

# THE HINDU OPPORTUNITIES

A Guide to Better Positions and Better Performance  
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## MISCELLENAEUS

### CON-'SULTANS' or Consultants?

The remedy for the managerial unemployed today: become a consultant!

Success: The Deenadayalan Formula for Managerial Magnificence.

Be net savvy and network savvy

Have a thorough knowledge of Cut and Paste Technology

Cultivate a powerful gift of the gab

Be a G3 guru (Gadgetry, Gimmicks and Gelusil)

Know your broad-spectrum antibiotic

Jungle doctor skills

Develop the S &M technique of a roadside con man.!x Net savvy and network savvy!

Ability to browse the net x and download the latest management jargon. Then talk to your network contacts (source all the 'professional' associations - past employers and friends (note the distinction between the two!) and talk the new talk. Mention the runaway success of the concept, show how relevant it is to their organisation. If possible ask some others to labour your point and testify to your competence.!x CPT the management tool! from heaven.

You must know how to cut and paste from the original available in the public domain. Customising this corporate gift is proportional to your eventual success.!x Power gabbing

Your ability to talk the hind leg off a donkey should be finely honed.

You should be able to infuse humour into everything, including death, disease and disharmony.

If you can't develop this under any circumstances, learn to make a large amount of noise so that everyone stays awake for most of your presentations. Remember, if you make enough noise everybody will think you are an authority.!!x G3 Gurudom

Be a whiz with powerpoint, digital video and the cordless mouse. Make sure you feature the faces of the decision makers in your presentations and quote them as the most competent in their fields, credit them with clever sayings that they will never deny ever having said. But they know and you know! Know enough to keep a large stock of Gelusil or several such antacids to counter your guilty gastrics!!x Know your broad-spectrum! antibiotic

We all know that antibiotics are misused. Antibiotics are harmful by nature with all side effects. In consultancy too, we need to administer these and instant painkillers. Administer the drug whether it cures or not x some of the broad spectrum antibiotics used generally without a prescription are:

- BPR
- TQM/TPM/RCM
- TCM
- 360- degree feedback
- PMS/KRA/KPA
- ERP
- HRIS
- Process labs
- Climate surveys

Any combinations of those above can be laced with the downloaded jargon and administered as an antibiotic, vitamin and analgesic! As the practitioner, you need to waltz away with your fee. NB: Payment linked to deliverables are NOT recommended!!x Referrals from the jungle.

You need know only a smattering about the treatment but arm yourself with success stories of where your intervention has worked wonders before. Nothing succeeds like success and if they know that their main competition has succeeded with your nostrums, then they will benefit from them too! Make it a point to complain about the 'Big 5'. Mention that they merely make reports, you make it happen! This will be most popular with middle-level decision makers; they have a natural bias against their own 'Big 5'!!x Roadside S&M skills

Checkout the bus stops, learn the method acting of the roadside remedy sellers. They succeed by sheer volume, bombast and trickery. Learn some games and force-fit any organisational situation and indicate an operational inefficiency! !x But seriously:

It is a dismal reflection that consultants and the consulted are not always serious about the diagnostics or the curative aspects of any consultative intervention. A focus must be made to linking performance to the deliverables. In that way, all interventions will be far more successful especially if there is pressure on both, the consultant and the HR manager to conduct follow-up exercises to reinforce the learning.!!x Doing the right thing before seeking consulting!intervention

Seek proof of deliverables

Check with former clients and the former track record with prior employers

Link payments to deliverables x pay a portion for the immediate knowledge x but reserve the substantial balance after ascertaining the quality of stated deliverables

Review progress regularly

Link profit-sharing if organisational policy permits

If a good job is done - tell the world but warn your network if the intervention has been a great con! !

S. RAMANUJACHARYA

in consultation with

S. DEENADAYALAN

an eminent three-year-old consultant

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