

**GDI Consulting & Training Company**  
*Friends-of-the-Firm Mini-Briefing*

**Consultants Should Be Business Doctors**

By  
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The management consulting professional, much like the medical doctor professional, can play a vital role in the health and welfare of the corporate patient. Management consultants are often responsible for the assimilation and dissemination of new ideas that have quite often provided profound benefits to their clientele. Much like their medical doctor counterpart, management consultants are also responsible for seeing their clients successfully implement a prescribed course of action.



Good management consultants follow the same client processes as do medical doctors. In fact, it has often been said that the difference between a good management consultant and a bad one is how effectively they follow the “diagnostic process.” This process begins with the development of a relationship with the corporate client, followed by capable diagnosis of the problem. It is the diagnosis methodologies that often times separate the good consultants from the bad.

After the management consultant has developed a relationship with a client and diagnosed the problem, prescriptions can then be applied. After the prescriptions for the diagnosed problems, follow-up by the consultant should happen on a regular basis. It is only through follow-up that the consultant can know whether or not the prescription was proper and help fine-tune the diagnostic findings.

Relationship development, diagnosis, prescription and follow-up are the code for the successful management consultant. Proceeding any other way is like prescribing dangerous drugs without the prerequisite knowledge of the drug's effect. Following this entire process will eliminate the potential of this problem and will improve client profitability . . . . the best sign of corporate “health.”

