

CURIOUS ABOUT CONSULTING?

BY CINDY WAGMAN

/ YOU KNOW
THE GUY



HEY! I'M CINDY

In 2015 I “fell” into consulting and journeyed my way into teaching others how to build their consulting businesses.

MY FOCUS WAS SMALL
ORGANIZATIONS



MY BUSINESS BEFORE



**FUNDRAISING
RECRUITMENT**



**FUNDRAISING
COACHING**



**FUNDRAISING
PLAN**

BUT THESE DIDN'T FEEL RIGHT



FUNDRAISING RECRUITMENT

Organization's couldn't afford the right help,
leading to high turnover and low results.



FUNDRAISING COACHING



FUNDRAISING PLAN

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The EDs didn't have the capacity to action any of
the advice I provided.



FUNDRAISING PLAN

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FUNDRAISING COACHING

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the advice I provided.



FUNDRAISING PLAN

The plans would sit on a computer and never get
implemented, making everyone just feel badly.



SPECIALIST

TYPE OF SUPPORT	Project-based support where you come in and do something very specific. Examples include Direct Appeal, Digital Campaign, Capital Campaign.
LENGTH OF CONTRACTS	Short-term, but potential to renew or do multiple projects
# OF CLIENTS	Typically 5-10/year if you're solo consulting
RATES	Project based - can range but \$ - \$\$\$
SIZE OF ORG	Any
TYPE OF IMPACT	You get it done - and add a specific skill set the org might not already have in-house.

EXPERT

TYPE OF SUPPORT	Advice-based. Examples include strategy or planning.
LENGTH OF CONTRACTS	Short-term and often one-off.
# OF CLIENTS	10-20/year
RATES	Project based - can range but \$ - \$\$\$
SIZE OF ORG	Any
TYPE OF IMPACT	You get to give advice and help an organization focus on the right things. Sometimes challenging for small orgs with limited capacity to implement.

COACH

TYPE OF SUPPORT	Supporting an individual within the organization
LENGTH OF CONTRACTS	Mid-length
# OF CLIENTS	20+ per year
RATES	Coaching packages or hourly. \$ - \$\$\$
SIZE OF ORG	Any
TYPE OF IMPACT	You get to support individuals within organizations on their journey, often with a focus on leadership or soft skills, but sometimes hard-skill based.

INTERIM

TYPE OF SUPPORT	Replaces a position for a short period of time, often during a time of transition.
LENGTH OF CONTRACTS	Mid-length
# OF CLIENTS	1-3/year
RATES	Retainer
SIZE OF ORG	Small/Mid, but sometimes large
TYPE OF IMPACT	You help set up an organization for the next leader or position you're filling. Often this is a "clean up" job or providing stability and expertise during transitions.

FRACTIONAL

TYPE OF SUPPORT	Combines strategic oversight with long-term implementation.
LENGTH OF CONTRACTS	Long
# OF CLIENTS	2-4/year
RATES	Retainer
SIZE OF ORG	Typically small or growing
TYPE OF IMPACT	You help an organization “punch above their weight” - filling a role traditionally filled by someone junior or allowing the organization to have long-term support in a function beyond what they could typically afford.

FREELANCE

TYPE OF SUPPORT	Implementation or projects
LENGTH OF CONTRACTS	Varies
# OF CLIENTS	Varies
RATES	Hourly or project
SIZE OF ORG	Any
TYPE OF IMPACT	You get things done. Sometimes you're the person to just delegate to or you come in with a clearly defined project.

RECRUITMENT

TYPE OF SUPPORT	Hiring staff
LENGTH OF CONTRACTS	Short
# OF CLIENTS	5-10/year
RATES	Percentage of salary
SIZE OF ORG	Any
TYPE OF IMPACT	You're helping to find and set up a new hire to the organization.

YOU GET TO DECIDE



What are your personal priorities for work and life?



What types of orgs do you want to work with?



Do you want to roll up your sleeves or give advice?



How much time do you want to spend on business development?



Do you want to “run a business”?

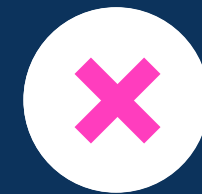


You can always change your mind!

ONLY AFTER YOU HAVE A FOUNDATION



Building an agency/hiring



Online courses or low-ticket offers

FINDING THE WIN-WIN

FOR YOU

You get to decide what's important to you, personally and professionally. Pick top priorities.

FOR ORGANIZATIONS

Your work always needs to have an impact. Usually impact comes from the "right" alignment.

The best consulting work and the best innovations in consulting come from finding the win-wins and always balancing what's good for you with what's good for organizations.

/RESOURCES

PRIVATE PODCAST

FRACTURE



WITH CINDY WAGMAN



LINKEDIN FOLLOW-FEST



Jane Curtis



Kamilah Martin



Jess Campbell



Jodie Willmer



Natalie Eckdahl