

Consulting isn't for those with weak self-esteem

"To open a business, very easy; to keep it open, very difficult."

In his book, "Consulting: The Complete Guide to a Profitable Career," Robert Kelley claims that consulting is a demanding profession and, as a result, the requirements for success are also demanding.

Jeffrey Lant, author of "The Consultant's Kit," agrees with Kelley and uses the example of how consultants view the use of time as compared to most workers.

"Consultants are usually troubleshooters, and trouble does not keep regular hours. As a result, life will never be as orderly as it was when you worked a 9-to-5 job."

"When you're just getting started, you may not be free to deny a request because you need the money and the client. . . . And just when you have everything scheduled and in place, an important contract with a tight deadline appears."

"As a result, you stretch your workday a few extra hours and stretch your week to six or seven days. . . with the line between work and private life disappearing fast."

ALONG THESE lines, Kelley mentions key personality characteristics that successful consultants have in common.

"Consultants are self-starters."



focus: small business

Mary DiPaolo

They need little outside motivation or direction because they take the initiative to start and complete tasks. Self-starters usually have high energy levels.

"This internally directed energy enables them to work under pressure and to meet multiple deadlines."

Kelley also cites self-confidence as an equally important character trait. "Since the consultants often have to take considerable risks, they need self-confidence to overcome a client's hesitation."

"Self-confidence also relates to one's ability to deal with rejection

and failure. Consultants often lose proposal bids, make mistakes and see their recommendations rejected."

"Like a good lawyer or salesperson, they know to move on to the next project."

CONSULTING ALSO demands excellent communication and interpersonal skills. "There have been some assignments where I was called in to serve merely as a sounding board," said Albert L. Huff, management consultant and owner of Summit Professionals.

"Many CEOs operating within smaller firms do not have others

that they can brainstorm with or bounce ideas off when the need arises. In this situation and others like it, consultants must be sensitive and receptive — and most importantly, good listeners."

For information on consulting as a career, readers are encouraged to call MarketTrends at 474-1149 for a list of additional resources.

Mary DiPaolo is the owner of MarketTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series "Focus: The Small Business Environment."

datebook

● **COLLEGIATE JOB FAIR**
Friday, March 25 — Michigan Collegiate Job Fair held on the Orchard Ridge campus of Oakland Community College. Cost to companies: \$200. Information: Kay Kotzra, 577-3390. Sponsors: Wayne State University, Eastern Michigan University.

● **FINANCIAL CHECK-UP**
Friday, March 25 — A financial check-up for women will be offered noon to 1 p.m. in Detroit. Fee: \$4. Information: Julie Pompa, 567-2300.

● **INTO TO COMPUTERS?**
Saturday, March 26 — "Introduction to Computers for Small Business" offered 10 a.m. to noon in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business Store.

● **FINANCIAL EXECUTIVES**
Monday, March 28 — Financial Executives Institute meets. Information: Donald L. Foehr, 626-3156.

● **ACCOUNTING**
Monday, March 28 — Accounting workshop offered 7-9 p.m. in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business Store.

● **BUSINESS AT HOME**
Monday, March 28 — "Home-Based Business" offered 7-9 p.m. in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business Store.

● **WOMEN'S AD CLUB**
Monday, March 28 — Women's Advertising Club meets. Information: Carole Beyma, 362-4800.

● **ACCOUNTING ASSISTANTS**
Monday, March 28 — Examinations to waive introductory accounting courses in the accounting assistant program begin at 6:30 p.m. in Rochester. Fee: \$10 per exam. Information: Nadine Jakobowski, 370-3120. Sponsor: Oakland University.

● **REACH YOUR MARKET**
Tuesday, March 29 — "Identifying and Reaching Your Market" offered 6:30-8:30 p.m. in Detroit. Fee: \$20. Information: 577-4850. Sponsors: Detroit Economic Growth Corporation, Wayne State University.

● **FRANCHISE WORKSHOP**
Tuesday, March 29 — "Right Brain/Left Brain" presented 7-9 p.m. in Troy. Fee: \$25. Information: Ruth Probst, 649-8646.

● **WOMEN'S ECONOMIC CLUB**
Tuesday, March 29 — Women's Economic Club meets. Information: 963-5088.

● **REAL ESTATE TRADE SHOW**
Wednesday, March 30 — Real estate trade show offered all day at Southfield Civic Center. Information: Margaret Davey, 538-0360. Sponsors: Institute of Real Estate Management, Building Owner & Managers Association.

● **BUSINESS PLAN**
Wednesday, March 30 — "Introduction to a Business Plan" presented 7-9 p.m. in Troy. Fee: \$25. Information: Ruth Probst, 649-8646.

● **INTERACTIVE COMMUNICATIONS**
Thursday, March 31 — International Interactive Communications Society meets in Southfield. Information: Ted Vilella, 476-8888.

● **ACCOUNTING**
Thursday, March 31 — Accounting workshop offered 7-9 p.m. in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business Store.

● **SUCCESS WORKSHOP**
Thursday, March 31 — Personal motivation workshop "The Desire of a Winner" begins at 7:30 p.m. in Southfield. Information: 355-4769. Sponsor: RAO and Co.

● **MARKETING ASSOCIATION**
Thursday, March 31 — American Marketing Association meets in Southfield. Information: Kay Bonnici, 569-7095.

● **SUCCESS WORKSHOP**
Thursday, April 7 — Personal motivation workshop "Singleness of Purpose" begins at 7:30 p.m. in Southfield. Information: 355-4769. Sponsor: RAO and Co.

● **SUCCESS WORKSHOP**
Thursday, April 14 — Personal motivation workshop "Psychoenergetics for Winners" begins at 7:30 p.m. in Southfield. Information: 355-4769. Sponsor: RAO and Co.

business people

Mark Commas, Tim Lachowski, Craig Picchura and Cindy Sikorski were promoted to vice president, creative group supervisors at W.B. Doner and Co., Southfield.

Ruben E. Ramos has joined Testing Engineers & Consultants Inc. of Troy at manager, special projects.

Dennis F. Wilkie of Birmingham was appointed general manager of the Ford Glass Division of Ford Motor Co.

Tim Byer of Birmingham has joined Gail & Rice Productions Inc. of Livonia as vice president.

Conale Bookmyer of West Bloomfield Township has joined CTS Associates Inc. of Detroit as account manager.

Stephen J. Taglione was appointed executive vice president of finance and administration at BBC Group Inc., Farmington Hills.

Lisa K. Llaabury of Birmingham was awarded an Outstanding Performance Award by D'Arcy Masius Benton & Bowles/Bloomfield Hills.

Julie Ryckman of Birmingham was awarded an Outstanding Performance Award by D'Arcy Masius Benton & Bowles/Bloomfield Hills.

Linda Meek of Birmingham was awarded an Outstanding Performance Award by D'Arcy Masius Benton & Bowles/Bloomfield Hills.



Sikorski



Ramos



Wilkie



Byer



Bookmyer



Taglione

ance Award by D'Arcy Masius Benton & Bowles/Bloomfield Hills.

Mike Moser was appointed technical sales representative in Southeastern Michigan for Sikens Woodfinch products of Akzo Coatings, Troy.

Joel L. Piell of Southfield was named administrative partner of the law firm of Miller, Canfield, Paddock and Stone.

Kenneth Kernen was named vice president of Real Estate Inc./Better Homes and Gardens, Sterling Heights.

James Sorrentino was appointed manager of the Birmingham office of Real Estate Inc./Better Homes and Gardens, Sterling Heights.

Chris McCormick was appointed art director assigned to the regional creative group at McCann-Erickson Detroit of Troy.

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