What does it mean, and what does it take, to consult to senior managers? The Certificate Program in Business Consulting is designed to help you develop the knowledge and skills required to become a highly-valued external or internal consultant. You will improve your business acumen, learn how to ask powerful questions, and develop ways to deliver new value to external clients or internal colleagues.

The program benefits:

- Overview of the key skills needed for, and the five phases of, consulting
- Discover the art and discipline of asking powerful questions
- Improve your business acumen in some of today’s hottest topics
- Practice creative problem-solving skills focused on a real client dilemma
- Develop self-awareness via the EQi 2.0 Emotional Intelligence assessment
- Transform organizational culture using the Competing Values Framework
- Learn how to apply change management best practices using a simulation

The program faculty:

**ROB WILLIAMS, PH.D. (FACULTY DIRECTOR)**
Rob is a Senior Fellow at the Center for Executive Leadership at the GSU Robinson College of Business. He is an organizational psychologist who has spent 30 years observing and working with group dynamics, organizational change, and leadership development.

**THE FACULTY TEAM (LEFT TO RIGHT)**
Nate Bennett, Ph.D.
Everett Darby, MBA
Dale Gauthreaux, Ph.D.
Carolyn Humphrey, Ph.D.

The reverse side of this brochure provides daily agendas and registration details.
Individuals who want to improve business intelligence and consulting skills to:

- Understand what it means, and takes, to consult to executives
- Develop trusted and strategic partnerships with internal colleagues
- Improve the probability of getting your expertise used
- Help business owners and executives solve mission-critical issues
- Launch a business or management consulting company

**Day 1: Tuesday**

**Powerful Questions and Emotional Intelligence**

- What does it mean, and what does it take, to consult to executives
- The three key consulting skills; and the five phases of consulting
- Connecting vs. Communicating: Making the first impression
- Mastering the art and discipline of asking powerful questions
- Understanding and using your emotional intelligence
- Quickly identify your client’s key challenges and opportunities

**Day 2: Wednesday**

**Business Models, Competing Values Framework, and Creative Problem Solving**

- Better understand your client’s business model using the Business Model Canvas tool
- Introduction to the Competing Values Framework and its affect on organizational culture
- Make your consulting more powerful using the key principles of creative problem solving
- Practice your new management consulting skills focused on a real-time client dilemma
- Meet the challenges of management consulting in a complex and rapidly changing world

**Day 3: Thursday**

**Leading and Implementing Change—A Business Consulting Priority**

- Learn a research-validated and field-tested process for leading and implementing change
- Effectively identify the forces for and against change; and overcoming resistance to change
- Team Exercise: The GlobalTech Change Simulation™
- Apply change leadership best practices
- Understand the “why” of change

**Post-Program Online Content**

Welcome to the new Business Consulting Online Community!

**Special Note:** Once you complete the classroom portion of the program you will be part of the new Business Consulting online community that will provide more educational content that will help you reach your potential as a highly-valued internal or external consultant. The online community is powered by Jubi.

**Discounts**

- Early Bird Registration (5%)
- Companies Sending a Team, Non-Profits, and Military (10%)
- Past Program Participants (10%)
- GSU Alumni and Students (25%)
- GSU Full-Time Employees (50%)

**The Registration Process**

You can access full program details and register online at www.execed.gsu.edu

Begin by selecting Certificate Programs option and then Business Consulting and then the Details/Registration tab

**For More Information, Contact:**

GSU Robinson Executive Education Center at 404-413-7300 or via email at execed@gsu.edu

**Disclaimer:**

Program content and instructors may change slightly due to new developments in business consulting education.