage our customers better...to help them achieve their goals. Edward Verlander is a very experienced trainer and I am looking forward to the next training with him."

Noel Kienzle, *Vice President of Global Professional Service* at asknet AG: "The CBE training really improved the consulting skills of our team. Two days full of theory and practice training taught in an entertaining way, brought us lots of skill enhancements and ideas to improve our daily work and create better solutions for our customers."

Corinna Thumm, *Cyberforum e.V.*: "In May 2008, I was given the opportunity to join the Consulting Business Essential (CBE) training in Frankfurt. I am responsible for mentoring and coaching and I am interested in all kinds of business and consulting topics. Within two days, Edward Verlander gave us compact insight into the consulting business with applicable models, work plans, etc...The practical exercises helped us to apply the newly acquired knowledge. Tools like the (*Consulting*) *Role Preference Indicator*...for example, was a great help for communicating...I really enjoyed these two days with an extraordinary bunch of co-participants and a fascinating host from which I (not only learned techniques) "just for work" but "for life". Thank you..."

Georgine Ludin, *Head of Mentoring and Coaching, CyberForum e.V.*: "We had two days of straight forward topics and methods for business consulting. Edward did a great job in introducing the tools and (concepts)



for a customer-oriented, successful consultant. The effective structure of the program as well as the well-prepared handouts was a big help during the training. They were a reliable source to apply my personal learning. The group exercises and practical parts of CBE were a lot of fun and will have a lasting impact. I

was impressed by the way Edward integrated all the participants and his personal experience as a trainer, a consultant, and an entrepreneur. To sum up, CBE provided:

- Excellent tools & methods for consultants
- Practical training with lasting impact
- Good structure & clear messages"



At EGVA we hope that all our participants gained useful knowledge and practical techniques for their lives and professional work from the two-day program. There is nothing more rewarding than knowing our work has brought change and had a positive impact on people.

"CBE" Announcements

New Book: We are proudly announcing that after two years of effort, we have just completed a manuscript of a new book: "*The Practice of Professional Consulting*". The book includes many tools, methods, techniques, and concepts we address in the CBE program, and much more, with examples drawn from the real world of consulting. It is written as a useful reference guide for our readers. It can also be used as a refresher for those who have taken the CBE program in the past and would like to be reminded of key, professional consulting success factors.

New Programs: EGVA is planning to launch additional training programs this fall as an extension of the current CBE training. The new programs emphasize core competencies in various consulting roles. They are designed to help experienced consultants working beyond basic levels of consulting in lead and managerial roles. For detail information about the programs, please send your request directly to info.egva@gmail.com.





New Training Programs Following CBE

Forward By: Dr. Edward Verlander
President of E.G. Verlander & Associates

During the last few years it has become clear there is a need to provide consultants with more advanced skills in the profession of consulting. While the CBE program provides the basic requirements for new consultants, there are many who are lead consultants, managing consultants and those who oversee many customer projects as an account manager. The knowledge and skills for those roles build on what we cover in CBE, but require more emphasis on different topics such as managing people, negotiation with customers, managing virtual project teams, and developing trusted advisor skills.

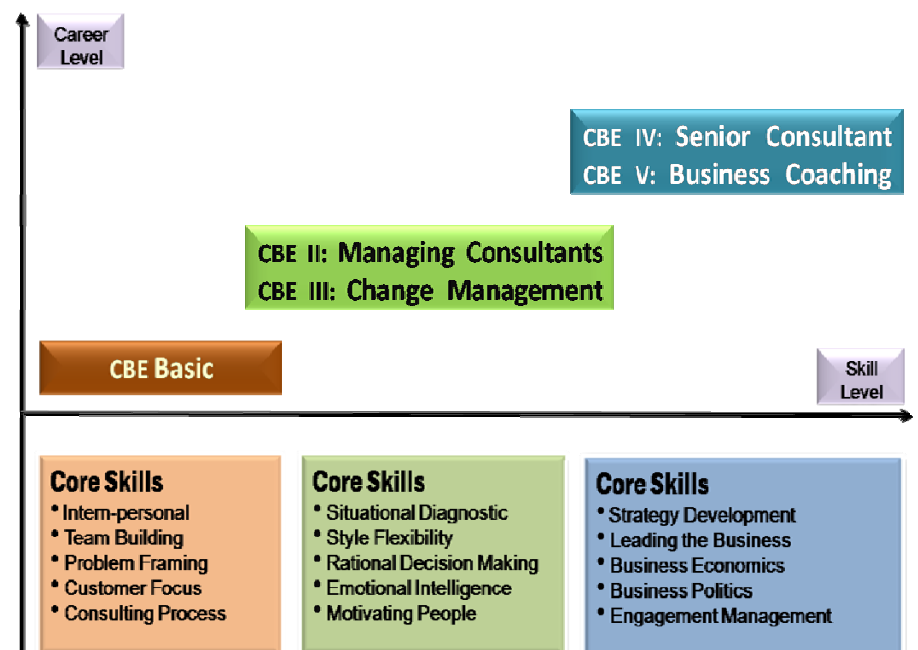
The training needs of more experienced consultants can be organized into two dimensions. One that focuses on the level of skills needed for different roles and the other on the career level of the consultant. The following table shows this relationship as a curriculum of CBE Training Programs and how different training programs and topics are targeted to a consultant's needs as the consultant rises through different career levels into different roles.

At EGVA, we now have developed this curriculum of training programs available to our customers. Consulting firms who have professionals at different organizational levels and in different professional roles, can organize training for their people to give them the training they need. The concepts, tools, skills and best practices are taught in an engaging way using current case examples. Participants can expect the kind of quality instruction and interesting exercises they experienced in CBE.

Program Overview

PRODUCT	PROGRAM LENGTH	TOPICS
CBE V Business Coaching Program	1-2 DAYS	<ul style="list-style-type: none"> • Growing the Business • Value-chain Analysis • Industry Analysis • SWOT Analysis • Market Analysis • STAMPS
CBE IV Senior Consultant Program	1-2 DAYS	<ul style="list-style-type: none"> • Project SWOT • Leadership of Engagements • Application of FBBC • Trusted Advisor Strategies
CBE III Change Management Consulting	2 DAYS	<ul style="list-style-type: none"> • Force-field Analysis • Negotiating Scope Change • Influence Strategies • Overcoming Resistance • Managing Change Expectations • Political Strategies for Change
CBE II Managing Professional Consultants	2 DAYS	<ul style="list-style-type: none"> • Supervising People • Situational Leadership Analysis • Coaching Consultants • Motivating Consultants • Team Leadership • Emotional Intelligence • Appraisal Discussions
CBE Basic Principles of Professional Consulting	2 DAYS	<ul style="list-style-type: none"> • Business Context for Consulting • Journey of the Trusted Advisor • Twelve Rules of Consulting • Developing Business/Proposals • Mobilizing Resources/Teams • Building & Producing Deliverables • Implementing & Deploying Solutions

Core Skills vs. Career Level



Our Special Appreciation Goes to

- ❖ Elmar Buschlinger of Hightech-Hightouch
- ❖ Gerald Prior of asknet AG.
- ❖ Björn Hesse of SunGard
- ❖ Gabriele Kuehlewind of SunGard