

BCP



## Business Consulting and Coaching Program

DEVELOP YOUR ADVISORY SKILLS AT THE BCP

A THREE MONTH PERSONAL DEVELOPMENT EXPERIENCE  
PREPARATION → RESIDENTIAL RETREAT → IMPLEMENTATION & SUPPORT

“This program has contributed to massive change in my thinking and future direction of my business and my business partners. A wealth of knowledge, processes, IP, skills, confidence and courage to get out and do it.” **Stephen Reisler – BCP 2002 (UK)**



#### THE BCP – AN AGENT OF CHANGE

##### Powerful IDEAS

- An enhanced understanding of how to develop and manage the vital majority in worldwide commerce..... privately owned businesses
- Challenging what you believe and the way you think
- Best of breed tools, models and principles for improving performance
- Identifying performance drivers for change

##### Transforming EXPERIENCE

- Intense live-in immersion into a new way of thinking and working
- Case study learning facilitated by a global team of consulting and coaching experts
- Learning by experience
- Challenging and engaging

##### Building COMPETENCE & CONFIDENCE

- Developing skills and knowledge essential for delivering effective business consulting and coaching services
- The opportunity to leverage proven consulting and coaching methodologies, technology and global experience
- Building powerful relationships and conversations
- Become the key architect of your clients' business growth

Not all change leads to improvement but for there to be improvement there has to be change.

## THE BCP LEARNING EXPERIENCE

No matter what your level of advisory skills going into the program you will emerge with a much stronger and more rigorous approach to providing value added services to your clients when you've finished.

The BCP runs over 3 months and comprises 3 phases.

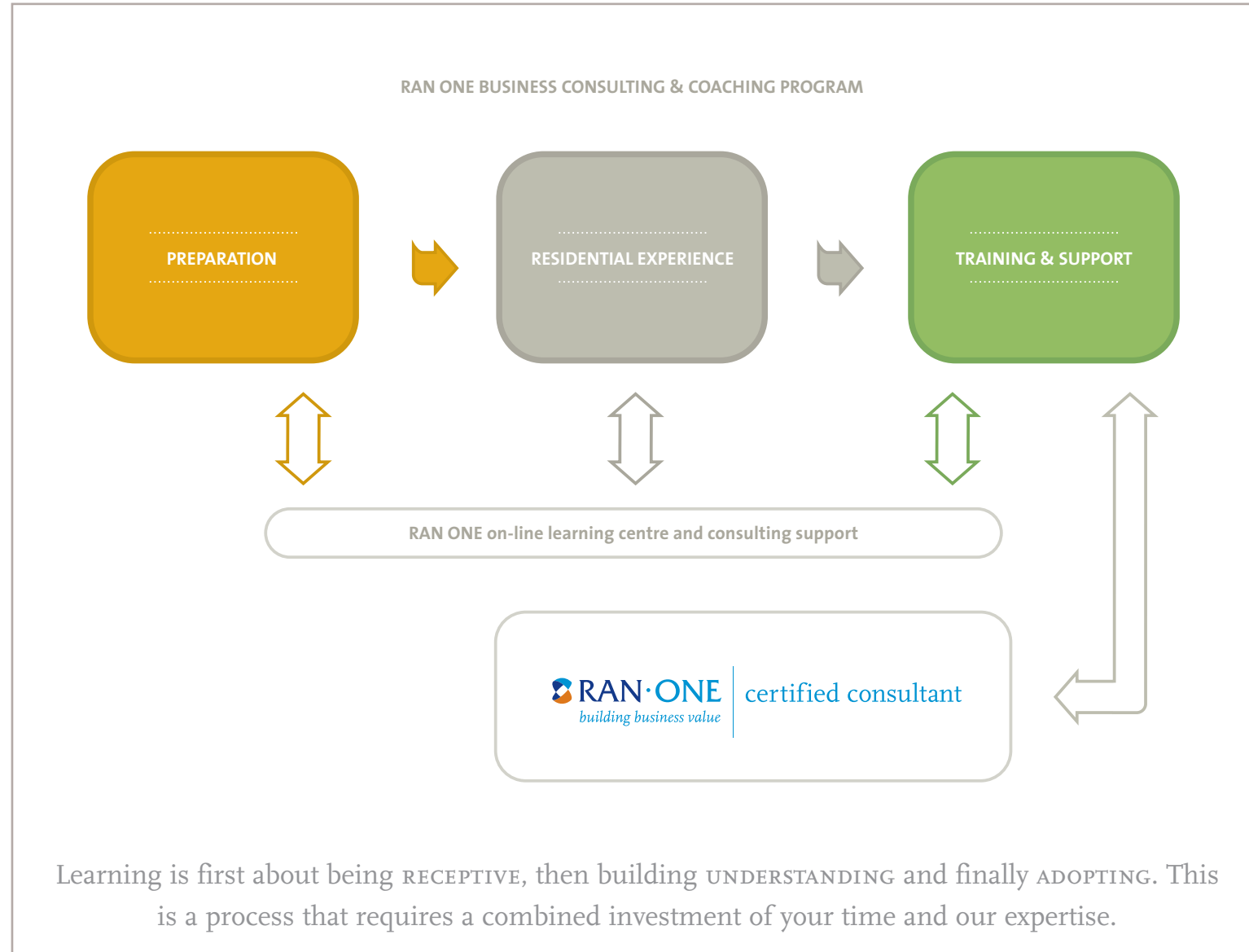
Phase 1 is used for us to understand your particular circumstances and development needs, to give you some pre-reading and to prepare you for the residential retreat.

Phase 2 is the intensive live-in residential school where you will work through a combination of classroom and real case study situations.

Phase 3 allows you to absorb what you have learned and supplement this with product training and support as you move into the implementation stage.

If you successfully graduate (and not everyone does) you will be eligible to use the RAN ONE Certified Consultant accreditation.

“The interaction between the course content, practical advisory experience, real case studies and dealing with other professionals makes for a unique and invaluable learning experience.” **Jeff Bradford (PhD) – BCP 2004 (US)**





## YOUR COMMITMENT

You can ease through the preparation in your own time before a week of intensive working followed by 8 weeks of structured calls to reinforce the learning experience and move into implementation.

“Tremendously impressed with the whole program – your team, the material, your organization and the learning and experience of working with the other participants.”

Shelly Smith – BCP 2004 (USA)

### PREPARATION

6 hours over 3 weeks

- Preliminary reading
- Self assessment of you and your firm's advisory capabilities
- Introduction to case study



- Work in your own time
- Changing mindset
- Introduction to advisory work
- Core principles of strategic thinking
- Self awareness

*Receptive*

### RESIDENTIAL RETREAT

5 days (Live-in)

- Leading management thinking
- Consulting processes
- Coaching processes
- Marketing & sales



- Interpersonal skills
- Step out of the world for a week
- Enhanced understanding of business management
- Applied advisory skills
- Ready for business

*Understanding*

### TRAINING & SUPPORT

8 hours over 8 weeks

- Product training
- Weekly structured webinar support calls



- Implementation support
- Peer support
- Extended learning
- Getting started

*Adoption*

There's nothing fancy, no ballrooms, no formal meals, no razzamatazz. It's strictly a "roll up your sleeves, check your ego at the door, and immerse yourself in it" kind of training. You'll work hard and hit the pillow hard every evening...and have fun doing it.



“When I developed the BCP I wanted an environment that transformed how experienced business advisors thought about things. I wanted reflection, new ways of thinking, pragmatism, intellectual stimulation ...in short a memorable and lasting experience.”

Jim McKerlie Course Director – PARTNER IN CHARGE DELOITTE CONSULTING, FOUNDER MCKERLIE CONSULTING, MANAGING PARTNER KPMG CONSULTING, FOUNDER ROCC.

“I got more out of Day One than I could imagine possible. It was hard going, but it gave me an understanding of areas that I had always wanted to work in.” Mike Green – BCP 2004 (SPAIN)

## RESIDENTIAL RETREAT – DAY ONE

### CONTEMPORARY MANAGEMENT THINKING

*'Contemporary Management Thinking' has been compared by past participants to a mini MBA. We look closely at the management concepts currently being taught by some of the world's leading business schools. These concepts cover the key areas of strategy, operations and business performance improvement and are a vital field of knowledge for both management consulting and business coaching services.*

#### **Business Strategy**

Strategy is the heart of management and the centerpiece of advisory work. Understanding strategy and knowing how to both think and manage strategically is a core skill and a key focus of “Management Thinking”. We examine business models, developing strategy and business planning.

#### **Organization Structure**

How a business should organize and manage its resources is a critical management issue that this module addresses. Activity analysis is also covered as it is a powerful tool used in determining efficiency and effectiveness.

#### **Performance Monitoring**

Getting on top of the numbers is a key part of advisory work. But there are more than numbers that need to be measured. Monitoring is vital to managing; monitoring the things that matter is the focus of this module.

#### **Performance Improvement**

Continual improvement is the focus of modern management. How do you, as an advisor, identify where improvements are necessary; more importantly, how do you implement these solutions.



“Smooth, professional people providing assistance in a very professional manner”

Ralph Day – BCP 2005 (AUST)



## RESIDENTIAL RETREAT – DAYS TWO & THREE

### CONSULTING & COACHING PROCESSES

*Providing management consulting and business coaching services requires more than being an expert in a field. You must understand the proven processes that successful professionals use in delivering these services. Using proven consulting and coaching processes ensures you deliver a valuable solution, allows you to leverage team members in these engagements and gives you quality assurance. Professionals do not “wing it”, they follow proven methodologies and processes.*

#### MANAGEMENT CONSULTING PROCESSES

##### Delivering Management Consulting Services

As a project based service Management Consulting is about solving business problems for clients. A well-established profession with global, regional and boutique consulting firms, this industry is growing rapidly.

##### Management Consulting Processes

Consulting is both an art and a science. It has its own set of professional disciplines and to be successful in delivering the consulting process, these principles need to be followed. Heavily orientated towards diagnostic analysis, consulting identifies problem areas and develops specific rather than prescriptive solutions for these.

##### Developing Consulting Solutions

The heart of the consulting solution is the Workplan which, much the same as an architect’s plan, outlines all the detailed work steps needed to develop the solution. This is a structured approach that is grounded in problem solving techniques.

##### Diagnostic & Analytic Thinking

Our approach to consulting is fact based, issues driven and output orientated. Put simply this module emphasizes the need to collect information, to identify the issues clearly and to focus on the problem we are solving.

##### Writing Consulting Proposals

Most engagements in consulting require a proposal. The key to a profitable consulting practice lies in preparing a winning proposal that ensures work is undertaken at a profit. We link the development of a consulting solution to writing a successful proposal.

##### Pricing Consulting Work

Typically formal consulting engagements work on a fixed fee basis – which means you must know what you will do before you start. This brings us back to the Workplan, which is also your consulting tool.

#### BUSINESS COACHING PROCESSES

##### Delivering Business Coaching Services

As a relationship based service, business coaching is focused on working collaboratively with the client over a long period of time to develop their skills and abilities to manage their business. We take a structured approach and provide you with the tools and techniques to do this. Coaching is an emerging profession with a lot of potential for those advisors with strong relationships in place.

##### Business Coaching: A 5 Step Process

###### 1. Personal Goal Setting

What does your client want out of their business, why are they in business, and do they have a plan to get out of it with the required capital in hand.

###### 2. Developing Business Strategy

All businesses need a strategy, and this must be consistent with the personal goals of the owner.

###### 3. Monitoring & Reporting

The value of strategy lies in its execution. This module focuses on putting in a reliable and efficient performance measurement system to monitor the success of the strategy.

###### 4. Performance Improvement

One outcome from a proper monitoring system is the identification of under-performing areas. This module shows how to address under-performance. Learn how to identify and implement improvements across all areas of your client’s business.

###### 5. Building the TEAM

Building a successful business often depends on building a successful team. This module examines the ten key elements to building a high performing team.

## Developing Soft Skills

### Insight:

Learning to understand how your clients think, feel and behave. This means we go beyond taking what we are told as a fact. The role of psychology in business is increasing as we understand more about what makes people tick.

### Communicating:

Learning how to engage and communicate effectively with your clients to achieve change for better business productivity and results. The role of communication in change is vital.

### Driving:

Learning how to drive the consulting and coaching process forward with the client so that the potential results are actually achieved.

“The case study was excellent. I learned an enormous amount. You pushed us to the limit, but then we got what we paid for.”

Brendan Binchy – BCP 2004 (SPAIN)



### Engagement Management

Once the engagement is secured, it is vital that you manage the project/relationship to ensure you deliver a high quality outcome. Engagement management requires discipline, time management, document control, clear communication and issue resolution. Learn to develop trusting, value adding relationships with clients where both parties have a genuine interest in seeking mutual gain.

### Marketing Advisory Services

Positioning your business, building your brand, getting started and generating leads. Marketing advisory services needs a structured approach.

### Selling Advisory Services

Recognize and seize the opportunity to market consulting and coaching services with clients and non clients to expand your firm and move into the type of work that you find enjoyable, profitable and that clients appreciate and value. How you market and manage the marketing pipeline is critical to your ongoing success as a consultant or business coach. We look at overcoming your fear of selling and teach you how to sell bigger engagements to more complex clients. We help you learn how to build stronger relationships with existing and prospective clients to leverage business opportunities.

### Presentation Skills

How you present, your manner, confidence and your level of expertise are essential for becoming a successful consultant and business coach. You must look and sound professional. To achieve this we focus on helping you understand and improve your self image, enhance your written and oral skills, and build your understanding of information technology, business tools and research.

## THE BCP – A GLOBAL PROGRAM

The BCP was first delivered in 2002 and has been conducted 12 times around the world at the following locations, with over 400 graduates.

**2002:** Tampa Bay, USA; Blackpool, UK; Hunter Valley, Australia

**2003:** Tampa Bay, USA; Malaga, Spain; Hunter Valley, Australia

**2004:** Chicago, USA; Reading, UK; Lake Macquarie, Australia

**2005:** Edmonton, Canada; Lake Macquarie, Australia; Barcelona, Spain

**2006:** Barcelona, Spain; Chicago, USA

“RAN ONE is the perfect interface between my technical knowledge and the client's cheque book.” **Mike Reddy – BCP 2004 (AUST)**

## ABOUT RAN ONE

RAN ONE is a world leader in the design and development of professional service solutions and training for consultants, business coaches, accountants and advisors. We operate across the three regions of Americas, Europe and Asia Pacific, and have clients in eighteen countries. Since our inception in 1992, we have provided professional service firms with best of breed tools and training to meet the needs of their clients. As well, we have constructed a pathway for professionals to expand their business offerings into strategic services, providing greater financial and personal rewards.



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