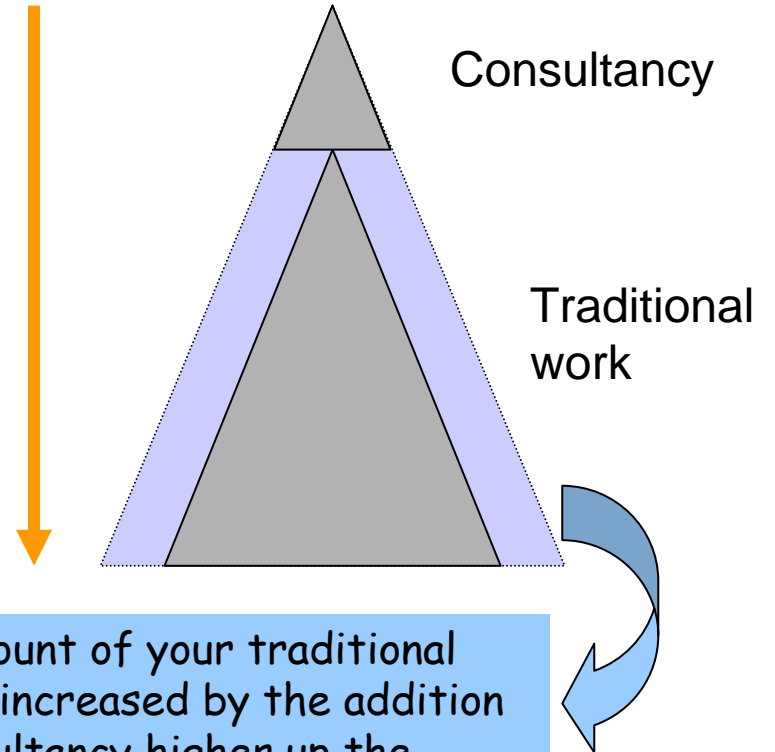


# The value of consultancy

There are strategic advances in adding consultancy to your product portfolio. In effect, it takes you farther up the client “food chain”. Winning consultancy work should position you to win work in your traditional areas that previously you would not; there should be a multiplier effect, as shown in the figure on the right

“Food chain”



The amount of your traditional work is increased by the addition of consultancy higher up the “food chain”